

August 24th, 1984

The White House
ATTN: Mr. Michael Deaver
Washington, D.C. 20004

Dear Mr. Deaver:

I am writing to you to express my displeasure with the behavior of your campaign advance men in Cincinnati last Monday.

According to The Washington Post, sign-toting demonstrators had their signs confiscated at security checkpoints. Once the demonstrators had entered the rally area, the signs they were offered as replacements were all favorable to the Reagan campaign.

This is wrong.

I have little respect for rude or disruptive hecklers, but I have even less for anyone who would engineer a rally that stifled the people's right to free speech.

President Reagan swore an oath to defend and protect our Constitution. As a supervisor, you should ensure that his re-election workers are acquainted with that document, especially the First Amendment.

Thank you.

Sincerely yours,

Sidney E. Miller

625 Via Del Monte
Palos Verdes Estates, Cal. 90274
August 23, 1984

The White House
Washington, D. C.

Attention: Michael Deaver

Dear Mr. Deaver:

Just in case you don't read "The U.S. News Washington Letter" I thought I would send it to you. I refer you to the last page thereof, wherein you are mentioned. The next to the last sentence says "Second, an aide's revelation that the President has been known to doze off during Cabinet meetings." You have been quoted as having made that statement. If so, it would appear that the perception is that you haven't done much of a job for President Reagan (Note the last sentence).

I for one am at a loss to understand the radio warm-up joke about "bombing" Russia. Nothing was ever put out by the White House as to how a joke such as that could have been released. He must have been dealing with a studio or studios for him to make his broadcast and I can't understand why the tapes were made available to the general public.

I would appreciate an explanation as, I'm sure many millions of Americans would. It would appear that someone obviously was out to cause as much harm to President Reagan as they could and even what was meant to be a closed circle gag was allowed to get out to the media. And how the media has loved it.

The perception Ronald Reagan is receiving in the country is as being very war-like, or at the least, bombastic. Not amenable to discussions with the Russians. That major problem, together with an enormous deficit are the two problems that have to be circumvented. With reference to the deficit, I suggest that he talk, again, with his supply sighters and find out from them when the budget is going to get near balance under the present economic program. It would appear that it is unable to happen without additional taxes of one kind or another.

Finally, with reference to leaks and that type thing, I feel it is your job as media manager to see that

* A PROFESSIONAL CORPORATION

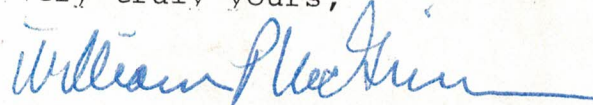
The White House

-2-

August 23, 1984

this type of thing doesn't happen. I hope for the good of all of us that you do a better job in the future.

Very truly yours,

A handwritten signature in blue ink, appearing to read "William P. McGinn", with a long horizontal flourish extending to the right.

William P. McGinn

WPM:bws

Dear Michael & Deanne, just a
card to say Thank you for giving
so many Live-lead yedies & per-
vice to our great and our Honor-
Country people and our Honor-
able President Ronald W. Reagan
God Bless You Always 8/14/84
Respectfully Yours
P.S. Would ~~Franklin~~ ~~Edith~~ ~~Edith~~
greatly ap-
preciate an autograph photograph
with our President. Thank You



ARTHUR
SHACKMAN
4544 GENIPAR
NORTH HOLLYWOOD
CALIFORNIA 91607
Mr. Michael K. Deaver
Rep of White House
Washington, D.C.

August 20, 1984

File

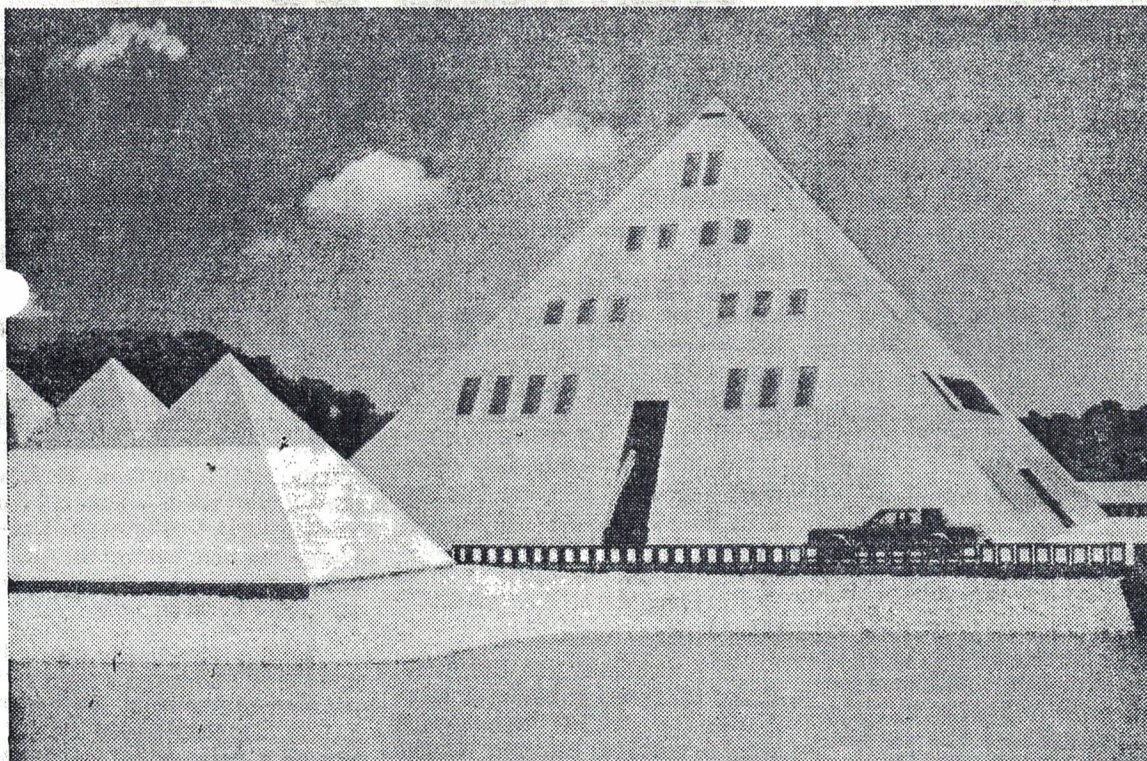
Dear Mike,

Congratulations on a job well done. The story in TIME this month was great. My very best to you and Craig.

