

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>
14	1	07/28/1972	Letter	Typed letter to RN from Donald M. Kendall regarding shareholders at PepsiCo. Includes two handwritten notes. 1pg.
14	1	n.d.	Report	California State College, Fullerton's proposal for RN Presidential Library. Includes several maps, photos, and local information. 24 pgs.

DONALD M. KENDALL
CHAIRMAN,
CHIEF EXECUTIVE OFFICER

July 28, 1972

*Dear Don
Many thanks!
P.S. - you always
look good!*

Honorable Richard M. Nixon
The President
The White House
Washington, D. C.

Dear Mr. President:

I thought perhaps you might like to see the second quarterly PepsiCo, Inc. report to our shareholders dated July 26, 1972.

A front-page article explains to approximately 47,500 stock owners precisely why I accepted the chairmanship of Business and Industry for the Re-Election of the President.

Frankly, my respect for you and the need to guide our company for the best interests of its many shareholders prompted me to have this article published. I think this is a time when we should stand up and be counted.

Sincerely,

Don

Donald M. Kendall

Enclosure

P.S. I used the attached picture because it makes me look younger

CALIFORNIA STATE COLLEGE, FULLERTON

PROPOSAL

FOR THE

RICHARD NIXON PRESIDENTIAL LIBRARY

INTRODUCTION

There are two sites, one in Fullerton and the other in neighboring Brea, which California State College, Fullerton believes merit consideration for the Richard Nixon presidential library. Cal. State Fullerton's proposal consists of three parts: poster boards, a book, and video tape.

Both the poster boards and the book emphasize the College's advantageous relationship to six considerations: 1) location in southern California; 2) air transportation and population center; 3) institutions of higher education; 4) freeway accessibility; 5) "Nixon Country"; and 6) southern California and Orange County attractions. Following this, the poster boards and book first study the general Fullerton-Brea area, then the specific area of the two proposed sites, plus an architectural rendering for each of the two sites. The book concludes with short comments on the cities of Brea and Fullerton.

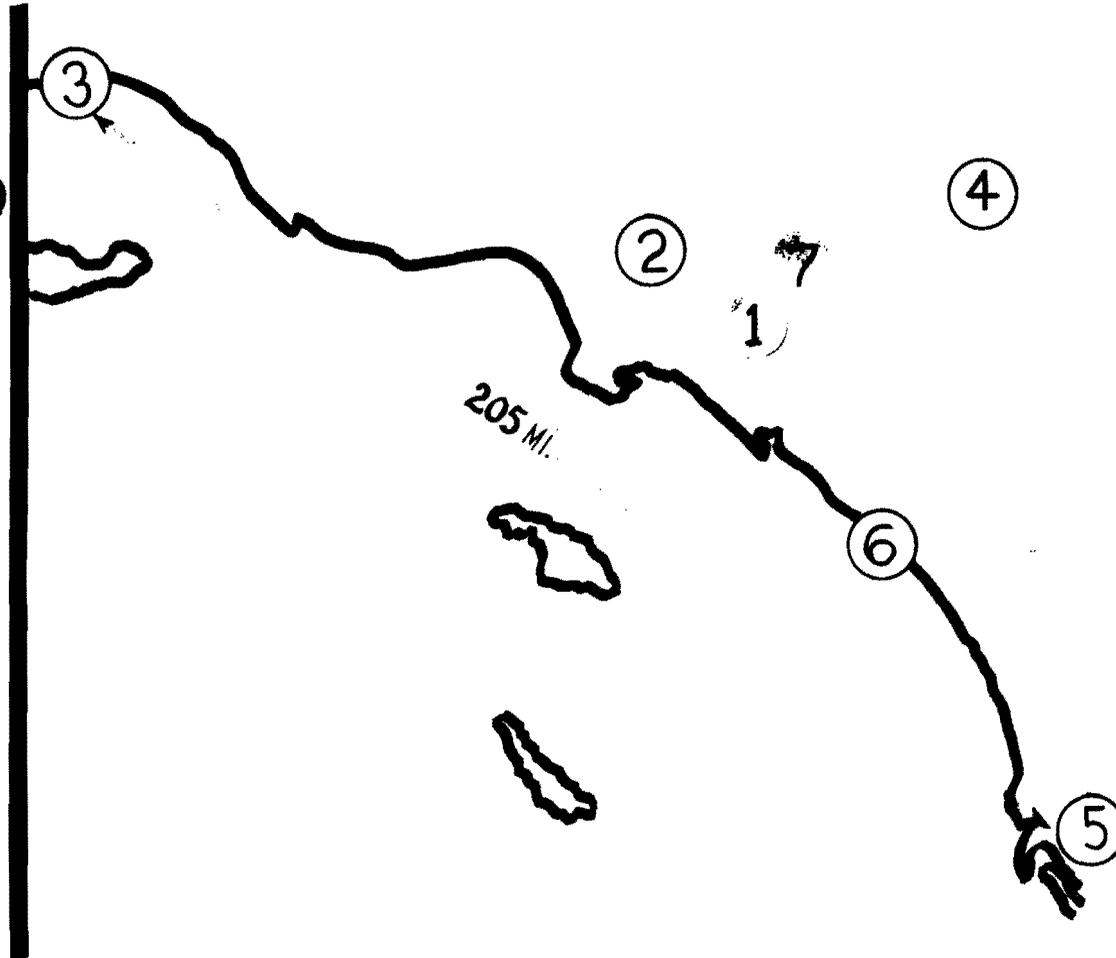
The video tape emphasizes the College, State freeway #57, and views of and from the proposed sites.

