



# **Rockefeller (Nelson A.) Gubernatorial records, Public Relations, Series 27**

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Rockefeller Archive Center

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## Summary Information

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<b>Repository:</b>	Rockefeller Archive Center
<b>Creator - ctb:</b>	Rockefeller, Nelson A. (Nelson Aldrich)
<b>Creator - aut:</b>	Morrow, Hugh
<b>Creator - ctb:</b>	Perkins, Roswell B.
<b>Title:</b>	Nelson A. Rockefeller gubernatorial records, Public Relations, Series 27
<b>ID:</b>	FA369
<b>Date [inclusive]:</b>	1958-1972
<b>Physical Description:</b>	5.24 Cubic Feet 4 standard record storage boxes.
<b>Language of the Material:</b>	English .

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## Biographical/Historical note

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Nelson A. Rockefeller served as governor of New York from January 1, 1959, to December 18, 1973. He was the first person elected to four consecutive four-year terms as a state governor.

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## Scope and Contents note

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### NOTE TO RESEARCHERS

This series contains a small portion of the office files of Hugh Morrow. They document his official activities in the execution of his duties as a member of Nelson A. Rockefeller's gubernatorial staff. The actions, decisions, and exchanges of information or points of view documented here occurred in the course of proposing and implementing policies for the Rockefeller administration and political campaigns. However, unless a document is personally signed by Nelson A. Rockefeller, or is referred to in a document personally signed by him, it should not be assumed that he saw the document or was

aware of its existence or substance. Furthermore, researchers should bear in mind that files may contain documents or drafts addressed to Rockefeller which were never shown to him.

## SCOPE AND CONTENT

This series contains a small portion of the files of Hugh Morrow, who served as a speech writer and special assistant to Gov. Nelson A. Rockefeller from November 1959 and was appointed Director of Communications on February 4, 1969.

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## Arrangement note

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This series is divided into three subseries:

Subseries 1 - Books and Articles, 1960-1971 Subseries 2 - Speeches, 1960-1964 Subseries 3 - Campaign Material, 1958-1972

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## File Plan note

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Former Classification: III 15 27

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## Administrative Information

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### Publication Statement

Rockefeller Archive Center

15 Dayton Avenue  
Sleepy Hollow 10591

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## Conditions Governing Access note

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## Controlled Access Headings

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- Governors -- Election -- New York (State) -- 1962
- Governors -- Election -- New York (State) -- 1966
- Presidential candidates -- United States -- History -- 20th century
- Public policy
- Economics
- Federal government -- United States
- Government policy
- Governors -- Election -- New York (State) -- 1958
- Public relations
- State governments -- United States
- United States
- Vice-Presidents -- United States
- Political science
- Political campaigns -- United States
- Presidential campaigns -- United States
- Latin America
- Legislation -- New York (State)
- New York (N.Y.)
- New York (State)
- Human rights
- International economic relations
- International relations
- International relations -- United States
- Arms control -- United States

- Arms control
- Affirmative action programs -- New York (State)
- Governors -- Election -- New York (State) -- 1970
- Civil service -- New York (State)
- Civil service
- Civil defense -- United States
- Civil defense

## Collection Inventory

### Books and Articles, 1960-1971

#### Scope and Contents note

This subseries consists of drafts and correspondence regarding articles either prepared by Rockefeller or written for him by Hugh Morrow and others. Published copies are included for most of the articles. However, some files do not indicate whether publication actually occurred.

There is correspondence on the production of three books by Nelson Rockefeller. They are "Unity, Freedom and Peace," Rockefeller's stand on various issues written for the 1968 presidential race; "Dear Mr. President," an unpublished book on foreign policy drafted by Rodney Campbell; and "Our Environment Can Be Saved," Rockefeller's 1970 strategy for saving the environment and supporting the arts. There are slim files on two other books: "The Future of Federalism," the book version of Rockefeller's 1962 talks at Harvard University's Godkin Lecture Series, and "The Real Rockefeller," Frank Gervasi's 1964 biography. There are no drafts for any of the manuscripts. Copies of the published books are found in the Archive Center (noncirculating) library collection.

Title/Description	Instances	
Articles Requested for Publication - Miscellaneous, 1960-1966	box 1	folder 1
<b>Scope and Contents note</b>		
<p>Drafts and correspondence re articles requested of NAR.  Subjects include "Words to Live By"; how to keep peace in the Latin American family; fundamental American values; government service; favorite stories; Republican issues - Richard Peet and James Wills; 1964 strategy; today's issues (1964); Republican policy re Negroes; attack Goldwater; scientific research in New York.</p>		
"County Government", 1960	box 1	folder 2
<b>Scope and Contents note</b>		
Article by NAR; "The Importance of Local Government."		
North American Newspapers Alliance Series, 1960	box 1	folder 3

## Scope and Contents note

Drafts of 6 articles: 1) Economic Growth; 2) Public Finance; 3) Education; 4) Housing; 5) Health; and 6) Civil Defense (fall-out shelters).

---

"Foreign Affairs", April 1960

box 1

folder 4

## Scope and Contents note

Article by NAR: "Purpose and Policy," (five areas of foreign policy: 1) negotiations with Soviet Union; 2) military security; 3) arms control; 4) economic goals; and 5) values.)

---

"Newsweek", July 25, 1960

box 1

folder 5

## Scope and Contents note

Article by NAR: "A Way to Bind Africa to the Free World."  
Folder includes one draft entirely in NAR's handwriting.

---

"This Week", June 11, 1961

box 1

folder 6

## Scope and Contents note

Sunday supplement magazine article by NAR: "Some Advice for the Class of 61." (Discusses conflict between those who believe in the supreme worth of the individual and those who believe the individual to be but a cog in the machinery of a tyrannical state.)