Sincerely,
Carter Canada

2933A PINE STREET
SAN FRANCISCO, CA 94115
(415) 563-9115

enclosures



UPI Telephoto

AUGUST 10,
1984

Little Egypt

S.F.
CHRONICLE

Jim Onan of Wadsworth, Ill., built his family a 24-karat gold-plated pyramid to live in, complete with sphinxes, a pharaoh's throne and other reminders of ancient Egypt — everything short of mummies. 'Living here is just like any other house,' Onan's wife, Linda, said.

The pyramid, which took six years to build, stands 54 feet high and covers about 7000 square feet. The five-floor home is surrounded by a pond that Onan plans to stock with sharks and is guarded by a pair of concrete sphinxes that sit at the first-floor entrance.

COPY

September 18, 1980

Mr. Carter Canada
Nevada Pyramid Corporation
73 Butterfly Lane
Montecito, CA 93108

Dear Carter:

I very much enjoyed our visit and your fascinating project.

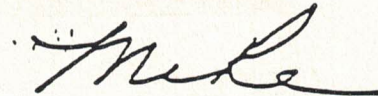
Perhaps after November, we can continue the dialogue.

I cut a clip from the Sunday, August 17, Chicago Tribune regarding a Pyramid Project on a much, much smaller scale, and then proceeded to leave it in my hotel room.

You may want to follow up on it.

Hope to see you again soon.

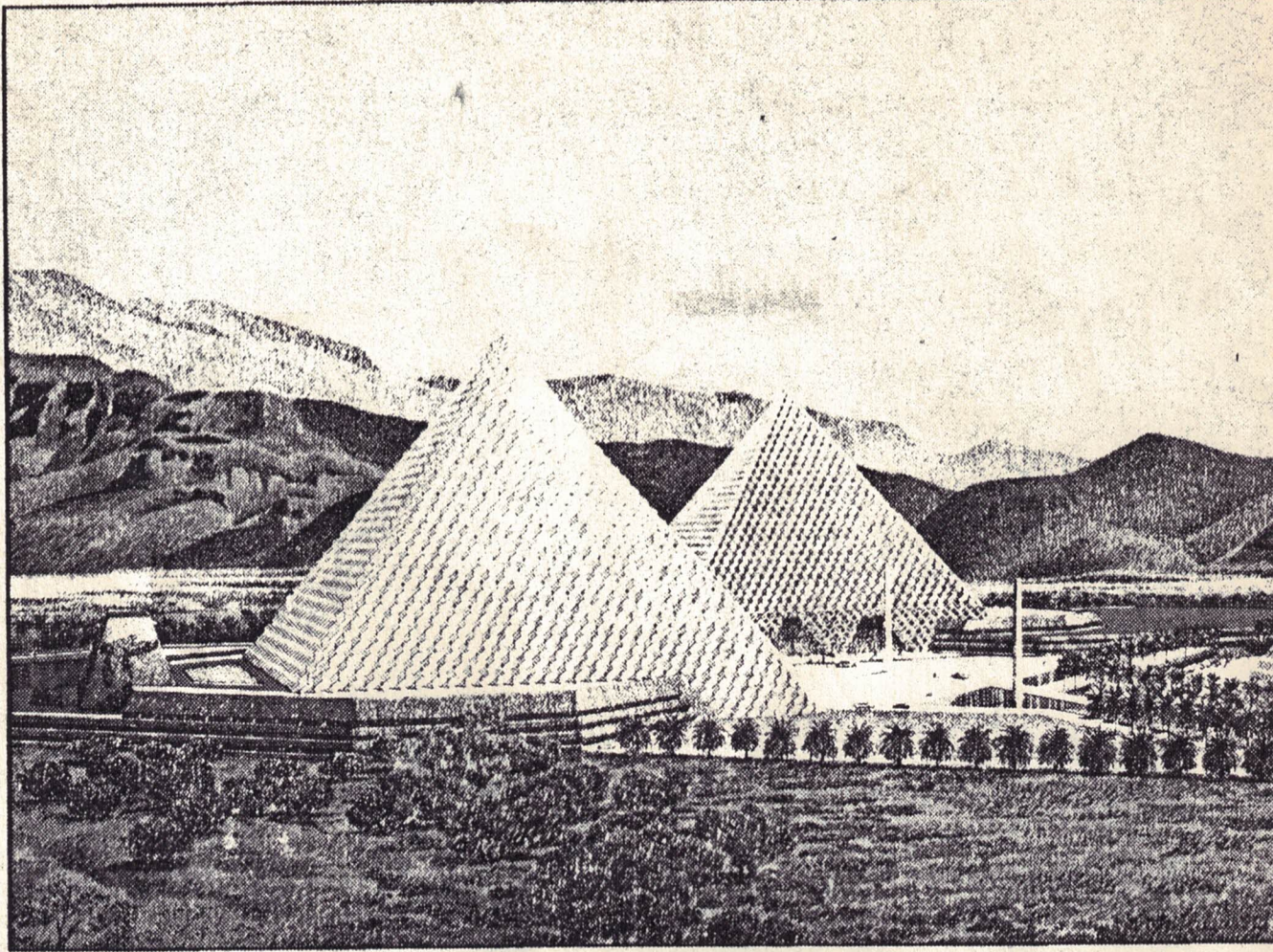
Warm regards,



Michael K. Deaver

MKD:bd

COPY



THE STUNNING GRANDEUR of American pyramids, rising out of the Nevada desert, is a project of considerable magnitude proposed by Santa Barbara resident Carter-Hawkins

Canada. Shown are three of the six proposed pyramids, one stretching significantly higher than the tallest one in Egypt.