The poster boards and book may be examined separately or together. The book is keyed to the poster boards with the roman numerals and capitalized titles of the book following each new poster board presentation. Under the roman numerals of the book each underlined letter/number corresponds to the legend on the poster board.

SOUTHERN CALIFORNIA

LEGEND

- ① FULLERTON PROPOSED LIBRARY SITE
- ② LOS ANGELES
- ③ SANTA BARBARA
- ④ SAN BERNARDINO
- ⑤ SAN DIEGO
- ⑥ SAN CLEMENTE
- ⑦ BREA PROPOSED LIBRARY SITE



I. SOUTHERN CALIFORNIA

1 and 7- Proposed Library Sites

The sites for the Nixon library are shown in orange. The proposed Fullerton site is number 1; just to the north of it is the proposed Brea site, number 7. Both library sites are in the middle of fast-growing southern California, perhaps the most dynamic area in the country. These two sites are not far from the major centers of southern California:

2- Los Angeles

29 freeway miles away

3- Santa Barbara

130 freeway miles away

4- San Bernardino

40 freeway miles away

5- San Diego

95 freeway miles away

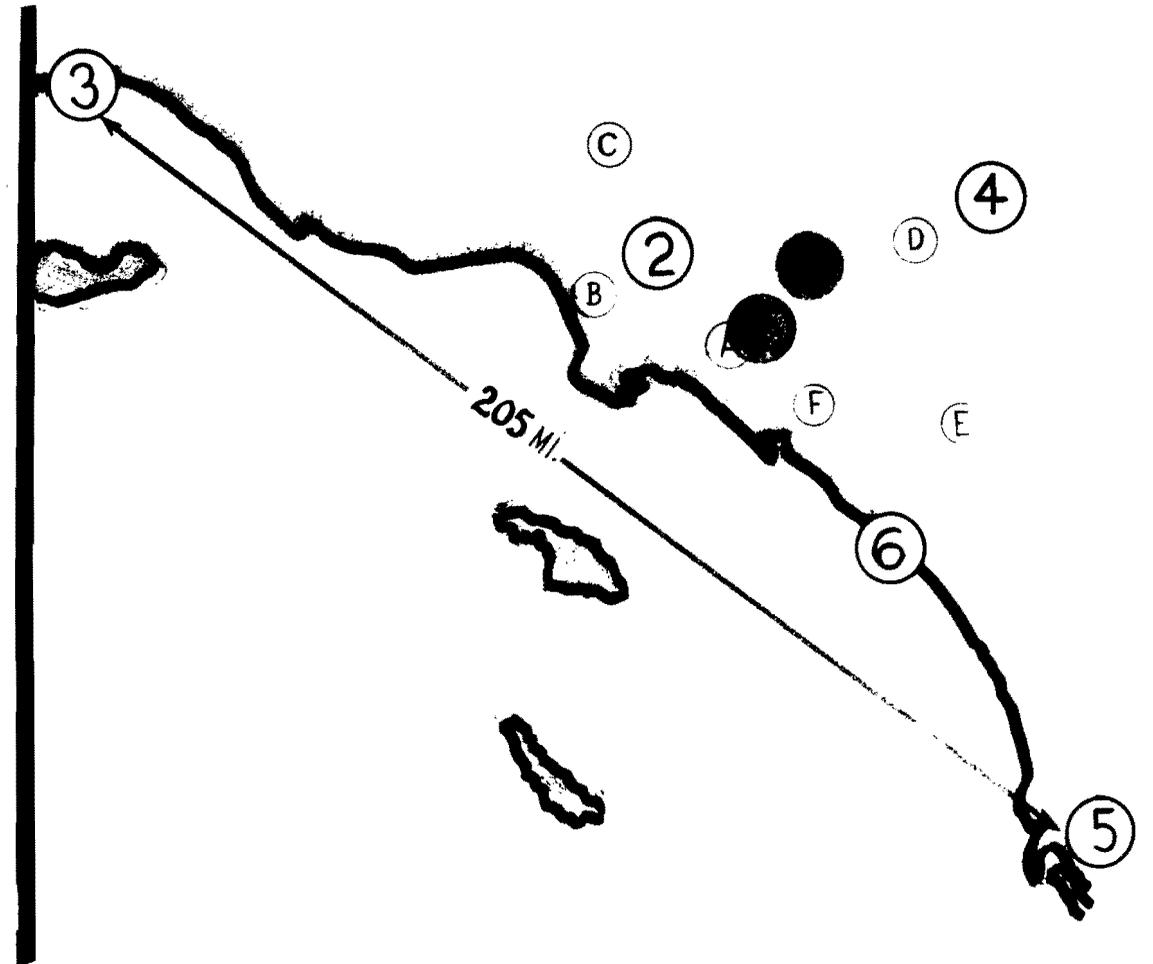
6- San Clemente

36 freeway miles away

AIR TRANSPORTATION WITHIN 60 MI.

· LEGEND ·

- 1 POPULATION CENTER OF SOUTHERN CALIFORNIA, FULLERTON.
- A FULLERTON MUNICIPAL AIRPORT
- B LOS ANGELES INTERNATIONAL AIRPORT
- C HOLLYWOOD-BURBANK AIRPORT
- D ONTARIO INTERNATIONAL AIRPORT
- E EL TORO MARINE CORPS AIR STATION
- F ORANGE COUNTY AIRPORT



II. AIR TRANSPORTATION WITHIN 60 MILES

1- Center of Population

