



# Laurance S. Rockefeller papers, Associates, Harry Rand

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Rockefeller Archive Center

15 Dayton Avenue  
Sleepy Hollow 10591

[archive@rockarch.org](mailto:archive@rockarch.org)

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## Summary Information

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<b>Repository:</b>	Rockefeller Archive Center
<b>Creator - aut:</b>	Rand, Harry
<b>Creator - aut:</b>	Rockefeller, Laurance Spelman
<b>Creator - ctb:</b>	Smith, Fred
<b>Title:</b>	Laurance S. Rockefeller papers, Associates, Harry Rand
<b>ID:</b>	FA1224
<b>Date [inclusive]:</b>	1965-1976
<b>Physical Description:</b>	12.92 Cubic Feet 34 letter-sized document boxes
<b>Language of the Material:</b>	English .

### Preferred Citation

Information regarding the Rockefeller Archive Center's preferred elements and forms of citation can be found at <http://www.rockarch.org/research/citations.php>

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## Biographical / Historical

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Harry Rand was born on June 2, 1913. He served as an executive in the offices of Rockefeller Family and Associates, as an associate of Laurance S. Rockefeller and working specifically as an assistant to Fred Smith. As a result, these files contain far more information about those with whom Harry Rand worked than they do about Harry Rand himself.

Harry Rand died on October 24, 1998. He is buried in Arlington National Cemetery.

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## Scope and Contents

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The years represented in these files saw an increasing emphasis on environmental concerns in the United States – water pollution, air pollution, the disposal of solid waste, recycling, clean energy, and the need to consciously plan for beauty in the environment – areas in which Laurance Rockefeller was intensely interested. Two of the series in this collection – Citizens Advisory Committee on Environmental Quality (CACEQ) and Utilities – deal extensively with these concerns. Additionally, the Fred Smith series contains numerous publications, reports, and speeches on environmental issues either written or delivered by Fred Smith.

There is one series in this collection which does not deal with environmental issues, but rather with the Rockefeller family itself. Between 1969 and 1971, several conferences were held dealing with the public image of the Rockefeller family, conferences which Harry Rand, as Fred Smith's assistant, attended. The proceedings of these conferences, which were recorded verbatim, offer a glimpse into the relationships between the offices of the brothers as well as into how each office viewed and/or represented its principal.

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## Arrangement

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The material in this collection is divided into nine series: Correspondence, General Files, Businessmen and Beautification, Citizens Advisory Committee on Environmental Quality (CACEQ), Fred Smith, Grand Teton National Park, Utilities, Rockefeller Family: Public Relations, and Research Material. Two of the series, the Citizens Advisory Committee on Environmental Quality and Fred Smith, are further divided into subseries. This arrangement reflects the original order in which the material was received.

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## Administrative Information

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### Publication Statement

Rockefeller Archive Center

15 Dayton Avenue  
Sleepy Hollow 10591  
[archive@rockarch.org](mailto:archive@rockarch.org)

URL: <http://www.rockarch.org>

## Conditions Governing Access

Open for research with select materials restricted in accordance with the 2009 donation of the Laurance S. Rockefeller papers. Brittle or damaged items are available at the discretion of RAC. Researchers interested in accessing digital media (floppy disks, CDs, DVDs, etc.) in this collection must use an access surrogate. The original items may not be accessed because of preservation concerns. To request an access surrogate be made, or if you are unsure if there is an access surrogate, please contact an archivist.

When requesting to view audiovisual material, please refer to the Title and the AV Number (example: AV 1916). Researchers are asked to check the "Restrictions" note for each Title. If a Title does not currently have an access copy, please contact an RAC archivist for further instruction.

## Processing Information

Processed by Gail Antos, 2017.

## Immediate Source of Acquisition

The Laurance S. Rockefeller papers were donated to RAC in 2009 by the LSR estate.