---

"Marina International", 1961

box 1

folder 7

## Scope and Contents note

Article by NAR: "New York's Boating Partnership Program." (To meet the needs of the "trailer-sailor.")

---

Local Government, 1961

box 1

folder 8

## Scope and Contents note

Statement by NAR to Westchester Community Growth Conference on role of local government, "State can be of real assistance."

---

Victor Riesel guest column, 1960-1961

box 1

folder 9

## Scope and Contents note

Economic Growth (1960) and Automation (1961).

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"American Banker", 1961

box 1

folder 10

## Scope and Contents note

Article by NAR on economic growth.

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"County Government", July 1962

box 1

folder 11

## Scope and Contents note

Article by NAR: "Governor's Regional Government Plan."  
Correspondence, memos and drafts.

---

"The Future of Federalism", 1962

box 1

folder 12

## Scope and Contents note

NAR's Godkin Lectures at Harvard University in book format. (These annual lectures on "The Essentials of Free Government and the Duties of the Citizen" were established in 1902 in memory of newspaper editor Edwin Lawrence Godkin.)

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"U.S. News & World Report", September 17, 1962

box 1

folder 13

## Scope and Contents note

Article by NAR: "A Plan for Growth and Jobs." (p.108)  
Correspondence, drafts, background material.

---

Time Magazine article, June 15, 1962

box 1

folder 14

## Scope and Contents note

NAR portrait by Henry Koerner on cover; article, "The Republicans" (7 copies). Correspondence with Reader's Digest on reprinting Time article; NAR handwritten note on Hugh Morrow's memo: "Hugh, Congratulations. It's Terrific."

---

Victor Riesel guest column, 1962

box 1

folder 15

## Scope and Contents note

Article by NAR: "Political Labels."

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"Saturday Evening Post", March 1962

box 1

folder 16

## Scope and Contents note

Article by NAR: "Political Labels are Nonsense."

---

Victor Riesel guest column, 1963

box 1

folder 17

## Scope and Contents note

Article by NAR theorizing that the most important civil rights legislation could be tax cut legislation which would



create more job opportunities. Final has NAR handwritten edits.

"The Real Rockefeller", 1964

box 1

folder 18

### Scope and Contents note

Biography by Frank Gervasi. Correspondence re purchase of 10,000 copies for use in California; bill from publisher.

"Rebirth at the Grass Roots", 1966

box 1

folder 19

### Scope and Contents note

Sanford Lecture at Delhi University, September 28, 1966. Drafts of lecture, gift of manuscript to Delhi University. Final draft memo to NAR from Hugh Morrow has NAR handwritten note: "Hugh, Wonderful. Many Thanks! Nelson." Correspondence with Delhi Univ. professor on manuscript being readied for publication.

"Parent's Magazine", May 1966

box 1

folder 20

### Scope and Contents note

Article by NAR: "We Honor Our Teachers." (2 copies of magazine.) Background material re "Teacher Recognition Day" in New York 1960-1966.

Federalism, 1967

box 1

folder 21

### Scope and Contents note

NAR review for Sunday "New York Times" of book by Terry Sanford, North Carolina Governor 1961-1965, "Storm Over the States."

Culture, 1967

box 1

folder 22

### Scope and Contents note

NAR tribute to Mrs. August Belmont for "Opera News." NAR handwritten edits of draft by Hugh Morrow.

Politics, 1967

box 1

folder 23

### Scope and Contents note

Pamphlet, with statement by NAR, to create a State University of New York Scholarship; "The Jane H. Todd Memorial Scholarship." Todd elected to New York State Assembly in 1934; became first woman Deputy Commissioner of Commerce.

Office of Governor, 1968

box 1

folder 24

**Scope and Contents note**

Proposed article for "Newsday" requested by Bill Moyers, publisher. Drafts of an article on the role of governor today and need for block grants to states from Federal Government.

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Government and Society, 1968

box 1

folder 25

**Scope and Contents note**

NAR article for January, 1968 issue of Foreign Affairs: "Policy and the People." Memos by Henry A. Kissinger; drafts; correspondence; NAR handwritten notes to Ann (Whitman) and edits; Hugh Morrow 12/27/67 memo to NAR (with article reprints) on which NAR writes "Hugh, Many thanks for all you did on this! I think it came out very well."

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"Good Housekeeping", February 1968

box 1

folder 26

**Scope and Contents note**

"Exclusive: The Rockefellers at Home." Cover story.

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New York State Urban Development Corporation, 1968

box 2

folder 27

**Scope and Contents note**

2/27/68 press release of Special Message to Legislature on creation of Urban Development Corporation; transcript of NAR press conference re Special Message; background notes; drafts of Program Bills; Hugh Morrow memo 4/2/68 to NAR for clearance of Urban Development Corporation pamphlet with handwritten "OK NAR."

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Everson Museum of Art, Syracuse, New York, 1968

box 2

folder 28

**Scope and Contents note**

NAR statement on opening of new building; correspondence re statement; Hugh Morrow transmitting statement to NAR with NAR handwritten "Hugh Wonderful Thanks Nelson."

---

"Unity, Freedom & Peace", 1968

box 2

folder 29

**Scope and Contents note**

Correspondence with Random House re book to be produced by Rodney Campbell; comments by staff to NAR; drafts of dust cover promotional copy; memos re costs and distribution of book; 1 copy of book.

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"Year 1969, The Encyclopedia News Annual", 1968

box 2

folder 30

## Scope and Contents note

NAR preface to year book.

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Hospital Financial Management Newsletter, 1969	box 2	folder 31
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## Scope and Contents note

NAR article on Universal Health Insurance; correspondence; draft; Hugh Morrow clearance memo to NAR with NAR handwritten "Hugh Excellent Check AI on opening paragraph Thanks Nelson."