Studies show that the center of population for the five counties of southern California is the Fullerton-Brea region. The five counties are: Orange, Los Angeles, San Bernardino, Riverside, and San Diego. In fact, the exact population center is almost on the border of the two cities, just north of the campus of California State College, Fullerton. A look at the poster board shows that major airports surround this hub area of Fullerton-Brea:

A- Fullerton Municipal Airport

The Fullerton airport has 20 commuter flights daily to Los Angeles International Airport. The Fullerton airport is 11 miles from the proposed sites, on surface roads and a freeway.

B- Los Angeles International Airport

The Los Angeles International Airport is the major airport of southern California. It is 42 freeway miles from the proposed sites.

C- Hollywood-Burbank Airport

This airport is northwest of the heart of Los Angeles, and is 48 freeway miles from the proposed sites.

D- Ontario International Airport

The Ontario airport is on the western edge of San Bernardino County, due east of the heart of Los Angeles. In a year and a half, with the extension of two freeways (see IV for details), the Ontario airport will be about 28 freeway miles from the proposed sites.

E- El Toro Marine Corps Air Station

This is the airport where President Nixon lands; it is 24 freeway miles from the proposed sites.

F- Orange County Airport

The Orange County Airport handles many commercial flights, in addition to a large number of private planes daily. From this airport there are direct flights to and from San Francisco. The airport is 21 freeway miles from the Fullerton and Brea sites.

