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Dear Sirs:

10-10-84

Urge Pres. Reagan's advisors to put him
on the offensive in the debate on foreign affairs
like the victory in Grenada, and continue
to support the freedom fighters and Indians
in Nicaragua. Also reject any responsibility
for terrorist activities. Also if confronted by the
Beruit bombing - mention Carter - Mondale Iran
fiasco (imprisonment of our embassy)

Yours truly

Allen Carlson

2233 Alameda

Wichita, Ks. 67211



Michael Deaver,
White House
Washington D.C.
20500

Dear Lisa:

October 10, 1984

Please assure Pres. Reagan that the media HYPE was what won the debate for Mondale.

Let Reagan be Reagan on the next debate - don't let Reagan confuse the issue with so many figures. Urge Mr. Reagan not to remain "Mr. Nice Guy".

Let Ms. Reagan remind Mondale

- ① that the rank & file of Americans were for Grenada.
- ② Pres. Reagan didn't allow any hostages in Beirut



Mr. Michael Deaver
The White House
Washington D.C.
20500

206 W. Reliance Rd.

Souderton PA 19964

October 11, 1984

Mr. Deaver / Mr. Baker -

Full

Please tell the President - no whining about the debate - such as the incumbent being attacked, an easy target. Mondale's whine and make excuses, not Reagan's!

The Lebanon attack did him more harm because he would not accept responsibility, than the actual attack itself.

Keep cool! His performance daily and in the next debate is what counts. Do not allow him to lower himself. Let others do the "political" attacking.

I would vote for Reagan on his disturbed before I would vote for Mondale. But this may not be true of the majority.

Good luck! Keep cool! No Whining! No reply necessary. Save money and time!!

Sincerely,

May Ann Pienas

Oct 10, 1984

Dear Sirs:

Since the ~~first~~ debate strayed from the subject, I hope Pres. Reagan can interject something about Mondale's Humanism.

When Mondale was a Senator, in 1970, he addressed the International Humanist and Ethical Union's Fifth Conference at M. I. T. He said, "Although I have never formally joined a humanist society, I think I am a member by inheritance. My preacher father was a humanist."

Mondale's brother Lester, signed the Humanist Manifestos of 1933 and 1973. Lester writes a regular column for "The Humanist". For more info, see Presidential Biblical Scoreboard publ. by Biblical News Service.

Sincerely,
Marcia Fleagle

Marcia Fleagle • 118 Penrose Avenue • Wichita, Kansas 67206

10-10-84


MR. MICHAEL DEAUER
DEPUTY ASSISTANT
THE PRESIDENT
THE WHITE HOUSE
WASHINGTON, D.C.

DEAR MR. DEAUER:

FIRST THE GOOD NEWS.

I TOLD A FRIEND THAT THE FIRST DEBATE WAS THE Dullest 90 MINUTES I EVER SPENT.

SHE THOUGHT SO.

I TOLD HER THAT I COULD NOT STAND MONDALE; HE RESORTS TO SOPHISTRY AND IS THE BIGGEST HYPOCRITE AROUND; HE SAYS THAT HE WILL NOT ATTACK THE PRESIDENT AND THEN PROCEEDS TO CALL HIM EVERY THING IN THE BOOK.

MY FRIEND, A DEMOCRAT, AGREED VEHEMENTLY AND SAID THAT HER SISTER IN LAW, ALSO A DEMOCRAT, SAID, "I WOULDN'T VOTE FOR THAT SON OF A B — NO MATTER WHAT HE PROMISED."

THESE ARE ALL SENIOR CITIZENS WITH WHOM THE AGE PLOY WILL ^{RESULT IN} BE A BACKLASH, BUT, IT'S MORE THAN THAT WITH DEMOCRATS, IT'S TAXES.

THE PRESIDENT MAY BE OLDER THAN TIP O'NEIL. HE IS NOT A BOOZER. MAKES A DIFFERENCE.