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"New York", March 1969	box 2	folder 32
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## Scope and Contents note

NAR article on what the state has done for the arts; correspondence; drafts, March 5 draft with NAR handwritten edits; final version dated March 11.

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"Modulus", 1969	box 2	folder 33
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## Scope and Contents note

Annual Journal of School of Architecture, University of Virginia; Article: "A Modern Federalism for an Urban America"; correspondence; memos; draft; 2 copies of Journal.

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"Dear Mr. President", 1969	box 2	folder 34
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## Scope and Contents note

Book on foreign policy to be produced by Rodney Campbell; undated (late 1968?) from Rodney Campbell to Hugh Morrow; correspondence Hugh Morrow with Random House.

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"Oceans", 1969	box 2	folder 35
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## Scope and Contents note

Draft of article: "New York Looks at Its Future on the Great Lakes."

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"American Banker", 1969	box 2	folder 36
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## Scope and Contents note

Article: Pure Waters Program, Urban Job Incentive Board, Interracial Council for Business Opportunity and Urban Development Corporation.

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"Eye", 1968	box 2	folder 37
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## Scope and Contents note

Article: "The Current Generation." (May not have gone to press.)

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Victor Riesel guest column, 1969

box 2

folder 38

## Scope and Contents note

Column on the fiscal crisis in the federal government and need to make federal block grants to states and local governments.

---

"Sources", 1969

box 2

folder 39

## Scope and Contents note

Blue Cross magazine. Request for article; draft article on Universal Health Insurance; memos; memo Hugh Morrow to NAR 7/24/69 attaching article for clearance; NAR handwritten note "Hugh Thanks OK Have Al's people checked out? Nelson One minor suggestion." Transmittal by Hugh Morrow to Blue Cross 7/29/69.

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"Newsday", 1969

box 2

folder 40

## Scope and Contents note

"The Rockefeller Years"; 5 part series 4/14-18/69.

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"American Banker", 1969

box 2

folder 41

## Scope and Contents note

Article by NAR: "Long Island - Growth is the Name of the Game."

---

"Salesman", 1969

box 2

folder 42

## Scope and Contents note

Article by NAR: "Growth in the Seventies - A Forecast."

---

"Trial", 1969

box 2

folder 43

## Scope and Contents note

Article by NAR: "Equity and Order in Public Employment." Basis for and enactment of the "Taylor Law" (prohibits strikes by public employees).

---

"Water and Wastes Engineering", 1970

box 2

folder 44

## Scope and Contents note

Article by NAR: "A Livable Environment - Mission for the Seventies."

---

"Archives of Internal Medicine", 1970

box 2

folder 45

## Scope and Contents note

Article by NAR: "Universal Health Care Insurance is the Wave of the Future."

---

"The Forensic Quarterly", 1970

box 2

folder 46

## Scope and Contents note

Article by NAR: "A Livable Environment - It Can Be Done."

---

"The Designer", 1970

box 2

folder 47

## Scope and Contents note

Article by NAR: "Building a Second America."

---

"Lodging and Food Service News", 1970

box 2

folder 48

## Scope and Contents note

Article by NAR: "Tourism in the 70s - Count on New York State."

---

"The Evening News" (Newburgh, New York), 1970

box 2

folder 49

## Scope and Contents note

Article by NAR for special edition: 22nd Anniversary of Israel.

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"Brandon's Shipper and Forwarder", 1970

box 2

folder 50

## Scope and Contents note

Article by NAR: "New York State and Export Expansion."

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"New York State Town and County Government", 1970

box 2

folder 51

## Scope and Contents note

Article by NAR: "When Peace Breaks Out" urging local legislators to organize post-Vietnam planning committees.

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"Nation's Business", 1970

box 2

folder 52

## Scope and Contents note

Article by NAR: "New York State's Business Talent Reservoir."

"American Banker", 1970

box 2

folder 53

## Scope and Contents note

Article by NAR: "Working Together To Save the Environment."

Albany Times Union, 1970

box 2

folder 54

## Scope and Contents note

Supplement, Fifth Anniversary of Saratoga Performing Arts Center. NAR handwritten note on Hugh Morrow memo to NAR: "OK, Excellent. Might it not be appropriate for me to mention that I was proud of the fact that my wife was Ch. of the Board?"

Victor Reisel guest column, 1970

box 2

folder 55

## Scope and Contents note

NAR article on organized crime and the new Statewide Prosecutor.

"Personal Finance Law Quarterly Report", 1970

box 2

folder 56

## Scope and Contents note

Article by NAR: "The Consumer and the 1970 Legislative Session in New York."

"Our Environment Can Be Saved", 1970

box 2

folder 57

## Scope and Contents note

Proposal (1/22/70) from Rodney Campbell; memos and correspondence re book project, negotiations with publishers; forward by John W. Gardner (former Secretary of (United States Department of) Health, Education and Welfare); drafts of dust cover, political memos.

"Our Environment Can Be Saved", 1970-1971

box 2

folder 58

## Scope and Contents note

Book Reviews; clippings; requests for book.

## Speeches, 1960-1964

**Scope and Contents note**

This subseries consists of files on 49 speeches made by Governor Rockefeller from 1960 to 1964, which is only a small portion of the many speeches he made during this period. Folders 59 through 69 contain speeches made prior to the Republican National Convention of 1960. Speeches in folders 81 through 102 provide an indication of Rockefeller's ambition to seek the Republican Presidential nomination in 1964. The contents of each file vary and may include handwritten drafts by Rockefeller, typed drafts with Rockefeller's handwritten edits, printed transcripts for press releases, and correspondence.

**Title/Description****Instances**

"The Third Century", April 22, 1960

box 2

folder 59

**Scope and Contents note**

Speech subtitled: "A Concept of American Foreign Policy."