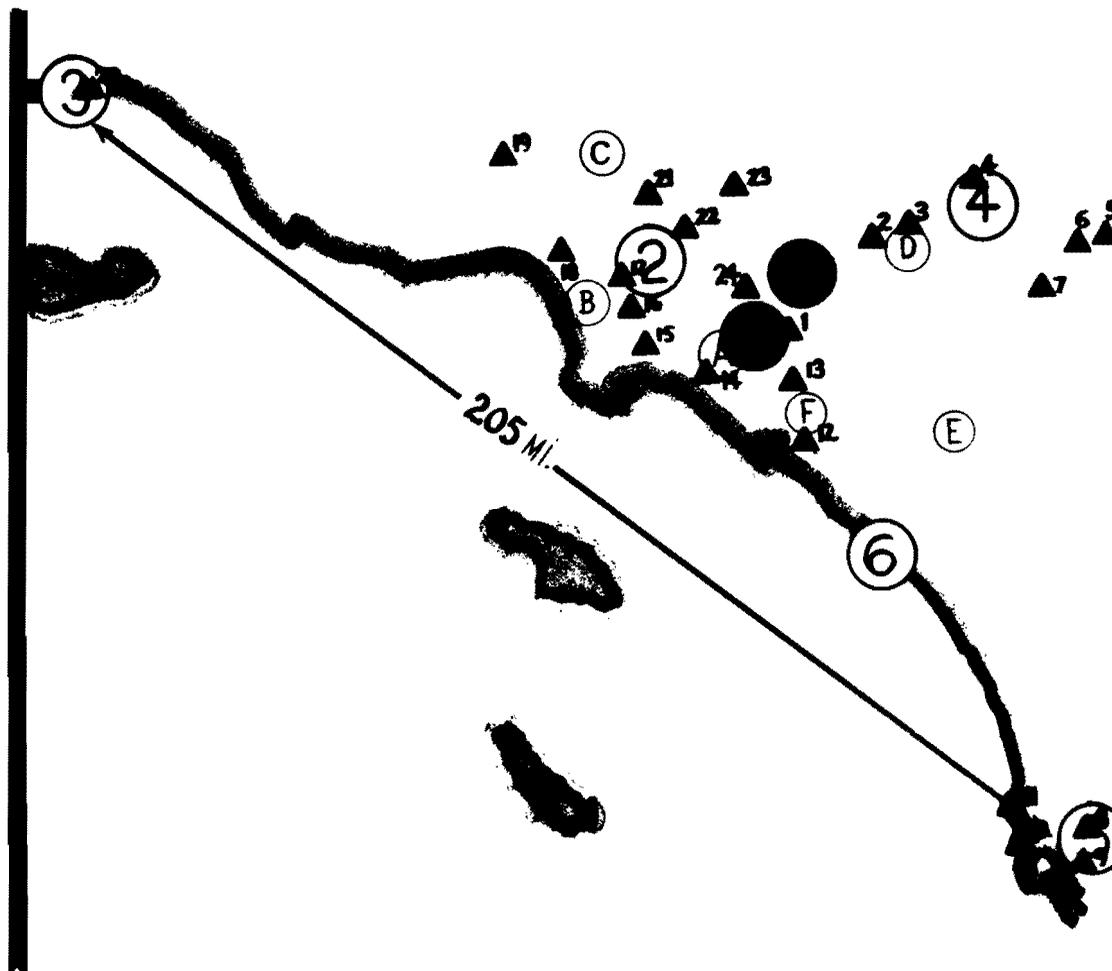
Other Airports

There are many other airports in southern California close to the proposed sites: Santa Barbara, Long Beach, San Diego, etc. All are connected to the sites by freeways. This is also true of the proposed Palmdale International Airport, 35 miles north of Los Angeles, or perhaps 55 miles from the proposed sites.