TO COST \$1.7 BILLION

Santa Barbaran plans to build largest pyramids in the world

By Dick Wilson
News-Press Staff Writer

Carter-Hawkins Canada, who lives on Butterfly Lane in Montecito, has proposed the construction of the world's largest pyramids.

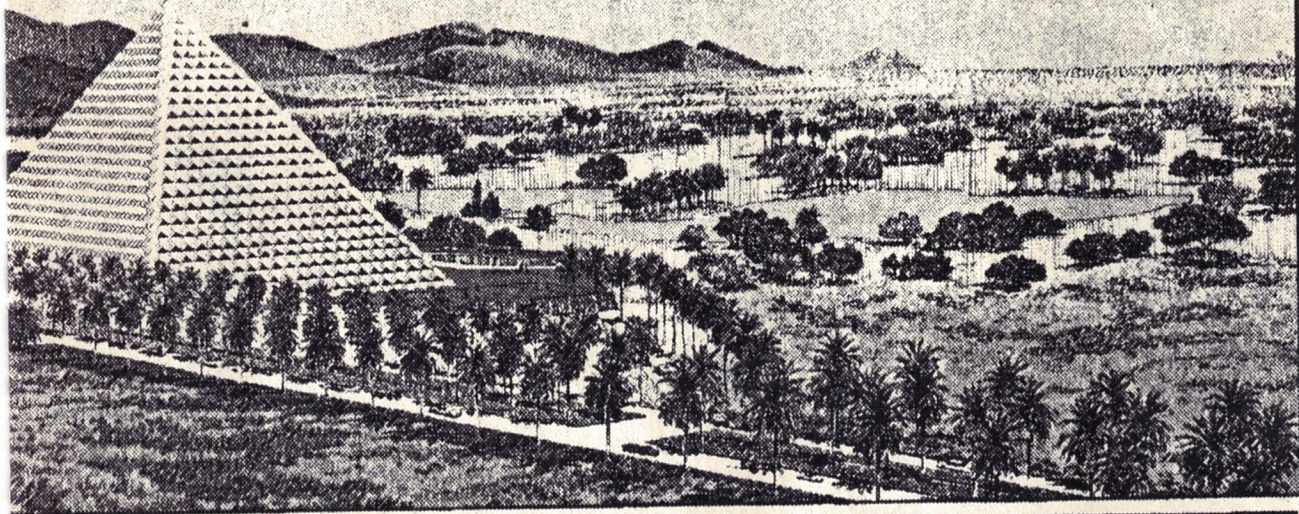
His American Pyramids Project, proposed for a site 10 miles south of Las Vegas, Nev., would be "the most significant architectural project in the last 5,000 years and a memorable

providing the vacationer every imaginable need--and a variety of restaurants and food facilities to intrigue the most discriminating gourmet taste, or to satisfy appetites sharpened by exposure to the adjacent Health Spa--in short, a satellite system offering all the entertainment, services, conveniences, or luxuries required by visitors from any corner of the world.

"Second in magnitude, located south of the Hotel Casino, will be the Olympiad, a 25,000-seat complex incorporating a full complement of sports playing areas. Here the promoter of