"Man and Law", May 1, 1960

box 2

folder 60

**Scope and Contents note**

Speech subtitled: "An Appraisal of the Moral Foundations of Law in a Free Society"; given at Rockefeller Memorial Chapel, University of Chicago.

"A Civil Rights Program for the United States", June 17, 1960

box 2

folder 61

**Scope and Contents note**

Speech; given at Buffalo, New York to National Sunday School and Baptist Training Union Congress.

"Great Design for Freedom", June 21, 1960

box 2

folder 62

**Scope and Contents note**

Speech subtitled: "A Program to Strengthen the Structure of Our Own Government and the Bonds of the Free World"; Binghamton, New York, Rotary Club.

"The 1960s: Decade of Danger", June 28, 1960

box 2

folder 63

**Scope and Contents note**

Speech subtitled: "And a Program to Meet It"; National Governors' Conference.

"Health Care for the Aged", June 29, 1960

box 2

folder 64

**Scope and Contents note**

Statement subtitled: "A Program and a Workable Approach"; National Governors' Conference.

"The Problem of Arms and Arms Control", July 8, 1960

box 2

folder 65

## Scope and Contents note

Statement subtitled: "An Analysis and Program Oriented to Our National Goals."

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"Better Education for Americans", July 9, 1960	box 2	folder 66
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## Scope and Contents note

Statement subtitled: "A Financial Program to Meet this Mounting Challenge."

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"A Republican Approach to the Great Issues", July 11, 1960	box 2	folder 67
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## Scope and Contents note

Submission to the Platform Committee of the Republican National Committee.

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"Western Hemisphere Unity", July 12, 1960	box 2	folder 68
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## Scope and Contents note

Speech subtitled "An Action Program to Counter the Communist Threat by Strengthening Democracy and Freedom"; New York Young Republican Club.

---

"Let Freedom Ring", July 19, 1960	box 2	folder 69
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## Scope and Contents note

A Centennial Memorandum for the 1960 Republican Party Platform submitted to the Republican Platform Committee in Chicago, Illinois.

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"Higher Education", January 31, 1961	box 2	folder 70
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## Scope and Contents note

Legislative Document No. 9, Special Message to the Legislature.

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"Power to Save Freedom", October 27, 1961	box 2	folder 71
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## Scope and Contents note

Speech (press release) to National Convention of Sigma Delta Chi, Miami, Florida, making the case for nuclear testing.

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"No Test Ban Now", November 14, 1961	box 2	folder 72
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## Scope and Contents note

Statement subtitled: "Further Nuclear Testing is Vital in Face of Soviet Duplicity and Threat to World Freedom."

"Basic Republican Precepts", January 24, 1962	box 2	folder 73
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## Scope and Contents note

Speech (handwritten) to Minnesota Republican Fund Raiser, St. Paul, Minnesota.

"Mental Disability", January 30, 1962	box 2	folder 74
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## Scope and Contents note

Legislative Document No. 9, Message to the Legislature.

"Medical Assistance for the Aged", March, 1962	box 2	folder 75
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## Scope and Contents note

A report based upon experience under 1961 State legislation.

"Medical Care for the Aged", May 1, 1962	box 2	folder 76
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## Scope and Contents note

Speech subtitled: "Social Security and Freedom of Choice"; Statewide Conference on the Aging, New York City.

"New York: A State Can Meet Its Responsibilities", August, 1962	box 2	folder 77
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## Scope and Contents note

Republican State Committee pamphlet.

"Jobs and Prosperity", December 5, 1962	box 2	folder 78
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## Scope and Contents note

Speech to Congress of American Industry, National Association of Manufacturers, Waldorf-Astoria Hotel, New York City.

Second Inaugural Address, January 1, 1963	box 2	folder 79
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Annual Message to the Legislature, January 9, 1963	box 2	folder 80
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"Nuclear Testing and Free World Security", January 28, 1963	box 2	folder 81
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## Scope and Contents note

Press Release.

"National Security", January 29, 1963	box 2	folder 82
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## Scope and Contents note

Speech subtitled: "The People's Right and Need to Know the Facts"; Albany; New York State Publishers Association.

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"Our Troubled Alliance and the Future of Freedom", February 9, 1963	box 2	folder 83
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## Scope and Contents note

Press Release, Chicago, Illinois.

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"Civil Rights", February 12, 1963	box 2	folder 84
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## Scope and Contents note

Lincoln Birthday Address, New York City.

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"Promise and Performance on Civil Rights", March 5, 1963	box 2	folder 85
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## Scope and Contents note

Speech, Albany, to New York State Conference of National Association for the Advancement of Colored People Branches.

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"Tax Incentives for Growth and More Jobs Now", March 9, 1963	box 2	folder 86
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## Scope and Contents note

Press Release, Milwaukee, Wisconsin.

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"20 Million New Jobs", April 6, 1963	box 2	folder 87
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## Scope and Contents note

Press Release, Omaha, Nebraska, subtitled: "A Program for Growth."

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"A Matter of Principle", July 14, 1963	box 2	folder 88
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## Scope and Contents note

Press Release, Albany. (File folder: "radical right statement.")

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"Freedom and the American Way of Life", July 27, 1963	box 2	folder 89
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## Scope and Contents note

Speech at Bohemian Grove, San Francisco, California; speech outline with NAR handwritten notes.

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"The Nuclear Test Ban Treaty", August 12, 1963	box 2	folder 90
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## Scope and Contents note

Press release with background memorandum; Albany.

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"Principle vs. Opportunism - the Responsibility of Power", September 4, 1963	box 2	folder 91
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## Scope and Contents note

Speech, New York City, to Annual Meeting of American Political Science Association.

