

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
33	1	11/15/1968	Letter	To: Bob Haldeman. From: Peter Evans. Re: Confidential Report, Potential Problems. 2 pages.
33	1	11/15/1968	Other Document	Executive Summary Presentation to HR Haldeman about Proposed Congressional Petitions. 17 pages.
33	1	10/03/1970	Memo	To: Bob Haldeman. From: Margaret Brock. Re: Wanted you to see this.
33	1	10/02/1970	Letter	To: Tricia Nixon. From: Mrs. Brock. Re: Tea at Century Plaza for the Women for Murphy TV Committee for Tricia
33	1	03/28/1972	Memo	To: Tricia. From: HR Haldeman. Re: Recommended book by Russell Clark.
33	1	03/28/1972	Memo	To: Julie. From: HR Haldeman. Re: Recommended book by Russell Clark.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
33	1	08/11/1972	Memo	To: Julie. From: HR Haldeman. Re: Recommended speech by Gregg Petersmeyer..
33	1	08/11/1972	Memo	To: Tricia. From: HR Haldeman. Re: Recommended speech by Gregg Petersmeyer..
33	1	09/21/1972	Memo	To: Hank Haldeman. From: Lawrence Higby. Re: Thanks for the Nixon Youth poster.
33	1	09/15/1972	Memo	Re: Franklin Murphy is going to the Board of Trustees meeting.
33	1	09/07/1972	Letter	To: HR Haldeman. From: Franklin Murphy. Re: Attendance to Armand Hammer's art exhibition in Leningrad.
33	1	n.d.	Memo	From: George Collins. Re: Phone Calls.
33	1	n.d.	Letter	To: Franklin Murphy. From: HR Haldeman. Re: Leningrad scheduling plans.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
33	1	11/08/1972	Letter	To: Ivy Lee. From: HR Haldeman. Re: Presidential Library concerns.
33	1	n.d.	Other Document	HRH Notes. Re: Election Nite 1968

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Peter H. Evans Associates . . . INTERNATIONAL PRODUCT / MARKETING
 CONSULTANTS
 X
 AVIATION AND ALLIED INDUSTRY

3818 NEVILLE DRIVE, KENT, OHIO 44240 U.S.A.

PHONE (AREA CODE 216) 673-7178

Mr. Robert Haldeman, Adm. Asst.
 Office of the President Elect
 Pierre Hotel
 New York City
 New York

November 15 1968

Subject : Confidential Report
 Reference : Potential Problems

Mr. Robert H :

I'm directing this matter to your attention... a. because of your background... b. because this concerns issues that will come to a head early in the new year... and c. because this concerns matters of considerable importance to our new Chief Executive.

Subject Matter : Dangerous Conditions Evolving... Adverse to Economy

As a specialist in Int'l marketing of U.S. aviation products I have to stay on top of world marketing conditions ; the past two years I've been watching some widely separated conditions develop, these conditions are now rapidly converging. The cumulative effect constitutes a threat to our National Interests. 1. Domestic Economy ... 2. International Balance of Payments.

PH

PK

-2-

This is no storm in a teacup, I'm just now winding up an executive summary analysis of the situation and the findings scare the pants off me.

The whole thing started with a research project for the enclosed study reports, after reviewing my own findings several times the total picture gelled.

REQUEST : I would like to get to-gether with you personally on an informal basis as quickly as possible, with your JWT background you will grasp the significance of the total picture in thirty to fourty minutes.

(I'm not looking for work, I've got enough problems keeping up with my present work load)

CREDENTIALS ? Don't look for me in who's who, the enclosed material is the best I can do.

By the way, you may want to dig the Foreign Aid/Trade project referred to in Sen. Smathers letter out of file 13, it was too practical and simple to get anywhere at the time ; our new President is practical enough to use it.

I would appreciate it if you would consider the information enclosed as confidential until such time as it can be discussed face to face.