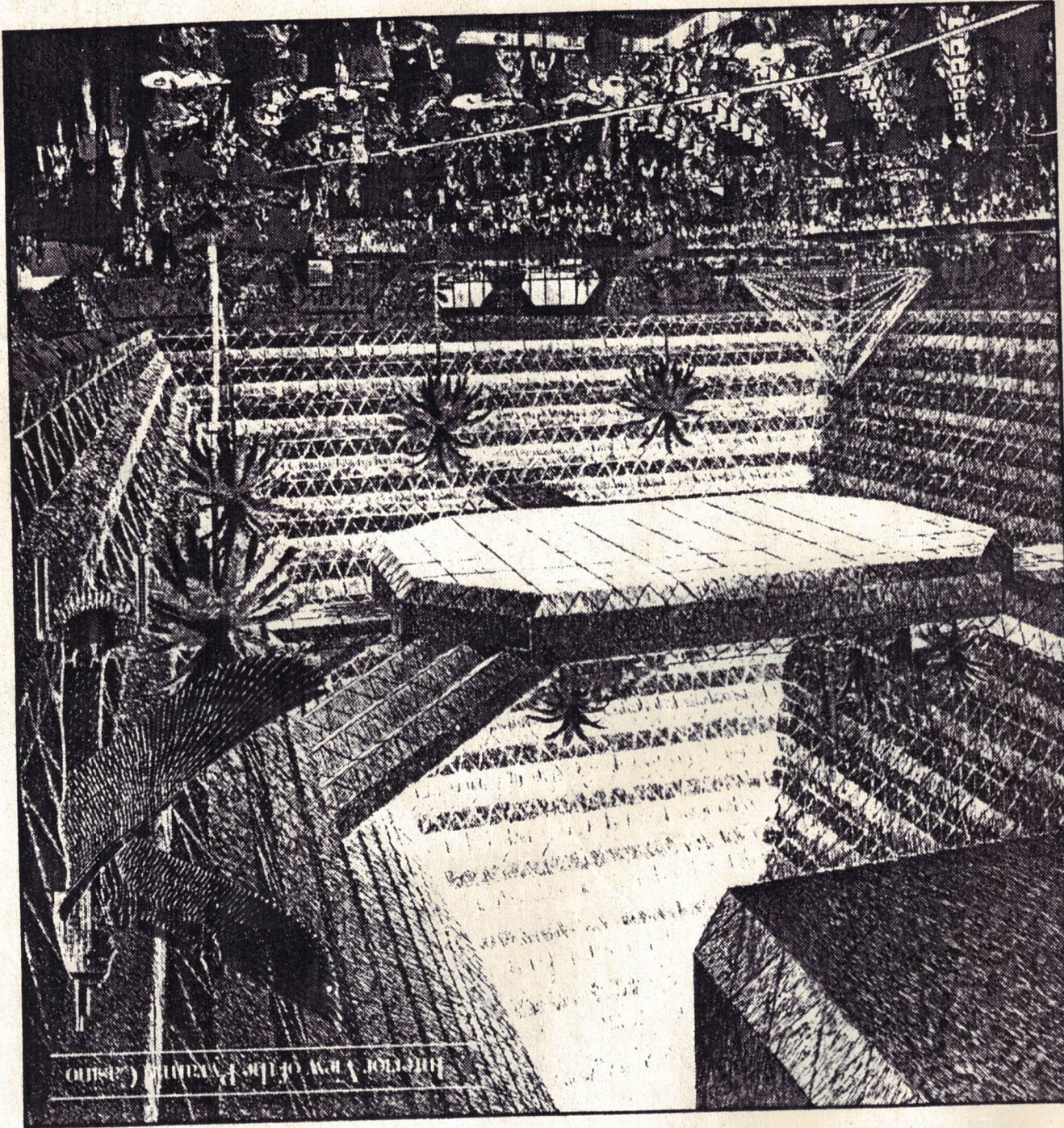
SANTA BARBARA
LIVING

Sunday, March 22, 1981



THE MATHEMATICAL ELEGANCE and structural simplicity of the pyramids will form the attraction for millions of vacationers to Las Vegas, according to consultants working toward implementation of the project. Three basic entertainment/recreation facilities

ties are being planned—The 55-level Hotel Casino, The 25,000-seat Olympiad and the 35-level International Trade and Convention Center. The project will be developed in two phases with a total anticipated construction cost of \$1.7 billion.



Interior View of the Pyramid Casino

mid's interior are seen ascending tiers of rooms above a vast atrium "where the eloquence of the ground floor casino—the largest ever built—will pale all other gaming places.

FLOATING BALCONIES, hanging gardens, cascading fountains and lush botanical displays will lure thousands to the pyramid site. In this architect's drawing of the big pyra-

East Valley Road in Montecito. American Pyramid Project which is headquartered at 1482 Angeles. Stephen Silber, of that firm, is the attorney for the firm, the firm of Wyman, Bautzer, Rothman & Kuchel of Los Angeles. The American Pyramid Project has, as its legal representative, the management team for the implementation of this project.

"A project of this magnitude requires individuals of the highest caliber and skills and it is my intention to add to the brain trust already assembled." He said he plans to utilize firms and executives, some from the local area, to form a management team for the implementation of this project.

In addition to the above builders, architects, engineering firms and consultants, high officials in government have expressed interest in the project.

Noah Dietrich of Palm Springs, who is credited with masterminding many of Howard Hughes' projects, has assisted Canada in preliminary organization of the central management group.

Consulting with Canada on recycling systems for the project is Abby Rockefeller, the daughter of David Rockefeller, and president of Citicorp Multinational USA Inc.

Special effects consultant is Douglas Trumbull of Future General Corp., a subsidiary of Paramount Pictures Corp. Trumbull is a specialist in giant 3-D, laser-beam holograms and did the special effects for "2001: A Space Odyssey," and "Close Encounters."

Consultants for the project include: Laventhol & Horwath of San Francisco, one of the largest international accounting firms in the world specializing in hotel management operations. Also assisting Canada is Dr. C. Clerici of the Syndicate Branch of Union Bank of Switzerland in Zurich.

The Hyatt Corporation and Hilton International are the proposed operators of the facilities.

Morrison-Knudsen Company Inc. of Boise, Idaho will provide engineering services for the pyramid project. This firm collaborated with Bechtel on the construction of Hoover Dam. It also built various space shuttle facilities at Cape Kennedy and is currently involved at Vandenberg's space shuttle facility.

And the designers of that new Arabian city, Jubail, are also involved. This organization, The Architects Collaborative (TAC) of Cambridge, Mass., will be the architects of the American Pyramids Project. The Architects Collaborative, consisting of 150 Harvard and Yale architects, was founded by Walter Gropius, one of the fathers of modern architecture. The Pan American Building in New York City is probably this firm's most visible accomplishment.

Bechtel International Corporation of San Francisco—the same firm that built Hoover Dam and the San Francisco Bay Bridge and has spent several thousand dollars on preliminary studies of the American Pyramids Project.

And the designers of that new Arabian city, Jubail, are also involved. This organization, The Architects Collaborative (TAC) of Cambridge, Mass., will be the architects of the American Pyramids Project.

And the designers of that new Arabian city, Jubail, are also involved. This organization, The Architects Collaborative (TAC) of Cambridge, Mass., will be the architects of the American Pyramids Project.

And the designers of that new Arabian city, Jubail, are also involved. This organization, The Architects Collaborative (TAC) of Cambridge, Mass., will be the architects of the American Pyramids Project.

And the designers of that new Arabian city, Jubail, are also involved. This organization, The Architects Collaborative (TAC) of Cambridge, Mass., will be the architects of the American Pyramids Project.

"Surrounding the Hotel Casino will be stores and boutiques, gardens, of cascading fountains and lush botanical displays.

"The tallest pyramid, the 55-story Hotel Casino, will contain facilities and services to satisfy the most sophisticated vacationer or gaming enthusiast. Ascending tiers of rooms will form a vast atrium, where the eloquence of the ground floor casino—the largest ever built—will pale all other gaming places. Many rooms will look down into the casino, with the lure of thousands playing the game of chance made all the more fascinating by the inclusion of floating decks and hanging gardens, of cascading fountains and lush botanical displays.