THE TAPES OF THE PRESIDENT NAPPING SHOWN ON C.B.S. 10-9-84 MOST PROBABLY ORIGINATED WITH THE CAMERA BUFF HOWARD BAKER. HE WILL, OF COURSE, HAVE DISTANCED HIMSELF. CLEARLY, BAKER WOULD HAVE A BETTER CHANCE IN '88 IF BUSH IS NOT IN OFFICE.

IF I AM STILL AROUND IN '88, I WILL DO EVERYTHING IN MY POWER TO SEE THAT HE IS NOT NOMINATED AND IF NOMINATED, NOT ELECTED.

I DESPISE PEOPLE WHO SUBVERT THE SYSTEM BECAUSE THEY ARE SO DAMN SURE, BY SOME PROCESS OF RATIONALIZATION THAT THEY ARE INFALLIBLE.

IT IS NOT TO BE UP TO THE PEOPLE, IT IS TO BE UP TO BAKER WHO KNOWS BEST?

I KNOW HOW GORTON AND EVANS WORK. THEY WERE SO DAMN SELF RIGHTEOUS AND SO STUPID THAT THEY FOOLISHLY TRIED TO STOP NIXON'S NOMINATION IN '68. COULDN'T BE DONE, STILL THEY NO DOUBT THINK THAT THEY SHOULD RUN THINGS. THEY DO NOT EVEN KNOW HOW THINGS WORK. NOW IT'S YOUR TURN MR. DEAUER AND PLEASE BE SO KIND AS TO LISTEN.

THE PRESIDENT IS CALLED THE GREAT COMMUNICATOR AND HIS STAFF GETS HIM TO CRAM ON STATISTICS, STATISTICS ARE BORING. THE PUBLIC WOULD NOT HAVE CARED OR LISTEN.

WHEN I SAID THAT HE SHOULD BE WELL PREPARED, I MEANT THAT HE SHOULD HAVE A GOOD IDEA OF WHAT HE WAS GOING TO SAY BEFORE HAND,

I TOLD YOU ABOUT MY LAPSE FOR A REASON, SO IT COULD BE UNDERSTOOD AND AVOIDED, ~~NOT~~ IN THE DEBATES,

MY DOCTOR IS A GRADUATE OF JOHN HOPKINS, AS AN ONCOLOGIST AND HEMATOLOGIST, I AM CERTAIN THAT HE HAS SEEN ENOUGH STRESS TO RECOGNIZE IT. HE CHECKED MY LUNGS, HEART, UNDER STRESS, THE MIND DOES CLOSE DOWN. EVER HEAR OF KIDS CRAMING FOR EXAMS SO HARD THAT THEY WENT BLANK?

WAS THE PROGRAM FOR THE PRESIDENT DESIGNED FOR FAILURE?

I AM NOT EXACTLY A DUMMY. I GAVE THE NIXON ADM. MY CREDENTIALS AND SCHOOLS AS WELL AS MY MAIDEN NAME SO THEY COULD CHECK. MY JUNIOR HIGH I.Q. TEST WAS GENIUS LEVEL; ONE IN A MILLION. AS AN ADULT, MY PERCENTILE SCORES WERE 99 IN JUDGEMENT. I PROVED, DURING THE NIXON ADM., TO BE AN EXCELLENT FORECASTER.

MY GREATEST GIFT IS INSIGHT.

IF YOU CAN DO BETTER, YOU CAN SAFELY DISREGARD WHAT I SAY MOST OF WHICH IS DESIGNED TO MAKE YOU THINK.

I IDENTIFIED MYSELF TO THE NIXON ADM. BECAUSE I HEARD THAT THE FEDERAL GOV'T WAS INTERESTED IN GENIUS. IT DAMN WELL SHOULD HAVE BEEN CONSIDERING THE MESS.