Best regards,



Peter H. Evans Associates . . . INTERNATIONAL PRODUCT / MARKETING
CONSULTANTS

AVIATION AND ALLIED INDUSTRY

3818 NEVILLE DRIVE, KENT, OHIO 44240 U.S.A.

PHONE (AREA CODE 216) 673-7178

EXECUTIVE SUMMARY PRESENTATION

TO

H. R. HALDEMAN

This Presentation developed
as a Public Service...

PHE

EXECUTIVE SUMMARY PRESENTATION

SUBJECT : PROPOSED CONGRESSIONAL PETITION

REFERENCE : FEDERAL POLICIES - PROCEDURES - PROGRAMS - REGULATIONS
Pertinent to ;

- (a) Development & Expansion of U.S. Public Air Transport System and Facilities
- (b) Development - Production - Operation : Of U.S. Commercial Transport Aircraft

PURPOSE : TO SECURE A COMPLETE AND QUALIFIED DETERMINATION OF THE FOLLOWING ;

1. CONFORMANCE TO THE PRINCIPLES AND INTENT OF THE UNITED STATES CONSTITUTION
2. "TOTAL" EFFECT UPON THE SOCIAL AND ECONOMIC WELFARE OF THE AMERICAN PEOPLE

FOUNDATIONS : ARTICLE IV, SECTION 3.2 OF THE CONSTITUTION

FOREWORD

Due to the nature and extent of the subject matter, the following background on the author is offered as a basis for establishing potential credibility of the information presented herein .

The author possesses a relatively unique balance of skills and experience relating to the area in question, this background precipitated the development of the presentation .

Skills/Experience - 18 Year Period

Primary Area of Activity : Transport Aircraft & Related Products/Services

- * Domestic and International Sales / Marketing - Planning/Administration & Operations
- * Domestic & International Financing and Contract Negotiations
- * "Grass Roots" Market Research & Analysis : Feasibility Study Development
- * Creative Planning For Technical & Non Technical Product and Market Development

C O N T E N T S

SECTION 1 : BILL OF CONTENTIONS

SECTION 2 : INTRODUCTION

SECTION 3 : PERTINENT FACTS

SECTION 4 : CONCLUSIONS / RECOMMENDATIONS

SECTION 1

BILL OF CONTENTIONS

In view of prevailing domestic / international conditions and trends ; present Federal policies, procedures, programs & regulations indicated under items (a) and (b) Page 1 ; are contrary to Public Welfare & Best Interests ... IN THAT ;

- (a) there are no " apparent " provisions TO INSURE that THEY DO IN FACT SERVE AND PROTECT BEST " PUBLIC " WELFARE & INTERESTS
- (b) they DO NOT APPEAR TO CONFORM to THE PRINCIPLES & INTENT OF THE UNITED STATES CONSTITUTION and/or THE AMERICAN WAY OF LIFE
- (c) they impose unnecessarily restrictive restraints that create unwarrented economic burdens on both U.S. Industry & the General Public
- (d) they are creating dangerous and undesirable technical & economic barriers between U.S. Industry and vital Foreign Markets
- (e) they expose the Nation and the American People to unnecessary social and economic hazards

SECTION 2

INTRODUCTION

The feelings that precipitated the development of this presentation could be quite significant, they may provide some insight to possible causes for much of the unrest in America to-day. In the hope that the information may produce some new clue of use to the new administration, I am introducing the presentation by providing a frank analysis of the feelings that caused me to go after this matter so doggedly .

PE

In the past eight years, the Federal Government has expanded it's programs for social and technological advances on every front and at an almost frantic pace ; the nature and extent of these activities and the manner in which they have been conducted, have had a disastrous psychological effect on millions of honest to God hard working Americans.

- (a) For the past few years, these hard working millions have been faced with an apparent lack of concern and/or attention to their best interests
- (b) They have seen what appeared to be, attempts to BUY social and economic security for all mankind , AT THEIR EXPENSE

Cont'd...

Continued from Page 5...