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"The Kennedy Administration - a Record of Failure", September 7, 1963	box 2	folder 92
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## Scope and Contents note

Speech, Oregon, Illinois, Republican rally and picnic; draft of speech.

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"The Republican Party in New York State", September 16, 1963	box 2	folder 93
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## Scope and Contents note

NAR handwritten notes for speech, Ulster County, New York, Republican Committee.

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"Broken Promises on the New Frontier", September 21, 1963	box 2	folder 94
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## Scope and Contents note

Speech, Huntington, West Virginia, Republican Finance Committee of West Virginia.

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Local Government, September 22, 1963	box 2	folder 95
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## Scope and Contents note

Press Release re speech to Virginia Municipal League, Roanoke, Virginia; NAR handwritten notes of similar speech to League of California Cities (no date); NAR handwritten notes for "County Officers Ass(ociation)" Buffalo, New York 1/27/64.

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"U.S. News & World Report", September 23, 1963	box 2	folder 96
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## Scope and Contents note

NAR interview.

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"Modern Man's Dilemma in an Age of Tension", October 5, 1963	box 2	folder 97
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## Scope and Contents note

Speech (handwritten) to National Conference of Editorial Writers, Rochester, New York.

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"Failure in Latin America - and How to Correct It", October 10, 1963	box 2	folder 98
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## Scope and Contents note

Speech, Western Hemisphere Day Dinner of the Avenue of Americas Association, New York City.

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"On the Need to Restrain the Abuse of Federal Power", October 11, 1963	box 2	folder 99
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## Scope and Contents note

Speech, French Lick, Indiana, to Indiana Bar Association Convention.

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"We're Living in a World Divided by Basic Conflict", October 12, 1963	box 2	folder 100
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## Scope and Contents note

Speech (handwritten) to Republican Western Conference, Eugene, Oregon.

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Candidate for Republican Presidential Nomination, November 13, 1963	box 2	folder 101
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## Scope and Contents note

Speech (handwritten) to Associated Press Managing Editors Association, Miami, Florida.

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Candidate for Republican Presidential Nomination, November 16, 1963	box 2	folder 102
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## Scope and Contents note

Speech (handwritten) to Metropolitan Press Club, St. Louis, Missouri.

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The Rockefeller Republican Record, 1963, 1973	box 2	folder 103
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## Scope and Contents note

New York Republican State Committee publications.

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Resumption of Candidacy Following John F. Kennedy's Assassination, January 3, 1964	box 2	folder 104
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## Scope and Contents note

Speech sponsored by Young Republicans, Portsmouth, New Hampshire.

Annual Message to the Legislature, January 8, 1964	box 2	folder 105
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## Scope and Contents note

Printed copy of message; mem 1/6/64 Hugh Morrow to NAR with "Inserts"; draft of Annual Message; printed excerpts "...to take the forward road..."

National Press Club, January 10, 1964	box 2	folder 106
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## Scope and Contents note

Memo 1/8/64 Hugh Morrow to NAR with suggestions about presentation of speech; NAR handwritten notes; draft of speech; copy "New York Times", President Johnson's 1/8/64 "State of the Union" message (marked).

"Freedom and Union", 1964	box 2	folder 107
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## Scope and Contents note

"Magazine of the Democratic World," 25th Anniversary Issue; NAR cover photo; formal address at anniversary meeting on North Atlantic Treaty Organization; receipt of award.

## Campaign Material, 1958-1972

### Scope and Contents note

Included in subseries 3 are memoranda to Rockefeller from Henry A. Kissinger, written for the 1964 campaign for the Republican presidential nomination, giving advice on Yemen, Cuba, Laos, Viet-Nam, NATO, and "California (primary) Strategy" (folders 108, 114, and 120). Also included is a letter to Rockefeller from Edward Teller suggesting the use of "small nuclear explosives" for defense (folder 120) and five other papers on foreign policy written by Teller and forwarded to Rockefeller by Henry Kissinger (folder 126). There are also several memos from Roswell "Rod" B. Perkins to Rockefeller regarding research and advice on various issues. Perkins was an attorney who served as Counsel to Governor Rockefeller for his first six months in office. He was actively involved in Rockefeller's early campaigns as a researcher and advisor.

### Title/Description

### Instances

California Campaign Trip, May, 1964	box 3	folder 108
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## Scope and Contents note

Itinerary; memos Henry A. Kissinger to NAR re "Phoenix Study," "Yemen Conflict"; memos Roswell B. "Rod" Perkins to NAR with "whistle-stop" material, civil rights, combating crime, ethics and conflicts of interest, Johnson's Eastern Europe speech; memo from Oren Root re campaign strategy; memo from Dr. William Ronan with draft of

speech on Fiscal Integrity; intinerary for 5/22. Pamphlet;  
Economic Highlights of California, 1/17/64.

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The Nelson Rockefeller Story, 1964	box 3	folder 109
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**Scope and Contents note**

Campaign brochure, large magazine size (3 copies).

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Rockefeller - He's done a lot, he'll do more, 1970	box 3	folder 110
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**Scope and Contents note**

Campaign brochure.

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Preserving a Free Press, 1972	box 3	folder 111
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**Scope and Contents note**

Campaign brochure.

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Commission on Critical Choices for Americans, 1974	box 3	folder 112
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**Scope and Contents note**

Brochure announcing organization of Commission, and asking for "public participation, awareness and understanding."