LEGEND

1. CALIFORNIA STATE COLLEGE, FULLERTON
2. CAL STATE POLYTECHNIC COLLEGE, POMONA
3. THE CLAREMONT - POMONA COLLEGES
4. CAL STATE COLLEGE, SAN BERNARDINO
5. UNIVERSITY OF REDLANDS
6. LOMA LINDA UNIVERSITY
7. UNIV. OF CALIFORNIA, RIVERSIDE
8. SAN DIEGO STATE COLLEGE
9. UNIVERSITY OF SAN DIEGO
10. CALIFORNIA WESTERN UNIVERSITY
11. UNIV. OF CALIFORNIA, SAN DIEGO
12. UNIV. OF CALIFORNIA, IRVINE
13. CHAPMAN COLLEGE
14. CAL STATE COLLEGE, LONG BEACH
15. CAL STATE COLLEGE, DOMINGUEZ HILLS
16. PEPPERDINE COLLEGE
17. UNIVERSITY OF SOUTHERN CALIFORNIA
18. UNIV. OF CALIFORNIA, LOS ANGELES
19. SAN FERNANDO VALLEY STATE COLLEGE
20. UNIV. OF CALIFORNIA, SANTA BARBARA
21. OCCIDENTAL COLLEGE
22. CAL STATE COLLEGE, LOS ANGELES
23. CALIFORNIA INSTITUTE OF TECHNOLOGY
24. WHITTIER COLLEGE

INSTITUTIONS OF HIGHER EDUCATION



III. INSTITUTIONS OF HIGHER EDUCATION

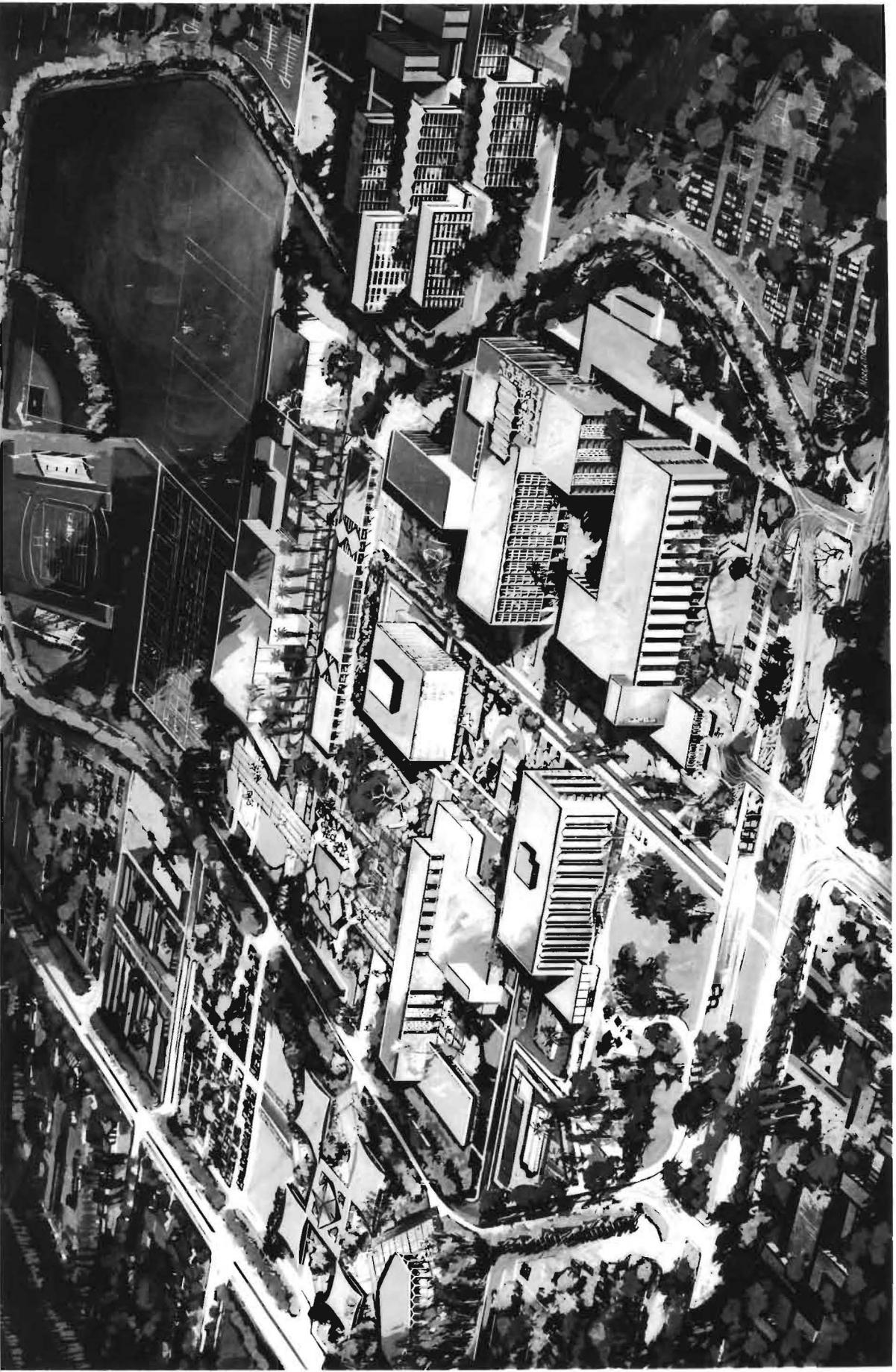
A. The proposed library sites are in the center of the higher education complex of southern California. In the five southern California counties (Los Angeles, Orange, San Diego, Riverside, and San Bernardino) are 5 of the 9 state universities, and 8 of the 19 state colleges. The five counties also contain 37 state junior colleges. Listed below are the more important institutions of higher education near the Fullerton-Brea hub:

- 1- California State College, Fullerton
- 2- California State Polytechnic College, Pomona
- 3- The Claremont-Pomona Colleges
- 4- California State College, San Bernardino
- 5- University of Redlands
- 6- Loma Linda University
- 7- University of California, Riverside
- 8- San Diego State College
- 9- University of San Diego
- 10- California Western University
- 11- University of California, San Diego
- 12- University of California, Irvine
- 13- Chapman College
- 14- California State College, Long Beach
- 15- California State College, Dominguez Hills
- 16- Pepperdine College
- 17- University of Southern California

- 18- University of California, Los Angeles (UCLA)
- 19- San Fernando Valley State College
- 20- University of California, Santa Barbara
- 21- Occidental College
- 22- California State College, Los Angeles
- 23- California Institute of Technology
- 24- Whittier College

B. California State College, Fullerton

1. California State College, Fullerton is two miles from the proposed Fullerton library site, and three miles from the Brea site. The two sites and Cal. State Fullerton are all connected by a superhighway, State #57, the Orange Freeway (see IV). The College is within five miles of 60 per cent of Orange County's diversified industry, and within ten miles of 70 per cent of the county's population. Within easy driving range of the campus are mountains as well as Pacific Ocean beaches, plus the many educational, cultural, recreational, and entertainment attractions of southern California (see VI).
2. California State College, Fullerton is one of nineteen publicly supported state colleges, a part of the largest system of public higher education in the Western Hemisphere. Founded in 1959, fast-growing Cal. State Fullerton has an enrollment of over 14,000, making it the largest institution of higher education in Orange County. Growing at the rate of



CAMPUS MASTER PLAN



LIBRARY



HUMANITIES BUILDING

about 2,000 every year, the College is scheduled to be one of the two or three largest universities in southern California by the early 1980's, when enrollment will reach 35,000.

3. California State College, Fullerton offers fully developed curricula in the liberal arts and sciences, in addition to specialized areas such as business administration, education, and engineering. Majors lead to bachelor's degrees in 32 fields (including history, political science, sociology, economics, speech, communications, American studies, and Russian area studies), as well as 27 different master's degrees (including public administration). The academic programs of the College are organized under five schools -- Arts; Business Administration and Economics; Education; Engineering; and Letters, Arts, and Sciences, and four divisions -- Ethnic Studies; Interdisciplinary Studies; Library Science; and New Educational Horizons. University status for the College is provided for in current legislation; in the future the college will be able to grant doctoral degrees in conjunction with other universities. Sixty-five per cent of the undergraduate enrollment is composed of upperclassmen, and 25 per cent of the total enrollment is at the graduate level. Thus, Cal. State Fullerton has the size, range and depth of programs, and advanced students to complement and make full use of a presidential library.
4. Despite its size and 225 acres, California State College,

Fullerton is a human place. The high-rise campus is so designed that no student will need more than ten minutes between classes. Just to the south of the College, next to the dormitories, is a small but select shopping center.