- (c) They have seen their rights, privileges and benefits dwindling while their share of the costs get higher and higher

- (d) They have watched the Federal Government undertake project after project, with their money, then had to sit still while the project backfired and their hard earned money went down the drain ; they also watched while the Congress, the body provided to protect their interests apparently lost either the will or the power, to meet the challenge of a handfull of dynamic but idealogical political leaders.

I am personally convinced, that these millions of honest to God hard working Americans were getting very close to a boiling point by the time 68 Elections occurred and, only the hope for a change in Administration and policies kept the lid from blowing off completely .

To sum this all up, I feel the activities of these past few years have literally JOLTED the average hard working American into a greater state of awareness and concern than ever before ; to me, this means that while the new Administration is taking over at a time when the problems are great, the opportunity to solve them and carry " Americanism " forward has never been greater.

While these comments may appear to be somewhat removed from the subject of my concern, they are an integral part of the real basic issues .

SECTION 3

PERTINENT FACTS

PREFACE :

THREE OF AMERICA'S DEADLIEST ENEMIES TO-DAY !

1. " OVERSPECIALIZATION "
2. " OVERCONCENTRATION " ON ADVANCING THE STATE OF THE ART
3. " UNDERCONCENTRATION " ON THE IMPORTANCE OF SOUND BUSINESS PRACTICES
AND GOOD OLD HORSE SENSE

Expanding and advancing our technology and facilities/capabilities too broadly and rapidly in relationship to domestic " needs " and foreign market " capabilities ", will rapidly isolate us, technically and economically from vital export markets ; our domestic market is no longer capable of supporting the economy at it's established level.

The Field of Commercial Air Transportation provides a classic example of the above; this field involves a vast number of diverse technology, as each specialized group continues to strive for " perfection " in their own particular area..we get further & further away from the Needed end result.

Even the limited amount of information presented in this summary provides complete evidence of the above conditions.

U.S. " PUBLIC " AIR TRANSPORT SYSTEM

" THE BIG PICTURE "

The U.S. Air Transport System is not just another " Public Utility " ; it is a vast group of private & publicly owned businesses directly and indirectly employing MILLIONS of Americans.

In order to keep these millions of Americans working, these businesses must be able to sell their products and/or services to the largest - possible number of " customers " at a fair and reasonable profit.....

THE FACTS

1. Millions of Americans depend on U.S. Aircraft Manufacturing and - Operating Companies for all or part of their weekly income
2. Millions of Americans have all or part of their savings and/or skills invested in these Companies
3. The Security of Those Investments depends on the ability of those Companies to operate and grow efficiently and profitably
4. America is no longer an independent economic entity, in order to protect our economic security and established standard of living, U.S. Industry must be able to market it's products and services efficiently and - profitably both at home and abroad.

5. The U.S. AIR SPACE & THE RELATED FEDERALLY OPERATED GROUND FACILITIES AND EQUIPMENT : THE " RIGHTS " TO UTILIZE THAT AIR SPACE & THE RELATED SERVICES AS INDICATED: -ALL - ARE " OWNED AND FINANCED " BY THE AMERICAN PEOPLE, EVERY AMERICAN TAXPAYER PAYS HIS SHARE
6. The Federal Government " Manages " the above FOR THE AMERICAN PEOPLE under authority granted to them by THE AMERICAN PEOPLE through The United States Congress

CONCLUSIONS TO THESE " PERTINENT FACTS "

ANY Federal Government Policy, Procedure, Program and/or Regulation That UNNECESSARILY and/or UNREASONABLY

- (a) Denies even one American Citizen, in any manner whatsoever ; the opportunity to utilize the services & facilities of the U.S. Public Air Transport System
- (b) Limits the ability of U.S. Companies to operate and grow efficiently and profitably
- (c) Imposes directly and/or indirectly any burden whatsoever, so as to limit the ability of U.S. Companies to market their products and services efficiently & profitably both at home and abroad

IS CONTRARY TO THE BEST INTERESTS OF THE AMERICAN PEOPLE and is Therefore A VIOLATION OF THE UNITED STATES CONSTITUTION and Possibly a Threat to our National Security. -9-

HOW DO PRESENT FEDERAL POLICIES, PROCEDURES ETC " STACK UP " ???