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Old Literature, 1963-1974	box 3	folder 113
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**Scope and Contents note**

-Campaign pamphlets, reprints and magazine articles - Pamphlet, 11/63; "Rockefeller and 'Right to Work'" - Pamphlet, 1/23/64; "Helping Small Business Grow" - Pamphlet, 1964; "Rockefeller Means Business!" -Pamphlet, 1964; "Women..." -Pamphlet, 5/11/64; "As a Republican, I Believe..." -Pamphlet, 1964; "Rockefeller and Labor" - Pamphlet, 1964; "Rockefeller and Our Colleges" -Pamphlet, 1964; "Rockefeller, Republican with Experience in Domestic Policy" -Pamphlet, 1964; Rockefeller, Republican with Experience in Foreign Policy" -Pamphlet, 1964; "A Comparison on Domestic Policies: Robert A. Taft, Nelson A. Rockefeller, Barry Goldwater." -Pamphlet, 1966; "The Massive Rockefeller Record." -Reprint, "Foreign Affairs," January, 1968, "Policy and the People." -Reprint, "Tax Policy," March-April, 1968, "Revitalizing the States." - Magazine, "Catalyst for Environmental Quality," Fall, 1970, "Environmental Crises Demand Worldwide Action" by NAR. -Magazine, "The Saturday Evening Post," Summer, 1971, "The Arts and Quality of Life" by NAR. -Magazine, "New York," (1971?), "The Aurelio Perplex..." Mention of NAR in article about Deputy Mayor Richard Aurelio and possibility of Mayor Lindsay running for President in 1972.

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Platform Analysis Notebook, 1964	box 3	folder 114
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## Scope and Contents note

NAR handwritten notes; memo 5/14/64 Roswell B. "Rod" Perkins to NAR re meeting with Melvin Laird; analysis of 1960 Platform and 1962 "Statement of Principles and Objectives"; memos 5/13/64 Henry Kissinger to NAR re North Atlantic Treaty Organization and Yemen; 5/8/64 editorial "The Sacramento Bee": Rocky Obviously Is Best Choice for State GOP."

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California Notebook, 1964

box 3

folder 115

## Scope and Contents note

NAR copy.

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Summary Positions Notebook, 1964

box 3

folder 116

## Scope and Contents note

Position Papers of December, 1963 on Domestic Affairs: Agriculture, Balance of Payments, Civil Rights, the Economy, Health Insurance, Labor, School Prayer, Transportation, Foreign Affairs, Arms Control, Communist China, Cuba, Foreign Aid, Germany, Latin America, Middle East, North Atlantic Treaty Organization, Nuclear Testing, Soviet Union, United Nations, Vietnam, French recognition of Red China (with handwritten NAR notes). Section on pre-1964 positions.

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Q & A Notebook, 1964

box 3

folder 117

## Scope and Contents note

Governor's copy; 2 sections: Domestic and Foreign.

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New Hampshire Notebook, 1964

box 3

folder 118

## Scope and Contents note

Background for January 3, 1964 in Portsmouth concentrating on history and business at Portsmouth Navy Yard; sections on: Agriculture, Civil Rights, Economy-Labor, Area Redevelopment Act (ARA) Projects, Accelerated Public Works Program Projects, State Taxation Spending, Education, Natural Resources, Social Insurance and Welfare Services, and Foreign Trade.

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Goldwater Positions Notebook, 1963-1964

box 3

folder 119

## Scope and Contents note

Sections on: Best Issues, Extreme Positions, Summary of Record, Domestic Issues, Foreign Issues, and

Miscellaneous; some NAR notes on loose copies of material in back of book.

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Memoranda re 1964 Campaign, 1964

box 3

folder 120

### Scope and Contents note

1/30/64 memo Henry Kissinger to NAR re Cuba 3/19/64 original letter from Edward Teller to NAR re California Campaign with emphasis on "deterioration of North Atlantic Treaty Organization" and need for a "joint North Atlantic Treaty Organization effort toward a defense against ballistic missiles," and the use of "small nuclear explosives which are required for defense." 3/23/64 Confidential letter, Charley Moore (Chair (?) of "Rockefeller for President") to NAR, re need for a "miracle" to win nomination; suggested changes in campaign which might provide "miracle," and allow NAR to survive loss. 4/24/64 memo from Wes Willoughby to NAR re "Goldwater, the Extreme Right wing and the California G.O.P."; list of "Extremists on Goldwater Delegation"; "Extremists" on Goldwater Kickoff Dinner Committee (including "Ronald Reagan, wants to repeal income tax"); John Birch Society information. 3/5/64 Henry Kissinger to NAR re "The Situation in Laos" (recent coup d'etat). 5/12/64 Roswell B. "Rod" Perkins to NAR re Senator Kuchel analysis of 25 Goldwater votes. 5/13/64 Roswell B. "Rod" Perkins to NAR re Henry Kissinger draft of statement on Malaysia. 5/13/64 Roswell B. "Rod" Perkins to NAR re Henry Kissinger statement on Cuba. 5/21/64 Henry Kissinger to NAR (original) memo re "Available Statements" on Cuba, Malaysia, Middle East, North Atlantic Treaty Organization, Defense, Zanzibar, Vietnam, Statement on Administration Philosophy, and Union of the Free. 5/21/64 Henry Kissinger to NAR (original) memo re "California Strategy." 1963 "Christmas Presents" list of names.

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Civil Rights - Local, 1963-1964

box 4

folder 121

### Scope and Contents note

Press release 7/18/63 re enforcement of laws prohibiting discrimination; Conference Memo 1/6/84 Minister's Committee on Job Opportunities in Brooklyn; follow-up memo to NAR from Alexander Aldrich.

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Civil Rights - National, 1963

box 4

folder 122

### Scope and Contents note

9/6/63 Memo Roswell B. "Rod" Perkins to NAR re 6/17/60 Civil Rights speech annotated "to show which proposals have been picked up by John F. Kennedy." 9/30/63 Memo Roswell B. "Rod" Perkins to NAR: "Cut-Off of Federal Funds to States Practicing Discrimination." 10/21/63 Memo



Roswell B. "Rod" Perkins to NAR: "Handling of Civil Rights Issues." Copies of Positions memos.