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## Collection Inventory

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### Correspondence, 1959-1979

Title/Description	Instances	
Correspondence: A, 1968-1977	box 1	folder 1-6
<b>Scope and Contents</b>		
Including: Advertising Council, Alliance to Save Energy, American Institute of Architects, American Public Power Association, American Society of Planning Officers, Atlantic Richfield Company		
Correspondence: B, 1959-1976	box 1	folder 7-10

## Scope and Contents

Including: Board Meetings Expense Study, William A. M. Burden, Burson-Marstellar, General

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Correspondence: C, 1970-1977	box 1	folder 11-16
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## Scope and Contents

Including: Center for International Environment Information, Commco PR Inc., Commission on Critical Issues, The Conference Board, Corporation for Public Broadcasting, Council on Foundations

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Correspondence: E, 1968-1978	box 1	folder 17-19
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## Scope and Contents

box 2	folder 20-23
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Including: Edison Electric Institute, Electric Utility Industry, Electric Utility Industry and the Environment, Electric Utility Task Force and the Environment, Engineering Foundation Research Conferences, Environmental Data Bank

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Correspondence: H, 1970-1976	box 2	folder 24-27
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## Scope and Contents

box 3	folder 28-33
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Including: Harlem River State Park Dedication, Hawaii Project, Hawaii-International Center for Science and Technology, Hawaii-Suggestions for an Approach to Financing the Water Transmission Line in South Kohala, Hawaii-The Influence of Transportation on the Quality of Growth in Hawaii, Hawaii-A Problem for the Hawaiian Conscience, Housing Letter, Hudson Highlands State Park-LSR, Hudson River Projects

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Correspondence: I, 1968-1978	box 3	folder 34-36
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## Scope and Contents

Including: IBEC Luncheon, Industry/Environment Liaison Project, Institute of Electrical and Electronics Engineers

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Correspondence: J, 1966-1976	box 4	folder 37
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## Scope and Contents

Including: Jackson Hole Preservation Incorporated-Oral History Research Office-Columbia University

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Correspondence: L, 1964-1977	box 4	folder 38-45
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## Scope and Contents

box 5	folder 46-51
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Including: Land Use-Task Force on Land Use and Urban Growth, Land Use-Task Force-Seattle Trip and Correspondence, Land Use-Richard Slavin Report, Land

Use-HUD Act of 1970-House and Senate Bill, Land Use-Land Use and Population Distribution Citizens' Committee, Land Use-Phoenix, Arizona, Planning Map and Correspondence, Land Use-California Planning Maps and Correspondence, Land Use-Dade County Florida Planning Maps and Correspondence, Land Use-Atlanta, Georgia, City Planning Maps and Correspondence, Land Use-Hawaii Land Use Law and Implementation, Land Use-Dallas, Texas, Planning Maps and Correspondence, Land Use-Houston, Texas, Planning Maps and Correspondence, The Charles A. Lindbergh Memorial Fund Committee, General

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Correspondence: M, 1971-1976

box 5

folder 52-53

**Scope and Contents**

Including: Man and His Urban Environment Project, Man and His Urban Environment

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Correspondence: N, 1966-1979

box 5

folder 54

**Scope and Contents**

box 6

folder 55-63

Including: National Association of Recycling Industries, National Electrical Manufacturers Association, National Environmental Development Association, National Environmental Test, National Governors' Conference, National Industrial Conference Board, National Industrial Pollution Control Council, National Planning Association, National Rural Electric Cooperative Association, New Towns, Nixon Task Force on Environment, North American Rockwell Speech-Willard Rockwell, General

box 7

folder 64-66

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Correspondence: P, 1970-1978

box 7

folder 67-71

**Scope and Contents**

Including: Parking Industry Pamphlets, Post Office-Mail Permits, President's Seminar-Suggested Procedures, Public Broadcasting Environment Center-Final Report and Abstract, Public Service Commission-New York State