BECAUSE I LOATHE PEOPLE WHO THINK THAT THEY ALONE HAVE THE EAR OF GOD, I AM RELUCTANT TO PLACE MYSELF IN THE SAME BOAT. I FIND THAT GOD'S WILL IS USUALLY THE HARD WAY, AND DIFFICULT TO DISCERN.

I HAVE A FEELING THAT YOU ARE A CATHOLIC. IF SO, IT WILL BE GOOD FOR YOU TO KNOW THAT I AM A "FALLEN AWAY CATHOLIC". I GOT MY FOUNDATION THROUGH MY PARENTS, PROTESTANTS, AND THEY WERE MORE DISCIPLINED, MORE PRINCIPLED THAN ANYONE I HAVE KNOWN.

MY MOTHER TOLD ME THAT I WOULD NOT DIE UNTIL I FINISHED THE WORK GOD MEANT ME TO DO. WHILE I HAVE NO WISH TO CHRONICAL MY CLOSE BRUSHES FROM A BURST APPENDIX TO THE FACT THAT I STILL LIVE AFTER BEING GIVEN A LIMITED LIFE SPAN, I WILL TELL YOU THAT I AM DETERMINED TO DO THE WORK MY PARENTS + GOD GAVE ME THE SKILL AND TALENT TO DO. I HAVE NO DOUBT ABOUT WHAT THAT WORK IS. I WILL SAVE THE FORM OF GOVERNMENT MY ANCESTORS GAVE TO US.

DOES IT OCCUR TO YOU THAT THE PRESIDENT'S MEETING WITH GROMYKO WAS PROPITIOUS, THAT IT RELIEVED THE SOCIETS OF UNBEARABLE TENSIONS THAT COULD BE TURNED OUTWARDS OR HAVE AN IMPACT ON THE CHOICE OF LEADERS?

THAT IS ENOUGH TO PROVE TO ME THAT I AM ON THE SIDE OF THE ANGELS.

LET ME REMIND YOU THAT I DO NOT SET MYSELF UP AS INFALLIBLE OR GOD'S CHOSEN. THE BIG DIFFERENCE BETWEEN ME AND THE 'ELITE' ABLE TO MAKE UNILATERAL DECISIONS IS THAT I WORK THROUGH THE SYSTEM. I TRUST IT. THE SYSTEM DOES NOT CALL FOR THE DECISIONS OF AN ELITE; IT CALLS FOR THE DECISION OF THE PEOPLE. I DON'T GIVE A DAMN WHAT BAKER'S LITTLE MIND HAS FIGURED OUT.

WHAT I DO KNOW AND WHAT THE PRESIDENT'S STAFF SHOULD KNOW, IS WHAT THE PUBLIC WANTS TO HEAR.

VIETNAM, AS YOU MUST HAVE HEARD, REMAINS A BITTER ISSUE. I ^{FORECAST} ~~SAID~~ THAT ^{THIS} ~~IT~~ WOULD BE. THE PUBLIC HAD EVERY RIGHT TO BE AND REMAIN BITTER, SMARTING.

WHAT DOES THE PUBLIC LIKE ABOUT THE PRESIDENT?

GRANADA AND THE FACT HE STOOD UP TO THE SOVIETS. THE PRESIDENT HAS THE GOOD SENSE TO LEAVE MILITARY DECISIONS TO THE MILITARY. WE ARE NOT COWARDS.

AS SENATOR HENRY JACKSON SAID, OVER AND OVER, THE ONLY THING THE SOVIETS UNDERSTAND IS STRENGTH.

LEBANON WAS NOT A FAILURE. WE WENT IN TO STOP THE MASSACRE. WE DID.

NIXON SAID THAT THE MID-EAST WAS THE MOST LIKELY SPOT TO START A THIRD WORLD WAR.