Note For the purpose of this presentation I have limited myself to reviewing a limited portion of the most basic areas .

CONDITIONS THE FEDERAL GOVERNMENT....

- (a) FIXES the prices on AIR FARES, UP and/or DOWN
- (b) FIXES the number of AIR LINE COMPANIES that may compete on any given AIR ROUTE and/or Segment thereof

EFFECT

1. The American People are denied the benefits free competitive enterprise
2. The authorized Carriers are forced to compete for available traffic by spending vast sums of money in areas that CAN ONLY INCREASE THEIR COST OF SALES They become locked in to excessive overhead Precluding the opportunity to Reduce Fares IF - WHEN & HOW they might be permitted
The Stockholders Loose - The Employees Loose - The Air Traveler Looses - The American People Loose
3. Large numbers of American Citizens are UNNECESSARILY denied the opportunity to freely utilize Public Air Transport Services and Facilities WHICH THEY MUST PAY TO SUPPORT

These Three Effects ARE OBVIOUS VIOLATIONS OF THE CONSTITUTION

The Federal Government establishes Standards and Requirements that Govern ; The Development - Design - Manufacture - Operation - Maintenance and Overhaul.....OF All U.S. Aircraft, Related Equipment, Parts and components (within the U.S,)

CONDITIONS

- (c) U.S. Aircraft Manufacturers & Air Lines' have their own continuous programs to improve the safety & performance of their product(s) and/or services. Industry standards with very few exceptions far exceeded those required by the Federal Government.
- Based on their operations the Industry built an enviable record and the U.S. Commercial Aircraft became a world standard for excellence.
- (d) Very recently, the Federal Government established a new group of standards and requirements, these new demands have already cost the industry vast sums of money and they will substantially increase the cost of new aircraft; in addition, the new demands will increase operating costs on both new and existing equipment.
- (e) There are definite indications That some of these Standards and Requirements ARE UNREASONABLE, EXCESSIVELY RESTRICTIVE AND IRRATIONAL.

Section 3 " Pertinent Facts "

Conditions continued from page 11

- (f) Each and every Federal Std./Requirement, imposes a condition that sets up a chain reaction cost increase throughout the full cycle ; Development - Design - Manufacture - Sales - Operation - Maintenance - Overhaul etc... by the time the increase has made the grand tour it has multiplied itself many times over.

Therefore ; Each and every Unnecessary and/or Unreasonably Severe or Restrictive Std./Requirement.....

EFFECT

1. Imposes unnecessary economic and operational burdens on U.S. Industry as a result.....
2. U.S. Products and related services become more costly and complex as a result.....
3. Market is restricted, sales drop & new development costs must be amortized over smaller area, costs go up again & so it goes on and on....as a result.....
4. Domestic Industry becomes " locked on " to continually increasing costs, more and more customers become " locked out "

U.S. Industry Looses - It's Employees Loose - The Taxpayer Looses - The American People Loose...

CONCLUSION : ALL EXISTING & FUTURE STDS./REQUIREMENTS MUST BE EXAMINED FOR " TOTAL " EFFECT. -12-

CONDITIONS

- (g) Advancing Technology has forced our Prime Domestic Market (U.S. Carriers) into a deadly economic spider web, in order to compete for the available traffic they are forced into a re-equipment race /advertising race etc ; "Cost of Sales " continue to spiral with no end in sight
- (h) Our major Aircraft Manufacturing Plants have established massive facilities for Jet Transport Production, they have stepped up production and increased employment levels very substantially. This would be good were it not for the fact that, the market for the equipment they are producing is getting smaller and weaker.

The burden of excessive re-equipment activity and other sales promotional demands is weakening the prime market, and the equipment we are producing is inappropriate either - technically and/or economically for most other markets .