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Correspondence: R, 1971

box 7

folder 72

**Scope and Contents**

Including: Riverbank State Park

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Correspondence: S, 1970-1974

box 7

folder 73

**Scope and Contents**

Including: Solid Waste

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Correspondence: T, 1967-1977

box 7

folder 74-76

## Scope and Contents

Including: Task Force Budget, Industry Task Force on Environment, Task Force Recommendations-The Environment

Correspondence: U, 1969-1974	box 7	folder 77-78
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## Scope and Contents

Including: United States Atomic Energy Commission, United States Department of the Interior, United States National Commission for UNESCO, Urban Land Institute-Hartford Meeting, General

Correspondence: V, 1969-1971	box 8	folder 82
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Correspondence: W, 1968-1976	box 8	folder 83-86
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## Scope and Contents

Including: Water Resources Council, Western Conference of Public Service Commissions, Winrock International Livestock Research and Training Center, General

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## General Files, 1969-1980

Title/Description	Instances	
Club of Rome - M.I.T., 1972	box 8	folder 87
Conference on Cities, May 25-28, 1971, Indianapolis, Indiana: Background Material	box 8	folder 88
Housing Project: Proposals and Synopsis of Housing Letters, 1970-1972	box 8	folder 89
Hudson River Basin: Status of Pure Water Program, 1969	box 8	folder 90-91
"The Quiet Revolution in Land Use Control", Summary Report, 1971	box 9	folder 92
Rockefeller Reels I and II, March 8, 1967	box 9	folder 93
<u>Separated Materials:</u> <b>Separated Materials</b>  Audio		
"The Satellite Town", a Work Book prepared for discussion by the Citizens Advisory Committee	box 9	folder 94
Miscellaneous Items from Harry Rand's Desk, 1975, 1977-1980	box 9	folder 95



[^ Return to Table of Contents](#)**Businessmen and Beautification**

<b>Title/Description</b>	<b>Instances</b>	
Businessmen and Beautification: Report	box 9	folder 96
Businessmen and Beautification	box 9	folder 97-99
	box 10	folder 100-102

[^ Return to Table of Contents](#)**Citizens Advisory Committee on Environmental Quality (CACEQ), 1961-1979****Annual Reports**

<b>Title/Description</b>	<b>Instances</b>	
Citizens Advisory Committee on Recreation and Natural Beauty: Annual Reports, 1967, 1968	box 10	folder 103-104
CACEQ: Annual Report, 1969	box 10	folder 105
CACEQ: Annual Report, 1971	box 10	folder 106-108
<b>Scope and Contents</b> Correspondence - Folders 107 and 108		
CACEQ: Annual Report, 1972	box 10	folder 109-110
<b>Scope and Contents</b> Correspondence - Folder 110; Press Releases - Folder 111; Public Relations - Folder 112	box 11	folder 111-112
CACEQ: Annual Report, 1973	box 11	folder 113-115
<b>Scope and Contents</b> Correspondence - Folder 114; Press Clippings - Folder 115		
CACEQ: Annual Report, 1974	box 11	folder 116-117
<b>Scope and Contents</b> Correspondence - Folder 117		
CACEQ: Annual Report, 1975	box 11	folder 118-119

## Scope and Contents

Correspondence - Folder 119

### Correspondence

Title/Description	Instances	
CACEQ: Correspondence - A-I, 1961, 1970-1979	box 11	folder 120-128
CACEQ: Correspondence - K-P, 1970-1979	box 11	folder 129
	box 12	folder 130-134
CACEQ: Correspondence - R-T, 1970-1972	box 12	folder 135-137
CACEQ: Correspondence - W, 1971-1978	box 12	folder 138
CACEQ: Bureau of Outdoor Recreation, 1970	box 12	folder 139
CACEQ: Government Printing Office, 1973-1976	box 12	folder 140
CACEQ: Hang-on Tags	box 12	folder 141
CACEQ: Laurance S. Rockefeller Memo re Power Lines, Hawaii, 1973 November 13	box 12	folder 142
CACEQ: Publications - Order Forms, 1972	box 12	folder 143
CACEQ: Recycling Logo, 1971-1976	box 12	folder 144
CACEQ: Stationery Proofs, 1971-1972	box 12	folder 145