Los Angeles. The renderings accompanying this article were taken from the same source.

The following description of other aspects of the American Pyramids Project is used here in part from the organization's illustrated literature designed by the Carlos Diniz Associates of Los Angeles.

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

Pyramid builder CARTER CANADA

LAW OFFICES OF
TANNER, JAHN, ANDERSON, BRIDGES & JAHN, P.C.

TWELFTH FLOOR, VOLUNTEER BUILDING
CHATTANOOGA, TENNESSEE 37402

LEONARD R. TANNER, JR., P.C.
RICHARD P. JAHN, SR.
JAMES P. ANDERSON, JR.
N. DARRELL BRIDGES
RICHARD P. JAHN, JR.
PATRICK C. TAINTOR
HAROLD L. NORTH, JR.

August 24, 1984

TELEPHONE
(615) 756-8473

Mr. Michael K. Deaver
The White House
Washington, D.C.

File

Dear Mike:

I appreciate your kind expressions with respect to the tennis in Atlanta. It was a pleasure to make the arrangements.

The tie tac and cuff links came as a complete surprise and your may rest assured that I am pleased and wearing them with pride.

Look forward to meeting you.

With kindest personal regards,

Sincerely yours,

Leonard
Leonard R. Tanner, Jr.

LRT/bd



UNDER SECRETARY OF STATE
FOR ECONOMIC AFFAIRS
WASHINGTON

August 21, 1984

Good

Dear Mike:

Nicholas Barrington, who was in charge of arrangements for the London Summit, has written me a note which includes the following paragraph that may interest you:

"It was also a pleasure to have contact with the President, who was the only Head of Government to write a personal letter of thanks. Running for elections or not (and I don't vote) it was a courtesy much appreciated."

Sincerely,

Allen
Allen Wallis

The Honorable
Michael K. Deaver,
Deputy Chief of Staff
and Assistant to the President,
The White House.

Identical letter to Robert C. McFarlane



EMBASSY OF THE
UNITED STATES OF AMERICA
Canberra, Australia

29/84
8/30/84
sent for
action on to per 2 Aug
sent
August 14, 1984

Ms. Donna Bloome
Secretary to Mr. Michael Deaver
The White House
Washington, D.C. 20500

Dear Donna:

I am looking forward to seeing you in Washington during the latter part of September. I will also be going to the Convention in Dallas.

As usual, I am asking for another little favor from you. Sergeant John Scott Cartwright, a Marine Security Guard at the Embassy in Canberra, has asked me to try to get an autographed picture of the President. He has done a commendable job here at the Embassy and would certainly appreciate having the picture, so I hope this will be possible. You can send it to me and I will deliver it to Sergeant Cartwright.

Thank you again for all you have done for me. My greetings to Mike and all.

Sincerely,

R. D. Nesen



General Motors Corporation

JAMES D. JOHNSTON
VICE PRESIDENT

August 24, 1984

RR

NO
RR may enjoy
seeing

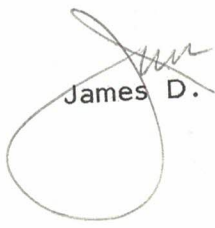
The Honorable Michael K. Deaver
Assistant to the President and
Deputy Chief of Staff
The White House
Washington, D. C. 20500

Dear Mike:

The enclosed, which reports the President's visit to our Orion plant and to see our Saturn Program, has a circulation of 635,000. It is probably read by more than a million people and it is sent to the homes of all of our employees and to every GM dealership.

Thanks for making the visit possible. It was a great day for us.

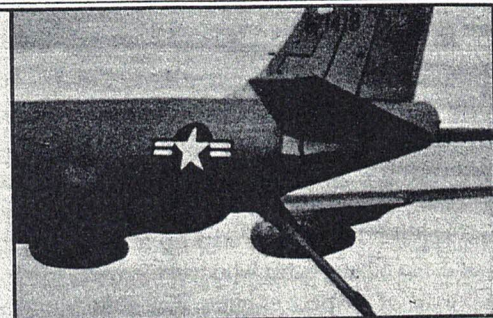
Sincerely,


James D. Johnston

JDJ:cb
Enclosure



today



Volume 10, Number 6

July 1984

Keep 'em flying, pages 4 & 5

Dedicates luxury car plant

President visits Technical Center, Orion

President Reagan confirmed the American automobile industry "is back" when he visited GM's Warren, Mich., Technical Center and new Orion Township plant July 5. And employees—more than 2,000 of them—responded with flag-waving agreement.

The president was the guest of honor for the dedication of the Orion Township assembly plant which builds GM's new front-wheel-drive, full-size luxury cars. The ceremony capped a four-hour stop in the Detroit area that was devoted to praising the work GM has done in developing new technologies and innovative systems for integrating them into its products.

In his 15-minute dedication address, the president also saluted the United Auto Workers and "the entire American labor movement" for demonstrating when the chips were down over the last several years that labor could play "a responsible and constructive role in rebuilding American industry" by easing contract demands. "We weathered the storm together," Reagan said, "and now the sun is shining on a strong economy, and on an American automobile industry that is moving forward again."

The president's speech was interrupted by applause six times, and he received a 45-second ovation at the end from an audience that looked like a sea of blue-and-white baseball caps. The hats were passed out by GM to the Orion plant employees and read simply, "Orion Plant Dedication 1984."

Earlier that day, Reagan spent more than an hour touring the GM Technical Center



Photo courtesy Automotive News

where he saw a clay model of the future Saturn car. Later he drove a prototype of the Citation IV, a sporty "car of the future." Reagan said the car "was a joy to feel and drive," and his passenger, GM Chairman Roger B. Smith, appeared more than pleased with the "consumer" evaluation.

After welcoming remarks by Smith, GM Vice Chairman Howard H. Kehr briefed the president on the Saturn project. "Saturn is our major attempt to leapfrog ahead—in technology, systems, and people management," Kehr noted.