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Economic Growth - New York State, 1963	box 4	folder 123
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**Scope and Contents note**

Memo by Keith S. McHugh, Commissioner of Commerce re improvement of business climate in New York 1959-1969.

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Economic Growth - National, 1963	box 4	folder 124
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**Scope and Contents note**

Press release from American Bankers Association 2/25/63; memo T. N. Hurd to NAR re Gross National Product (GNP) and capital expenditures; memo John Deardourff to NAR re growth rate in United States and Europe; Chase Manhattan charts on business outlook and interest rates.

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Federal-State Relations, 1963	box 4	folder 125
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**Scope and Contents note**

Background memo from Division of Budget; NAR handwritten notes.

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Foreign Policy, 1963	box 4	folder 126
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**Scope and Contents note**

12/23/63 memo to Henry A. Kissinger to NAR with draft of speech; 12/27/63 memo from Henry A. Kissinger to NAR forwarding five papers by Edward Teller which Teller says grew out of conversations with NAR. Henry A. Kissinger says "I do not think we can use them in their present form. However, there are some ideas in them that we may be able to work into individual statements." The five papers are entitled: 1) The Need for Criticism; 2) On Defense; 3) The Union of the Free; 4) New Roots for Freedom; 5) On Russia.

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Goldwater Positions (Quotes), 1963-1964	box 4	folder 127
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**Scope and Contents note**

Goldwater quotes notebook (excerpts), some with NAR handwritten notes; Roswell B. "Rod" Perkins memos to NAR; Henry A. Kissinger memo re Tactical Nuclear Weapons in Europe (10/29/63); George Hinman re Goldwater statement "called...to our attention by Meade Alcorn"; news clippings re Goldwater.

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Goldwater Candidacy Telegram, 1964	box 4	folder 128
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## Scope and Contents note

NAR telegram to Goldwater re: congratulations and invitation to debate.

Labor, 1964

box 4

folder 129

## Scope and Contents note

Confidential memo to NAR from Victor Borella re amendment to the Davis-Bacon Act to include judicial review of wage determinations made by the Secretary of Labor.

Lubell, Sam, 1964 (?)

box 4

folder 130

## Scope and Contents note

Undated handwritten notes by NAR re "Transferability of Pensions."

Medicare, 1963

box 4

folder 131

## Scope and Contents note

Confidential memo Roswell B. "Rod" Perkins to NAR, includes advice on rationalizing shift in position.

Miscellaneous Thoughts, circa 1961-1963

box 4

folder 132

## Scope and Contents note

NAR handwritten notes on strategy, principles, philosophy, approach, etc. 1963 memo from Roswell B. "Rod" Perkins re July, 1963 meeting to discuss securing nomination for President in 1964; 13 handwritten pages by NAR about "Identification with Party." slogans, defense of freedom, prevention of monopoly of power, policies, etc., 12/13/63 "Important 'Image' Elements" memo for New Hampshire Primary.

National Defense Education Act, 1963

box 4

folder 133

## Scope and Contents note

Memo from Roswell B. "Rod" Perkins to NAR re Act and summary of its first 5 years.

New Hampshire - Polls and General Issues, 1963

box 4

folder 134

## Scope and Contents note

Memos from Lloyd Free with results of polls; memo from Roswell B. "Rod" Perkins: End each speech by asking for vote; NAR handwritten (and typed) notes 11/63 on issues; 12/13/63 memo on New Hampshire issues; memos from

Lloyd Free profiling New Hampshire voters and latest  
(12/26/63) poll; undated NAR handwritten speech outline.

New Hampshire, 1963

box 4

folder 135

**Scope and Contents note**

Undated "Running-while-behind" notes (handwritten and  
typed ) for statement.

New York Record, 1962-1963

box 4

folder 136

**Scope and Contents note**

Background materials.

Nuclear Test Ban Treaty, 1963

box 4

folder 137

**Scope and Contents note**

Copies of Treaty; 10/9/63 memo from Roswell B. "Rod"  
Perkins to NAR with recap.

"Opening to the Left", 1963

box 4

folder 138

**Scope and Contents note**

Memo 11/4/63 from Henry A. Kissinger to NAR re  
mentioning, in criticisms of Kennedy Administration,  
"Opening to the Left"; signifies Italian Government  
attempt "to wean the Left Wing Socialists away from a  
coalition with the Communists and make them a part of the  
Government."

Oregon, 1963

box 4

folder 139

**Scope and Contents note**

12/29/63 statement by William E. Walsh accepting State  
Chair of NAR campaign.

Per Capita Income, Taxes, Expenditures (by State), 1961-1962

box 4

folder 140

**Scope and Contents note**

Charts.

Republican Platform, 1958-1962

box 4

folder 141

**Scope and Contents note**

NAR acceptance of Republican nomination for Governor,  
8/25/58; Recommendation of the (New York) Republican  
Platform Advisory Committee, 8/25/58; NAR: "A  
Republican Approach to Great Issues" (7/11/60); Speech,  
6/7/62, of Melvin R. Laird in House of Representatives:  
"A Declaration of Republican Principle and Policy";

Press release, 9/19/62, NAR acceptance speech accepting gubernatorial nomination.

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Speech Digests, 1959-1963

box 4

folder 142

**Scope and Contents note**

List of NAR major speeches 1959-1963, with copies of some speeches and digests; arranged in chronological order by year, but years are in reverse order as per memo dated 10/25/63 from John Deardourff to NAR.