### General Files

Title/Description	Instances	
Executive Order Establishing CACEQ, 1966, 1968-1970, 1977	box 12	folder 146
History: 1966-1974, 1970-1976	box 12	folder 147
Energy Sub-Committee, 1972	box 12	folder 148

### Meetings

Title/Description	Instances	
CACEQ: Meetings: Minutes of CACEQ Meetings, 1970 February-May	box 13	folder 149
CACEQ: Meetings, 1970	box 13	folder 150-151

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Meetings of August 31, 1970 and November 30, 1970

CACEQ: Meetings, 1971

<b>Scope and Contents</b>	box 13	folder 152-154
Meetings of March 19, 1971, June 18, 1971, September 30, 1971		
CACEQ: Meetings, 1972	box 13	folder 155-157
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Meetings of January 12, 1972, April 21, 1972, July 21, 1972, October 27, 1972, December 15-16, 1972	box 14	folder 158-159
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CACEQ: Meetings, 1974	box 14	folder 163-164
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CACEQ: Meetings, 1975	box 15	folder 166-169
<b>Scope and Contents</b>		
Meetings of February 14, 1975, May 30, 1975, July 3, 1975, September 29, 1975		
CACEQ: Meetings, 1976	box 15	folder 170-172
<b>Scope and Contents</b>		
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## Publications

Title/Description	Instances	
"Citizen Action Guide to Energy Conservation", 1973-1974	box 15	folder 173-174
<b>Scope and Contents</b>		
Folder 175 - Clippings	box 16	folder 175
"Citizens Make the Difference: Case Studies of Environmental Action", 1973-1974	box 16	folder 176
"Community Action for Environmental Quality", 1970-1973		

	box 16	folder 177-179
"Energy in Solid Waste: A Citizen Guide to Saving", 1974-1976 <b>Scope and Contents</b> Folder 181 - Clippings	box 17	folder 180-181
"From Rails to Trails", 1974-1978 <b>Scope and Contents</b> Folder 183 - Clippings	box 17	folder 182-183
"How Will America Grow?: A Citizen Guide to Land Use Planning", 1975-1976	box 17	folder 184
"Individual Action Check List for Energy Conservation in Transportation, Homes and Offices, Industries and Electric Utilities", 1974	box 17	folder 185
"Mission Possible" TV Programs, 1970-1971	box 18	folder 186
"A New Approach to the Disposal of Liquid Waste", 1968-1971 <b>Scope and Contents</b> Folders 188-191 - Liquid Waste Project: Binder	box 18 box 19	folder 187-190 folder 191
"A New Look at Recycling Waste Paper", 1972-1977	box 19	folder 192
Publications Brochures, 1975-1978	box 19	folder 193
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## Reports

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CACEQ Report: "The Loss of Agricultural Land", Roger Blobaum, 1974	box 19	folder 195
CACEQ Report: The Use of Land, 1971-1973	box 19	folder 196