EFFECT

1. U.S. Airlines' are becoming " Locked On " to unreasonably excessive " costs of sales " as a result.....
2. Fare reduction potential is greatly restricted as a result.....
3. Americans are denied the opportunity to utilize the benefits of a Free Society -13-

Section 3 " Pertinent Facts "

"Effects " continued from page 13

4. A number of Americans are denied the use of Public Services & facilities which they pay to support
5. At the present rate of production the " solid " market will be satisfied very quickly as a result.....
6. Production facilities will cut employment levels way down or the Federal Government " thinks " up something to keep them busy at the Taxpayers expense. Costs are so high in this industry it would take a pretty big tax bite to support the load.

Either way everybody looses

NOTE

These are just some of facts and issues, they do hit the main public issues enough to indicate grounds for action.

SECTION 4

CONCLUSIONS / RECOMMENDATIONS

I shall not attempt to go into detail at this time, the factors are too numerous and involved. The two reports furnished prior to this do provide detailed recommendations on a number of special areas , in this summary I am confining myself to brief statements on the key public issues.

CONCLUSIONS

I hold that by the " FACTS - CONDITIONS & EFFECTS " , all or in part, as identified herein ...it is self evident that as presently established, the Federal Government Policies, Procedures, Programs and Regulations as indicated under " REFERENCE " on Page 1 ARE IN FACT CONTRARY TO PUBLIC WELFARE & BEST INTERESTS & ~~IN-PART-~~ ARE THEREFORE IN VIOLATION OF THE UNITED STATES CONSTITUTION

I further hold that they constitute a threat to our National welfare and economic security and that such is so indicated herein.

RECOMMENDATIONS (IN BRIEF)

Organize a review board consisting of all pertinent skills, use fresh blood who's skills are well balanced with native intelligence, horse sense and objectivity Then Develop Complete New Approach that can be phased in in stages. Change the critical public issues first.

Section 4 " Recommendations " cont'd from page 15

Create a permanent " Commercial Aviation Affairs Management Committee " effectively balanced representation from Government & Industry, effectively balanced skills & Chaired by an individual with a working knowledge of each area. This group would make an effective " Steering Committee " .

Note :

As soon as some response of a positive nature can be determined, a detailed presentation can be developed .

Peter K. Evans

MEMO FROM
Margaret Martin Brock

October 3, 1970

Dear Bob:

I just wanted you to see
this.

Best,

Margaret

*What happened
here?*

MBM

October 2, 1970

Dear Tricia:

By now, of course, you have heard all about the tea we were having for you October 8th at the Century Plaza for the Women for Murphy TV Committee.

From the response we had by Monday from the federated women I would say 500 of these ladies would have attended. Then I had arranged for my own list of over 800 women to be called beginning Monday, and I feel this would have accounted for an equal number.

Also, I very specially wanted to feature the younger groups for you so I had asked Laurie Salvatori Malatesta to co-host the tea with me, and her mother, Mrs. Henry Salvatori, was to be Chairman of Arrangements, which she would have done beautifully.

Then late on Monday, having discovered the conflict of dates, I sent telegrams to everyone announcing the postponement, and I hope this will be what it is. I felt this would help ease the great disappointment of all the women.

I want you to know, Tricia, that I do so thoroughly understand how these things can happen, and most of all I wanted to see that everything was done to protect you.

In closing, I would like to say that maybe if not in this campaign we could do something next year or in the 1972 Presidential Election to reinstate the tea, because it would mean so much to so many women.

Love,



Mrs. George C. Brock

Miss Tricia Nixon
The White House
Washington, D.C.

March 28, 1972

Dear Tricia:

Your father requested that I send you a copy of the attached book by Russell Kirk.

He thinks that you will find it to be very useful reading.

Sincerely,

H. R. Haldeman

Mrs. Edward F. Cox
In Care of The White House
Washington, D.C.

HRH:LH:car

March 28, 1972

Dear Julie:

Your father requested that I send you a copy of the attached book by Russell Kirk.

He thinks that you will find it to be very useful reading.

Sincerely,

H. R. Haldeman

Mrs. David Eisenhower
In Care of The White House
Washington, D.C.