5. California State College, Fullerton is a quality institution. It was the first California state college to limit admissions to the top third of high school graduates. Nationally, the College is the youngest state college to have an accredited professional school (Business Administration). California State College, Fullerton is well run, having the lowest administrative cost of comparable state colleges, and establishing California "firsts" with its Campus Master Plan and Master Curricular Plan.
6. California State College, Fullerton is the cultural center for northern Orange County. At the College a wide variety of plays, art shows, dance recitals, musical performances, and lectures are put on yearly by both College and outside performers. Available for community use is the 500 seat Little Theatre and a planned larger auditorium, which will hold 2,600.
7. California State College, Fullerton can provide many facilities to a presidential library:
 - a. The Audio-Visual Center has all types of equipment and materials for still and motion pictures, filmstrips, instructional kits, audio and video recordings, graphics, and other visual material.

- b. The Instructional Television Center includes a large professional TV studio, control rooms, and storage rooms. Television services available to the community include 1) videotaping facilities and use of professional broadcast cameras and allied TV equipment in the TV studio, and 2) a complete portable camera and videotape system.
- c. The Computer Center contains third generation equipment and a large library of computer programs. Instruction on computers is offered by several academic departments, and a wide variety of administrators, faculty, and students in many different areas have computer expertise. An even larger state computer, located in the Los Angeles regional center, is available to the College.
- d. The College and community both make use of California State College Fullerton's centers: Center for Economic Education; Center for Governmental Studies; Technological Studies Institute; and the Joint (with the University of California, Irvine) Institute for Urban Studies.
8. The library of California State College, Fullerton currently has close to 275,000 volumes of books, plus a large collection of periodicals and tapes. By 1983 the library will hold over 1,100,000 volumes.
- a. The library is a Federal Documents Depository. In addition, it holds all United States Department of State and Department

of Labor records on microfilm, and will acquire new records as they are produced. The library will collect other federal records on microfilm.

- b. The library is also a California Documents Depository.
- c. To supplement the federal and state documents, the library shows special strength in several areas. The College has a complete labor archives; on microfilm are the holdings of the leading labor depositories. The library has concentrated in the field of twentieth century diplomacy. In both local and California history the library is especially strong, having purchased many collections of Californiana.
- d. The library is acquiring microfilm files on all major United States and foreign newspapers. Cal. State Fullerton will enter into a cooperative newspaper acquisitions agreement with other California state colleges. Also, the library is now filming all available local newspapers.
- e. Although the College does not have a law school, the library has acquired a substantial law library in order to serve the business administration, public administration, and educational administration programs. With the addition of materials on private case law, the collection would have sufficient strength to support a law school.
- f. California State College, Fullerton is one of only four

places in southern California to offer a master's degree in library science. The importance of this for a presidential library is obvious.

- g. The library has all major indexing and abstracting services.
 - h. The library has a strong and extremely active community support group which provides good liaison with library-oriented community leadership.
9. The Special Collections Department of the library holds a number of things that would mesh with a Nixon presidential library:
- a. California Material:
 - 1) Histories, local histories, politics, bench and bar, state government, and ecology
 - 2) Manuscripts of early California
 - 3) Collections of publications of California presses
 - 4) Pictures and maps
 - b. Southern California Material (especially Los Angeles and Orange Counties):
 - 1) Histories of different counties and towns; plus studies, reports, and pamphlets; school records and yearbooks
 - 2) Missions, rancheros, genealogy, Mexican California, and early American California
 - 3) Mining, oil industry, avocado and citrus industries
 - 4) Water (especially the Anaheim Union Water Company, whose ditch was on the side of Nixon's Yorba Linda

boyhood home)

5) Roles of the Indians, Mexican-Americans, and Negroes

c. "The Freedom Center for the Study of Contemporary Political Ideas":

1) This collection of over 1,600 pamphlets contains philosophical and religious statements, as well as political ideas. Included are major political parties as well as "extremist" groups.

d. Miscellaneous:

1) A large collection of arms control articles and policy papers

2) Holdings on Israel, the Arab-Israeli conflict, and American Jews

3) A collection on the Far East, emphasizing the Red Chinese press

4) Volumes of presidential papers

10. The Oral History Program

a. California State College, Fullerton has had an oral history program in existence for over three years. The program is now one of the half dozen largest in the world. In oral history tape recorded interviews are transcribed and edited, then placed in typed form in archives for the use of scholars, journalists, and the like. These transcripts are an extremely valuable, and in many ways unique, form of historical documentation. Because of the duration and

scope of Cal. State Fullerton's Oral History Program, the College has available literally scores of trained personnel: administrators, secretaries, researchers, interviewers, transcribers, editors, typists, and librarians.