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## Fred Smith, 1967-1978

### Publications and Speeches

Title/Description	Instances	
"America is a Growing Country", 1971-1972		

<b>Scope and Contents</b>	box 19	folder 197-198
Folders 198-200 - Correspondence; Folder 201 - In Other Publications; Folder 202 - Response; Folder 203 - Business Response; Folder 204 - Congressional Response	box 20	folder 199-204
"Atomic Power and Man's Changing Environment", 1967 October	box 20	folder 205
"The Corner We Turned in Time", 1972	box 20	folder 206
"In Two Generations This Nation Will Self-Destruct: The Environmental Job", 1970	box 21	folder 207
"Statistics and Patches: What's Wrong in the Cities", 1972	box 21	folder 208
"Liquid Waste Disposal - a Job Man Knows How to Do and Cannot Get Done", 1970	box 21	folder 209
"Man and His Urban Environment", 1971-1978	box 21	folder 210-218
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Folders 211-213 - Binder; Folder 214 - An Agenda for the Future; Folder 215 - A Proposal; Folder 216 - A 3-Part Proposal; Folder 217 - Clippings; Folder 218 - Comments; Folder 219 - Envelopes; Folder 220 - Invoice; Folder 221 - Press Release; Folder 222 - Promotion Letters; Folder 223 - What have we learned and some thoughts about where we go from here		
"A Practical Program for Protecting the Environment", 1969-1970	box 22	folder 224
"To Keep Life on the Move", 1968	box 22	folder 225
"To Win the War on Water Pollution", 1970	box 22	folder 226
"The Way It's Going to Be: An American City - The Year 2000", 1972	box 22	folder 227
"Whatever Happened to the State of the Union?", 1978	box 22	folder 228
"Where Do We Go from Here?"	box 22	folder 229

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Title/Description	Instances	
"How Can We Apply Cost-Benefit Analysis to Environmental Improvement?", 1972 May 8	box 22	folder 230
"A New Approach to Federal-State-Local Cooperation in Providing Facilities for Liquid Waste Disposal", 1970 January 20	box 22	folder 231
"Population Congestion in Big Cities and What Can Be Done About It"	box 22	folder 232

"Progress Report: Urban Land Use and Population Distribution Project"	box 22	folder 233
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"The Natural Beauty Movement and the Power Business", 1967 September 19	box 22	folder 234
"The Anatomy of the Natural Beauty Movement", 1967 October 6	box 22	folder 235
"The Future of the Natural Beauty Movement", 1967 November 1	box 22	folder 236
"Nuclear Plants and the Environment", 1968 March 28	box 22	folder 237
"The Electric Utility Industry and the Environment", 1968 May 24	box 22	folder 238
"To Keep Life on the Move", 1968 June 16	box 22	folder 239
"The Real Significance of the Utility Industry Task Force Report", 1968 September 25	box 22	folder 240
"Report on the Electric Utility Industry Task Force on the Environment", 1968 November 14	box 22	folder 241
Electric Utility Industry Task Force on the Environment, 1969 January 27	box 22	folder 242
"Outer Shelf Lands, Marine Resource Development and Environmental Protection", 1969 February 20	box 22	folder 243
"Public Service Commissions and the Environment", 1969 May 7	box 22	folder 244
"A Practical Program for Protecting the Environment", 1969 May 14	box 22	folder 245
"The Electric Utility Task Force Report – One Year Later", 1969 October 7	box 22	folder 246
"Confessions of an Anti-Hero", 1970 February 17	box 22	folder 247
"Facing the Music", 1970 March 3	box 22	folder 248
"In Two Generations This Nation Will Self-Destruct", 1970 April 15, 1970 May 21	box 22	folder 249-250
"We Have Met the Enemy and He is Us", 1971 March	box 23	folder 251
"Communications in the 70's", 1971 April 13	box 23	folder 252
"Some Preliminary Thinking on the Resources Available to Create Cities that Work", 1971 May 26	box 23	folder 253
"The Corner We Turned – In Time", 1971 November 4	box 23	folder 254
"The Way It's Going to Be", 1972 January 18	box 23	folder 255

Statement of M. Frederik Smith – Environmental Panel, 1972 April 19	box 23	folder 256
"Statistics and Patches: Or What's Wrong in the Cities", 1972 October 3	box 23	folder 257
"A New Charter for a New Era – The NPA Moves into the Seventies", 1972 November 10	box 23	folder 258
"Hawaii: A View from the Outside Looking In", 1973 June 21	box 23	folder 259
"Where Do We Go From Here? A Proposal for NPA's Second Generation", 1973 November 27	box 23	folder 260
"The Influence of Transportation on the Quality of Growth in Hawaii", 1973 December 6	box 23	folder 261
"After the Ball is Over or The Search for a Practical Program to Protect the Environment and Preserve Society without Wrecking a Lot of Other Things or You Can't Fix Merely One Thing" , 1974 March 25	box 23	folder 262
"Society and the Private Sector", 1974 November 19	box 23	folder 263
"In Search of an Intelligent Agenda for a Bicentennial", 1975 May 13	box 23	folder 264
"Electricity, the Quality of Life, the Courts, and the Future", 1977 June 15	box 23	folder 265
"The Ball is in Our Court: Let's Not Fumble It", 1977 September 19	box 23	folder 266