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Speech Memoranda, 1958, 1961, 1963

box 4

folder 143

**Scope and Contents note**

Digest of 1958 University of Minnesota study: "Do Republican Leaders Really represent Republicans?"; digest of NAR statement 11/14/61 re Nuclear Testing and Nuclear Test Ban; digest of NAR statement 4/29/63 re Kennedy Administration Failures; 7/7/63 "Minneapolis Tribune" story: "Young GOP Convention 'Mob Rule' Elects Goldwater People"; 9/7/63 memo from Roswell B. "Rod" Perkins' office re NAR positions on foreign aid and "list of our allies who have been confused by our foreign policy..."; 10/24/63 memo on Goldwater and the United Nations; digest of 10/12/63 Nixon "Saturday Evening Post" article "Khrushchev's Hidden Weakness"; Roswell B. "Rod" Perkins memo re 3 proposed amendments to United States Constitution: 1) Amendment Procedure, 2) State Legislature Apportionment (would overrule United States Supreme Court decision Baker v. Carr (one man-one vote)), 3) create "Court of the Union" to review Supreme Court decisions relating to rights reserved to the States; Roswell B. "Rod" Perkins memo (undated) to NAR re Notre Dame Speech Proposal on Compulsory Arbitration.

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Speeches, 1961-1963

box 4

folder 144

**Scope and Contents note**

Press release, 10/27/61, speech to National Convention of Sigma Delta Chi; Press release, 1/30/62, Special Message to Legislature on Mental Disability; Press release, 10/14/63, Buffalo speech to United Steelworkers Workmen's Compensation Committee; Press release, 10/23/63, San Francisco, speech to League of California Cities; May 16, 1964 news clippings re Oregon primary victory; draft of editorial for "Los Angeles (?) Times."

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Draft Staff Papers, circa 1966-1967

box 4

folder 145

**Scope and Contents note**

Poverty; Civil Rights; Blighted Areas; Education; Job Opportunity; Housing; Law Enforcement; Health; Mental Health; Youth; The Aging; The Environment; Recreation;

The Arts; Agriculture; Transportation; Consumer Protection; Government spending & Economic Resources; The Federal System; The American Indian.

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Vietnam Background Book, 1967

box 4

folder 146

**Scope and Contents note**

History 1954-1963; United States Programs since 1964-Military; United States Programs since 1964-Pacification; United States Programs after 1964-Creation of a National Government.

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Domestic Problems of United States, Statistical Workbook, 1967

box 4

folder 147

**Scope and Contents note**

Staff Report for Republican Governors' Association Policy Committee (Working Document); NAR Chair of Policy Committee; on copy of letter transmitting Workbook to Governor Love, NAR handwritten note: "Ann, I want to get copies of this book for my brothers, my children and all nieces and nephews."

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Fact Sheets on Foreign Policy, 1968

box 4

folder 148

**Scope and Contents note**

Balance of Payments, Berlin, China, Defense, East-West Trade, Eastern Europe, European Economic Community, Middle East, North American Treaty Organization, Union of Soviet Socialist Republics.

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Presidential Campaign, 1968

box 4

folder 149

**Scope and Contents note**

Memo to NAR from Dr. Hurd re Federal Aid Programs and Taxes; undated "Washington Post" editorial; Statement: "Let the People Speak"; NAR handwritten notes; Republican Governors' Association, Boston, 5/13/68, schedule of witnesses before Regional Platform Hearing; Memo to NAR from Henry A. Kissinger, 6/9/68, "Where Are We Now in the Campaign?"; 6/9/68 Minutes of 'Meeting on National Needs after the [Robert] Kennedy Assassination' with John Gardner, Caryl Haskins and HK (Nancy Maginess took notes); Guest list, Rockefeller Dinner, 6/12/68 (California ?); NAR Schedule for June 17, 1968, New York, Pennsylvania & District of Columbia; NAR Schedule June 18-22, 1968, New York, Cleveland, District of Columbia, Virginia, Delaware; Memo from Keith S. McHugh, 6/13/68, to all members of Post Vietnam Planning Committee; memo to NAR from Hugh Morrow, 6/27/68, re proposed speech on Conventional Arms; "personal" letter, 6/27/68, to NAR from Samuel Lubell with advice on campaign issues; 7/2/68 press releases on foreign policy and gun control; copy of speech "Why I Seek the Presidency" with

NAR handwritten edits; memo 7/3/68 to NAR from High Morrow re upcoming San Francisco speech on 7/8/68 and copy of speech; 7/3/68 memo to NAR from Joe Canzeri and Ken Hoeck with Hawaii trip information; 7/5/68 speech on opening of campaign headquarters in Hawaii; Hawaii information notebook (brown binder); news clippings.

Art, 1966, 1968

box 4

folder 150

### **Scope and Contents note**

Correspondence, photos and catalogues of David Smith sculpture; recommendations by Dorothy Miller.

Gubernatorial Campaign, 1970

box 4

folder 151

### **Scope and Contents note**

Dr. Franz Winkler notes of a meeting on 10/14/70; memos on issues; October 17-30, 1970 schedule; President Nixon letter dated 9/26/70 to NAR with copy of J. Edgar Hoover's "Open Letter to College Students" and copy of Harry Albright's summary of Hoover letter; Alton Marshall 10/70 memo to NAR re Kennedy Airport Expansion; Abe Lavine 10/70 memo to NAR re Correction Officers Demonstration in New York City on 10/13; memos re "Youth Environmental Service"; Jerry Danzig 10/17/70 memo re Puerto Rican floods of early October and appearance by NAR at telethon to benefit flood relief; speech 10/22/70 for Council on the Arts grant award, with information from the Council on the award; ron Maiorana 10/20/70 memos (2) to NAR for "New York Times" "debate-interview," first memo on "random thoughts," and second on the "ground rules"; press release (undated) from New York State Department of Labor re employment and unemployment in New York in August, 1970.

Correspondence with Living Rockefeller Family Members (CLOSED FOLDER), 1964. 1968

box 4

folder 152

Conditions Governing Access note:

### **Conditions Governing Access note**

Restricted material