- b. The two professors who head the program at Cal. State Fullerton are recognized by their peers as creative and able oral historians. Professor Harry Jeffrey was trained at the "home" of oral history, Columbia University, where he directed the Senator Robert A. Taft Oral History Project. Mr. Jeffrey now heads the College's year old Richard Nixon Oral History Project. Professor Gary Shumway is the director of the Community Oral History Project and the new very large Uranium Industry Oral History Project. These men collaborated to put on an oral history conference in southern California to train oral historians in techniques of starting a new project. So successful was the program that the professors' peers in the Oral History Association requested an expansion at the national meeting. This session, lasting a full day, will be a unique "how to" workshop. Both professors have spoken at past Oral History Association meetings, and Professor Shumway was chosen to write a compendium detailing every oral history project in the world.
- c. Two of the College's projects would be of special value to

a Nixon presidential library:

1) The Community History Project, now over three years old, has centered on Orange and Los Angeles Counties. Approximately 240 tapes have been transcribed of the pioneers and children of the first settlers. This collection is an invaluable source of research data on the settlement, development and urbanization of southern California -- so essential to a study of the Nixon and Ryan (Mrs. Nixon) families. This program is being expanded and will utilize other disciplines than history, other techniques than oral history, and other areas than the growth of the two counties (e.g. minority groups, profiles of cities, education, and business). The collection to date concentrates on the following:

- a) Agriculture: especially avocado, citrus, and sheep raising
- b) Business and industry: especially oil, mining, fishing, ranching, water, and minority group business
- c) Education and art
- d) Japanese relocation
- e) Southern California Negroes
- f) General local histories: for instance, a history of La Habra, where Mr. Nixon practiced law. The

result of these interviews, a book on La Habra, is now in the White House library; the author is employed in the College library.

- 2) The Richard Nixon Oral History Project, focusing on both families, is primarily concerned with "Dick" and "Pat" from their births in 1913 to World War II. During the one year existence of the project, over 165 tapes have been transcribed, and a large core of personnel trained in both oral history and Nixoniana has been built up. Also, a meaningful collection of pictures, books, scrapbooks, school yearbooks, letters, and family histories has been gathered. The project will continue on the early years of the principals, making it the most comprehensive oral history program on any president's pre-political years. Starting this autumn the project will also explore the political life of Mr. Nixon, especially in California. Areas of concentration over the past year include the following:
- a) Nixon and Ryan forebearers
 - b) Nixon and Quakerism
 - c) Nixon in Yorba Linda, 1913-1922
 - d) Nixon the Whittier schoolboy, 1922-1930
 - e) Nixon the college and law school years, 1930-1937
 - f) Nixon the attorney, 1937-1942
 - g) Nixon the speaker

- h) Nixon the athlete
 - i) Mrs. Nixon's early years, 1913-1942
 - j) General background on Orange and Los Angeles Counties: e.g. life, economy, urbanization, educational systems, etc.
11. If one of the proposed sites is accepted, California State College, Fullerton plans a Public Affairs Consortium to include, among other things:
- a. A center where graduate students and scholars would take courses and do research, using the facilities of the College and the Nixon library.
 - b. Degree granting areas might be set up, especially in such subjects as history, political science, economics, American studies, Russian area studies, Far Eastern studies, speech, communications, public administration, and ecology.
 - c. Other programs and projects could be instituted, utilizing the strengths of the Nixon library and California State College, Fullerton.

Summary: California State College, Fullerton

1. The College is not a small school, but this is all to the benefit of a presidential library. Cal. State Fullerton will soon be a university, granting joint doctorates and promoting a broad range of scholarship. Being a large institution it has advantages in the number and quality of personnel and facilities.

An institution such as Cal. State Fullerton would complement and supplement the Nixon presidential library.