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"The Electric Utility Industry and the Environment", 2nd Printing	box 24	folder 273
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Electric Utility Industry Task Force on Environment, Minutes, 1967	box 25	folder 277-278

## Scope and Contents

Folder 277 - June 15 and 16, 1967; Folder 278 - October 19,  
1967 Meeting

Electric Utility Industry Task Force on Environment: Proceedings, 1968	box 25	folder 279-281
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Folder 279 - March 12, 1968; Folders 280-281 - June 20,  
1968

Electric Utility Industry Task Force on Environment: Task Force Questionnaire, Final Copy, 1967	box 25	folder 282
Report of the Electric Utility Industry Task Force on Environment: Draft Report, First Part, 1968	box 26	folder 283
Working Committee on Utilities: Report to the Vice President and to the President's Council on Recreation and Natural Beauty, 1968	box 26	folder 284-285
Federal Power Commission: National Power Survey Advisory Committee, 1972-1973	box 26	folder 286
Federal Power Survey: Correspondence, 1970-1971	box 26	folder 287
"A Commitment to Change – Utilities, Regulators and Conservationists", Remarks of Lelan F. Sillin, Jr., 1970 April 30	box 26	folder 288
Federal Power Commission National Power Survey Task Force on Environment Meeting, 1971 April 6	box 26	folder 289
Federal Power Survey: Correspondence and Memos by Fred Smith, 1970	box 27	folder 290
Federal Power Commission: Task Force Report – Final Draft, 1971 April 20	box 27	folder 291
Federal Power Commission: National Power Survey: Chapter XXI – "Regulation of the Electric Power Industry"	box 27	folder 292



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Legislation, 1972	box 29	folder 305
Research and Development, 1972-1973	box 29	folder 306
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The Salt River Project's Underground Residential Distribution and Power Styling of Substations and Overhead Power Lines	box 29	folder 309
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<u>Conditions Governing Access:</u>		
<b>Conditions Governing Access</b>		
Access copy unavailable. Please contact an RAC archivist for further instruction.		

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## Rockefeller Family: Public Relations, 1915-1978

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Lloyd A. Free Survey: Correspondence, 1969-1970	box 29	folder 315
Proceedings, Public Relations Conference, October 17, 1969	box 29	folder 316
Public Opinion Survey – Memos to the Family, 1970	box 29	folder 317
Public Opinion Survey – Miscellaneous Correspondence, 1969	box 29	folder 318
Public Relations Conference, February 27, 1970	box 29	folder 319
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Public Relations Conference, April 8-10, 1970	box 30	folder 321
Proceedings, Public Relations Conference, April 9, 1970	box 30	folder 322
"Public Attitudes Toward the Rockefellers" by Lloyd A. Free, 1970 September 26	box 30	folder 323
Public Relations Conference, December 7, 1970	box 30	folder 324
Proceedings, Meeting of the Rockefeller Family and Associates, December 7, 1970	box 30	folder 325
Distribution of Rockefeller Books to the Public Relations Committee, 1970-1971	box 30	folder 326
Harry Rand Public Relations Conference Memos, 1970-1971	box 30	folder 327
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John D. Rockefeller 3rd, 1915, 1918, 1968-1970	box 30	folder 331
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Conditions Governing Access:

## Conditions Governing Access

Restricted - confidential material.

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Federal Power Commission	box 33	folder 352
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