The management and UAW Saturn project directors then detailed the long-range plan for GM's future products as the president listened intently.

The president's closing remarks reflected

PRESIDENT REAGAN addresses employees at the dedication of GM's Orion Township, Mich., assembly plant.

his impressions. "The industry is back," he said, "because of a new spirit of cooperation between management and labor. And it's back with pride, back with teamwork, and back with performance that can and will make us number one," Reagan told the cheering crowd. "Your industry is vital to the health, the vitality of our country, and it isn't taken for granted by anyone in this administration."

The president's visit was an official trip not associated with his re-election campaign, according to the White House.

(More photos, stories on Page 8)

PRESERVATION COPY

President praises U.S. industry, labor

PRESERVATION COPY

Following are excerpts from President Ronald Reagan's remarks at the dedication of the GM Assembly Plant in Orion Township, Mich.

"I've always believed that with freedom, hard work, and the profit motive, there's nothing Americans can't do. Well, this plant represents the "can do" spirit for which your industry and America have always been known.

"It took great courage for all of you to make this kind of investment. In a time of great uncertainty, GM proved that they had faith in our country and faith in our country's economy. Since 1979, more than \$50 billion have been spent by your industry scrapping old plants, building new ones, developing technology, and retraining employees—\$23 billion of that was spent by General Motors right here in America.

"I think your plant also symbolizes a new spirit of cooperation between management and labor. That cooperation reflects the determination of this industry not just to survive, but to triumph. And we know that the UAW put its full support behind this endeavor. During

these last few years of severe economic stress, organized labor has played a responsible and constructive role in rebuilding American industry.

"You've demonstrated when the chips are down what people can accomplish working together freely, rather than at the dictate of some central planner or bureaucratic mandate. I happen to believe the last thing your industry needs is the Federal Government bringing in outsiders to tell you how to run your business and how much to pay your workers.

"And let me just share with you a conviction I feel deep in my bones: If we Americans keep working together to improve quality, keep investing in America's technology to become more productive and hold down costs, then, yes, we can out-compete, out-perform, and out-sell the pants off anybody, anywhere in the world.

"We have every reason to be confident. Our country has recaptured the pride and community spirit that was for so long an essential part of our national character. You folks here at GM have much of which to be proud on this account. You not only build cars, you are making this country the decent place you want it to be.

"We're seeing a new respect for family and neighborhood. Remember when it was fashionable to claim that God is dead? Well, today I think we're seeing that He is alive and well in the hearts of our people—and we're grateful to Him for the many blessings He has showered upon us.

"We're rededicating ourselves to the values that define our character, that make us a good and worthy people; and that can and will keep America strong and secure

and free. Our liberty. Now in cooperation and spirit and heart here, are part of Americans is the country as pro

Parents receive president's sympathy

While visiting GM's Technical Center, President Reagan took the opportunity to offer his condolences to the parents of two U.S. servicemen who were killed last year in Beirut, Lebanon.

Reagan met privately with Walter Lange, a GM Research scientist, and Vera Brown, a maintenance worker. He reportedly offered his sympathies for the loss of their sons—Navy pilot Lt. Mark Lange, and Marine Sgt. Anthony K. Brown—and assured their deaths were not in vain.

"I was very anxious to shake his hand," Brown said after the short meeting. "He was very compassionate. It is still sad for me to talk about it. I hope my son's death did help bring [American forces] out of there," she added. "It is kind of hard to say."

"He expressed sympathy for our sons' death and reminded us to look upon the positive effect it did have. He is a very compassionate gentleman and I was very impressed meeting him," Lange said of the meeting.

Sergeant Brown, 24, was one of the 241 Marines killed in the Beirut barracks when a truck laden with explosives destroyed the building last October. Lieutenant Lange, 26, was killed when his plane was shot down in a raid against Syrian forces in December.



Photo courtesy Automotive News

Employment for a v

Two men
dent Reagan
technology
plant.

John R. V
a new com
the proper
down the l

Automat
system and
down at th
techniques
energy requ
told Reagan

Among h
plant "symp
managemen
emphasized
try not jus
know that
this endea

Orion as
wheel-drive
Regency an

GM

Praises U.S. industry, labor efforts

ld Reagan's
ly Plant in

hard work,
icans can't
' spirit for
een known.
e this kind
GM proved
r country's
have been
s, building
retraining
eral Motors

w spirit of
That coop-
dustry not
w that the
or. During

thy

resident
condo-
en who

, a GM
enance
ies for
Lange,
assured

Brown
ompas-
I hope
forces]
to say"
ith and
t it did
n and I
l of the

Marines
en with
r. Lieu-
ne was
ember.

these last few years of severe economic stress, organized labor has played a responsible and constructive role in rebuilding American industry.

"You've demonstrated when the chips are down what people can accomplish working together freely, rather than at the dictate of some central planner or bureaucratic mandate. I happen to believe the last thing your industry needs is the Federal Government bringing in outsiders to tell you how to run your business and how much to pay your workers.

"And let me just share with you a conviction I feel deep in my bones: If we Americans keep working together to improve quality, keep investing in America's technology to become more productive and hold down costs, then, yes, we can out-compete, out-perform, and out-sell the pants off anybody, anywhere in the world.

"We have every reason to be confident. Our country has recaptured the pride and community spirit that was for so long an essential part of our national character. You folks here at GM have much of which to be proud on this account. You not only build cars, you are making this country the decent place you want it to be.

"We're seeing a new respect for family and neighborhood. Remember when it was fashionable to claim that God is dead? Well, today I think we're seeing that He is alive and well in the hearts of our people—and we're grateful to Him for the many blessings He has showered upon us.