HRH:LH:car

August 11, 1972

Dear Julie:

Your father thought you might find the attached speech by Gregg Petersmeyer of interest and helpful in providing some ideas.

Best wishes,

Sincerely,

H. R. Haldeman
Assistant to the President

Attachment

Mrs. Julie Eisenhower
The Residence
The White House

HRH:LH:kb

August 11, 1972

Dear Tricia:

Your father thought you might find the attached speech by Gregg Petersmeyer of interest and helpful in providing some ideas.

Best wishes,

Sincerely,

H. R. Haldeman
Assistant to the President

Attachment

Mrs. Tricia Cox
The Residence
The White House

HRH:LH:kb

September 21, 1972

Dear Hank:

Thank you very much for the Nixon youth poster that you got over here so promptly. Although I'm sure most of your crowd won't any longer allow me to be considered a youth, I do think that you've got an interesting poster here, and some day when you're an old man like me, I hope to show it to someone named Jennifer who will be a youth voter then.

Keep up the good work!

Sincerely,

Lawrence M. Highby
Administrative Assistant
to H. R. Haldeman

Mr. Hank Haldeman
Committee to Reelect the President
1701 Pennsylvania Avenue
Washington, D. C.

LH:pm;ke

THE WHITE HOUSE
WASHINGTON

September 15, 1972

L . . .

Franklin Murphy called and said he would be leaving the Madison Hotel and would be going to the Board of Trustees meeting at the Irvine Institute and asked that we have him called out when we find out what time H can see him.

*Attached ^{ke} to Mr. Murphy
re: attached*

TIMES MIRROR

DR. FRANKLIN D. MURPHY
Chairman



September 7, 1972

PERSONAL

Mr. H. R. Haldeman
Assistant to the President
The White House
Washington, D. C.

Dear Bob:

I am in receipt of a copy of Armand Hammer's correspondence with you and President Nixon concerning the exhibition of his art in Leningrad in October.

In that correspondence he indicates that he would like to have Julie Eisenhower come along and that the Franklin Murphys will be in attendance.

When I was with Armand at the opening of his exhibition in Dublin this summer, he asked us to come to Leningrad and I said we would look into it.

As it turns out, it is completely impossible for Judy and me to go and I have today advised Armand of same. I would not want Julie Eisenhower to accept the invitation under the assumption that Judy Murphy and I would also be there. Hence...this letter to you.

With kind personal regards.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Franklin', written in black ink.

FDM:ib

THE WHITE HOUSE
WASHINGTON

Date _____

TO:

FROM: GEORGE COLLINS

ask L about phone
calls

DRAFT

Dear Franklin:

I've received your recent letter of September 7 regarding
and
Leningrad. Thanks for bringing this to my attention, I'll
be sure to keep it in mind with our upcoming scheduling plans.

My best to you and Judy.

Sincerely,

H. R. Haldeman
Assistant to the President

Dr. Franklin D. Murphy
Chairman
TIMES MIRROR
Los Angeles, California
90053

November 8, 1972

Dear Ivy:

This is to thank you for your recent letter concerning Warren Howell's desire to help establish a Richard Nixon Library in San Clemente, California.

Since the planning for a Presidential Library is presently being conducted by the Richard Nixon Foundation, I am taking the liberty of forwarding your letter to Mr. Leonard Firestone, the Foundation's President, with the request that he touch base with you in the near future concerning Mr. Howell's offer of assistance.

Your interest and concern in bringing this matter to our attention are greatly appreciated.

Best wishes,

Sincerely,

H. R. Haldeman
Assistant to the President

Mr. Ivy Lee, Jr.
Russ Building
San Francisco, California 94104

cc: Leonard Firestone

HRH:BK:dg:kb

~~RR Notes~~
HRA Notes
re Electron Note 1968

Haldeman
Private

NIXON FOR PRESIDENT COMMITTEE
P. O. BOX 1968, TIMES SQUARE STATION
NEW YORK, NEW YORK 10036

~~Mr. Larry Higby
Nixon for President Committee
P.O. Box 1968, Times Square Station
New York, New York 10036~~