

George Horace Gallup Papers
A Finding Aid to the Collection in the Library of Congress



Manuscript Division, Library of Congress
Washington, D.C.
2007

Contact information: <http://hdl.loc.gov/loc/mss/mss.contact>

Catalog Record: <https://lcn.loc.gov/mm81021865>

Additional search options available at: <https://hdl.loc.gov/loc/mss/eadmss.ms007065>

Prepared by Donna Ellis

Finding aid encoded by Library of Congress Manuscript Division, 2007
Revised 2010 April

Collection Summary

Title: George Horace Gallup Papers

Span Dates: 1936-1979

Bulk Dates: (bulk 1960-1979)

ID No.: MSS21865

Creator: Gallup, George Horace, 1901-1984

Extent: 100 items

Extent: 8 containers

Extent: 3.2 linear feet

Language: Collection material in English

Location: Manuscript Division, Library of Congress, Washington, D.C.

LC Catalog record: <https://lcn.loc.gov/mm81021865>

Summary: Statistician and author. Drafts and printed copies of Gallup's speeches, drafts of books, and Gallup Poll press releases.

Selected Search Terms

The following terms have been used to index the description of this collection in the LC Catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically.

People

Gallup, George, 1901-1984.

Subjects

Public opinion polls--United States.

Vietnam War, 1961-1975.

Places

United States--Foreign relations--20th century.

Vietnam--History--1945-1975.

Occupations

Authors.

Statisticians.

Provenance

The papers of George Horace Gallup, statistician and author, were given to the Library of Congress by Gallup between 1964 and 1980. Additions were given by Rita Sappenfield between 1968 and 1969, and by Susan Thompson in 1979.

Processing History

The papers of George Horace Gallup were arranged and described in 1979. The finding aid was revised in 2007.

Copyright Status

The status of copyright in the unpublished writings of George Horace Gallup is governed by the Copyright Law of the United States (Title 17, U.S.C.).

Access and Restrictions

The papers of George Horace Gallup are open to research. Researchers are advised to contact the Manuscript Reading Room prior to visiting. Many collections are stored off-site and advance notice is needed to retrieve these items for research use.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Container number, George Horace Gallup Papers, Manuscript Division, Library of Congress, Washington, D.C.

Biographical Note

Date	Event
1901, Nov. 18	Born, Jefferson, Iowa
1928	Ph.D., University of Iowa, Iowa City, Iowa
1929-1937	Professor of journalism and advertising, Drake University, Des Moines, Iowa, Northwestern University, Evanston, Ill., and Columbia University, New York, N.Y.
1932-1947	Director of research, Young & Rubicam Advertising Agency, New York, N.Y.
1935-1984	Founder and director, American Institute of Public Opinion
1964	Wrote <i>The Miracle Ahead</i> . New York: Harper and Row
1984, July 25	Died, Tschingel, Switzerland

Scope and Content Note

The papers of George Horace Gallup (1901-1984) span the years 1936-1979, with the bulk of the material dating from 1960 to 1979. The collection consists of speeches by Gallup, drafts of his books, and Gallup Poll press releases from 1979. Final copies of the speeches are contained in bound volumes accompanied by loose drafts and notes. The book file consists of drafts of three unpublished works, on American foreign policy, the Vietnam War, and public opinion surveys, and one published work.

Arrangement of the Papers

Bound speeches are arranged chronologically and loose drafts alphabetically by title. The book file is arranged alphabetically by title.

Container List

Container	Contents
BOX 1	Speeches
BOX 1	Bound
BOX 1	1936-1963 (2 vols.)
BOX 2	1964-1973 (7 vols.)
BOX 3	1974-1979 (6 vols.)
BOX 4	Drafts and loose copies, 1961-1979, undated
BOX 4	A-M (25 folders)
BOX 5	N-W (24 folders)
BOX 6	Untitled
BOX 6	Books
BOX 6	"The Futility of War as an Instrument of United States Foreign Policy," 1970 (2 folders)
BOX 6	"How to End United States Participation in the Fighting in Vietnam," 1970 (3 folders)
BOX 7	(1 folder)
BOX 7	"The Intelligent Interpretation and Use of Public Opinion Surveys," 1966 (5 folders)
BOX 8	(2 folders)
BOX 8	<i>The Miracle Ahead</i> , 1964 (2 folders)
BOX 8	Press releases, 1979