"We're rededicating ourselves to the values that define our character, that make us a good and worthy people; and that can and will keep America strong and secure

and free. Our forefathers left us a wonderful land of liberty. Now it is up to us. This dedication today, the cooperation and hard work behind it, the community spirit and heartfelt patriotism of everyone who works here, are part of a rebirth of freedom. This generation of Americans is meeting the test. We intend to pass on a country as prosperous and free as what was given to us."

Employees do demonstration for a very special visitor

Two members of UAW Local 5960 gave President Reagan a quick lesson in advanced computer technology during his visit to the high-tech Orion plant.

John R. Whitko and Carl B. Kiske demonstrated a new computer system that automatically selects the proper color paint for each car as it comes down the lines.

Automatically programmed to start up the paint system and opens each morning and close them down at the end of a shift, such computerized techniques are helping the plant save 25 percent in energy requirements each day, Whitko and Kiske told Reagan.

Among his praises, the president said the Orion plant "symbolizes a new spirit of cooperation between management and labor." That cooperation, he emphasized, "reflects the determination of this industry not just to survive, but to triumph. And we know that the UAW put its full support behind this endeavor."

Orion assembles two of GM's full-size, front-wheel-drive luxury models—the Oldsmobile 98 Regency and Cadillac Fleetwood and DeVille.



Photo courtesy Automotive News

GM today

PRESERVATION COPY

THE WHITE HOUSE
WASHINGTON

August 28, 1984

TO: Bill Gemmell
FROM: MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

☐ Information

☒ Action

Would you pls. inscribe
to Waldir Deoliveira
and send to Loesje to be
autopenned.

*Send
picture
8/30/84*

1116 Balls Hill Road
McLean, Virginia 22101
August 28, 1984

file

Mr. Michael Deaver
Assistant to the President
The White House
1600 Pa. Avenue, N.W.
Washington, D.C. 20500

Dear Mike:

I want to sincerely thank you and Carol for arranging the tour of the White House for Esmé, Jason, Blake and myself this past Saturday morning. I know you have heard this 1,000 times but it must be a great place to work.

We thoroughly enjoyed ourselves especially being able to see the fire marks still visible on the front portico.

We are adjusting to the Washington way of life and I look forward to seeing you on the court.

Sincerely yours,

Russ

Russell H. Pearson

P.S. Call me anytime for a game. I travel quite a bit but I'm home on the weekends. Call Esmé at home - 893-2153 or my secretary, Ann at 862-4854. I will be back in town Friday and all the next two weeks. Look forward to playing with you.

file

FESS PARKER

Aug 26, 1984

Hope Ranch, S.B. Ca.

Dear Mike,

Congratulations on Dallas! Good show!
Well done!

By the way, I enjoyed the "Time"
article — the public's first good
chance to discover "What's a Mike
Deaver?" Good thing they didn't come
to me on your tennis!

Now for the bad news — enclosed
are copies of recent developments!
More problems but will work them
out I trust.

Thank you guys for my birthday
tele from the President and Nancy!
Goes into the family Scrap. book!

We enjoyed seeing all of you
again this summer. You are always
welcome! Best to your family,

Bill - Donna. Johnny

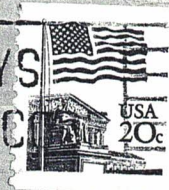
Fess

PRESERVATION COPY

Box 6249
Santa Barbara, Ca.



ALWAYS
USE ZIP CODE



Mr Mike Deaver
White House
Washington
DC

THE WHITE HOUSE
WASHINGTON

TO: *Nike Deaver*

FROM: FAITH R. WHITTLESEY
Assistant to the President
for Public Liaison

Bill
✓ with
Summit
quietly

☐ Information

☒ Action

File

I thought you
might want to
let me know your
thoughts on this
before any explanatory
work is done.

The Pope will be travelling to the Dominican Republic for Columbus Day, which is Friday, October 12th, before stopping off for several hours in Puerto Rico on Saturday, the 13th. If the President of the Dominican Republic were to extend invitations to the other Caribbean area Heads of State to join in the Columbus Day festivities, it would provide an excellent opportunity for the President to appear once again with the Holy Father before the events of November. It would also be a reinforcement of the President's image with the other Caribbean leaders in respect to the Caribbean Basin Initiative. This would, of course, entail a delicate approach to the Dominican Republic to see if they plan to extend such invitations so that this opportunity might present itself.

8/30/84

~~Bill~~, MKD

The solutions are fine, but the analysis is very inaccurate. It is obvioulsy biased to justify the actions of the USDA officials that Cicconi went to for background.

Jim Lake

file

THE WHITE HOUSE

WASHINGTON

July 27, 1984

*Bel
Call J. Lake
2/ find out if
this solution
is acceptable
to Agriculture
let me know.*

MEMORANDUM FOR JAMES A. BAKER, III
MICHAEL K. DEEVER

FROM: JAMES W. CICCONI *Jim*
SUBJECT: Marketing Order on Oranges

Background

The marketing order on California and Arizona oranges has been in effect, with periodic changes, since 1954. In short, the order helps maintain the price of oranges by restricting the supply reaching the market.

The terms of the order are set by USDA, and subject to approval by vote of the orange growers covered by it. The current order provides for an Administrative Committee of growers which has responsibility for ongoing implementation of the order. Since a majority of growers are affiliated with Sunkist, that cooperative has dominated the board.

Administration Policy

Last year, the Cabinet Council on Food and Agriculture confronted the question of Administration policy toward marketing orders, largely because of an OMB desire to end such orders altogether. At a meeting with the President, it was decided that the anti-competitive aspects of marketing orders would be reformed over a period of years, providing greater flexibility and a less restricted flow of crops for sale.

Changes in the Orange Marketing Order

In accord with the above policy decision, USDA has proposed a series of over twenty amendments to the marketing order on oranges. These would be voted on by the growers during a month-long referendum in August. The current controversy mainly involves two changes which Sunkist finds objectionable:

- generic advertising: This amendment would allow the Administrative Committee to permit and conduct generic advertising (such as that conducted by Florida orange growers). This is now prohibited. Sunkist objects because they feel generic advertising would reduce the value of the Sunkist trade name.
- allocation of Committee seats: Another amendment would provide for a more proportional allocation of seats on the Administrative Committee if Sunkist's share of the market drops below 50%. Sunkist now has around 52% of of the market, yet it controls 70% of the Committee seats.

The changes proposed by USDA have been presented as a package, i.e. on an all-or-nothing basis. If the changes are voted down, the marketing order would be terminated. Since voting is proportional to market share, Sunkist could normally kill any changes it dislikes by bloc voting its 52% share (a 25% negative defeats any change). However, this procedure forces Sunkist to choose between accepting the changes or ending the marketing order altogether, a prospect which bothers most of its member growers. Sunkist has protested against this voting procedure, but has vowed to end the marketing order, if necessary, in order to protect its trade name. Independent growers are, for the most part, supportive of the changes proposed by USDA.

Recent Developments

Yesterday, Secretary Block offered, through Congressman Pashayan, to modify the voting procedure in order to allow each amendment to be voted on separately. In return, Block is seeking a commitment from Sunkist that it will not bloc-vote its shares, but will instead let its member growers vote individually. USDA expects that Sunkist will accept this offer since the procedure allows it to kill the changes it dislikes without jeopardizing the marketing order. In my opinion, the bloc-voting concession is relatively meaningless, and simply allows USDA to save face.

If Sunkist accepts this offer (and we should know by next week), the controversy may be over, though some grumbling can still be expected from independent growers.

1983-1984 LOBBYISTS

**LYON, LE ROY E., JR.**

925 L Street, Suite 390, Sacramento, CA 95814
 A. E. Davis and Company
 California Association of Photocopiers and Process Servers
 Can Manufacturers Institute
 Chrysler Corporation
 Dow Chemical USA
 Glass Packaging Institute
 Kaiser Aluminum & Chemical Corporation
 Recreation Vehicle Industry Association

(916) 441-4140

**Mac INTYRE, EARL L.**

120 Montgomery Street, San Francisco, CA 94120
 P.O. Box 7807, San Francisco, CA 94120
 United States Steel Corporation

(415) 765-9433

**Mc ARTHUR, MARGARET A.**

1121 L Street, Suite 500, Sacramento, CA 95814
 California Licensed Foresters Association
 California Multi-Housing Laundry Association
 California Spa & Pool Industry Energy, Codes & Legislative Council
 California Warehouse Association
 Equifax Corporation
 Organization Management, Inc.
 State Farm Insurance Companies

(916) 447-4113

**Mc CALLUM, BARBARA EILAND**

708 10th Street, Sacramento, CA 95814
 California Federation of Business & Professional Women's Clubs, Inc.

(916) 444-7486

**Mc CALLUM, PATRICK C.**

926 J Street, Suite 211, Sacramento, CA 95814
 Faculty Association of California Community Colleges

(916) 447-8555

**Mc CARTHY, LARRY A.**

921 11th Street, Suite 800, Sacramento, CA 95814
 California Taxpayers' Association

(916) 441-0490



Dear Mike:

as you will recall in the Reagan years in Sacramento I was with the railroads. I have been with Al Davis, formerly of the Calif Manufacturers assoc., for 8½ years now.

We all are extremely proud of the fantastic job you have been doing! Have enjoyed the Times & U.S. News articles commenting on your talents & activities.

We are surely hoping & praying for a November victory for the President, you & all who are working so hard to put him over the top again.

Most cordially,
Leroy

(over)

LeRoy E. Lyon, Jr.

Attorney at Law

Legislative Counselor
(916) 441-7181

925 L Street, Suite 390
Sacramento, California 95814

August 27, 1984

Greeting Office
Office of the President
White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Mr. President:

It has come to my attention that a letter from the President may be sent to people for very special occasions.

My father, LeRoy E. Lyon, First Vice-President of the California Orange Marketing Cooperative, Sunkist Growers, at the time of his retirement 25 years ago, will be celebrating his 100th birthday this coming September 20, 1984. We would be very happy if you could honor this event with a greeting to my father.

He was born in Wilmington, Illinois in 1884 and lived most of his youth and young adult life in Colorado, where he lived and worked on a cattle ranch. He is an alumnus of the College Prep School and the University of Colorado at Boulder. He then moved to California in 1912 where he started in the Citrus ranching business by clearing the cactus and planting his own trees.

He became one of the leading authorities in the raising and marketing of Sunkist oranges, serving his local packing house, the District Exchange and the central board of directors of the Sunkist organization for 40 years. His retirement was occasioned by the necessity to sell his orange grove due to the urban and industrial expansion of the City of Anaheim, California.

A physically indomitable man and an intellectual giant, he maintained a very active life until the age of 97 when his health began to fail. At the age of 96 his California drivers license was renewed for the full four year term. So, although he is now confined to the Homestead Convalescent Hospital in Fair Oaks, California, his driver's license is technically valid until September 20, 1984.

He and his wife, my mother, whom he met in Boulder, Colorado, were married in California on February 14, 1916, and thus have been married for 68½ years.

We are planning a small celebration at the Homestead and would very much appreciate a congratulatory communication on this special birthday.

Will you please send the letter to the address on this letter head.

Very truly yours,

LeRoy Lyon
LeRoy E. Lyon, Jr.

cc Mike Deaver

THE WHITE HOUSE
WASHINGTON

August 29, 1984

file

Dear Mr. Deaver:

Many, many thanks to you for making it possible for me to attend the Convention in Dallas last week. This was another "first" for me, and what a thrill and privilege it was to be part of such an exciting event.

Once again, my thanks to you, Mr. Deaver, for your kindness to me.

Sincerely,

Jane I. Erkenbeck

Jane I. Erkenbeck
Executive Assistant to
James S. Rosebush

Mr. Michael K. Deaver
The White House