WHILE WE HAVE NOT REVERSED THE LOSSES SUFFERED IN THE FALL OF THE SHAH, THE EXCESSES OF HIS SUCCESSOR, WE HAVE COOLED THE MID-EAST TO A DEGREE. PROGRESS IS BEING MADE. CAUTION IS CALLED FOR.

WE HAVE TO DEFEND THE CANAL. CARTER'S TREATY SAYS SO. BETTER WE STOP SOVIET INFLUENCE IN CENTRAL AMERICA BEFORE WE GO TO WAR OVER THE CANAL.

CENTRAL AMERICA APPEARS TO BE QUIETING DOWN. THAT MAY WELL BE BECAUSE THE PRESIDENT TOLD GROMYKO WHERE WE DREW THE LINE. IT WILL NOT BE ANOTHER VIETNAM BECAUSE THE PRESIDENT WILL NEVER CONDUCT A MANHARA OPERATION. THE PRESIDENT WHO HAS THE BEST OF ADVISERS, NIXON AND SCHULTZ, HAS NOW HAD FOUR YEARS EXPERIENCE IN FOREIGN POLICY AND THE SOVIETS KNOW WHERE THEY STAND WITH HIM.

MONDALE'S EXPERIENCE IN FOREIGN AFFAIRS IS HARDLY IN THE SAME CLASS, HE OPERATES ON CARTER'S LEVEL.

WHAT THE PUBLIC WANTS TO HEAR IS AS SIMPLE AS THIS,

DON'T TRY TO MAKE HIM MASTER THE EXPERTISE OF EVERY UNDERSECRETARY OF STATE.

LET HIM DO WHAT COMES NATURALLY TO HIM.

SO, DEMOCRATS SCREAM, WHO CARES?

I CAN NOT PRETEND TO SPEAK FOR THE PUBLIC ON "STAR WARS". IT SEEMS TO ME THAT WE SHOULD BE WILLING TO PAY ANY PRICE TO MAKE NUCLEAR SUCCESS SO REMOTE AS TO BE FUTILE.

OF COURSE LIBERALS WILL COMPLAIN IF THERE IS LESS MONEY TO MAKE THEM LITTLE DEMIGODS.

WHO CARES?

WALTER MONDALE, AS VICE PRESIDENT AND A MEMBER OF CONGRESS, DOES NOT KNOW THAT THE SOVIETS SPACE PROGRAMS HAVE ALWAYS BEEN GEARED TO A WEAPONS SYSTEM?

IF THE PRESIDENT, IN THE FACE OF SOVIET THREATS PUBLISHED IN U.S. MAGAZINES AND NEWSPAPERS, HAD TAKEN OTHER THAN A HARD LINE, WE'D BE IN SERIOUS TROUBLE AND THE PRESIDENT WOULDN'T HAVE A PRAYER WHEN IT COMES TO RE-ELECTION,

IN RESPECT TO TERRORIST ACTIVITIES,
SHORT OF LEAVING THE OVAL OFFICE AND SUPERVISING THE
WORK, WHAT COULD THE PRESIDENT DO EXCEPT SEND OUT ORDERS
TO BEEF UP SECURITY? ANY ONE CAN THINK THIS FAR, HE SHOULD
REFER TO HIS APRIL DIRECTIVE, CALLED EXCESSIVE BK DEMOS, SHOWING THAT HE
I APOLOGIZE FOR BEING SO VERY DIRECT AND MOST ESPECIALLY ^{WAS FAR AHEAD OF} DEMOS
FOR APPEARING TO HAVE SUCH A HIGH OPINION OF MYSELF
THO I MUST SAY THAT WHEN PEOPLE SAY "YOU THINK YOU'RE
GOOD, DON'T YOU?", I ALWAYS SAY, "NO I DON'T; I KNOW I
AM!"

I HAVE SAID WHAT I HAVE BECAUSE I FEEL THAT IT
IS IMPORTANT FOR THE PRESIDENT'S AIDES TO TAKE A
DIFFERENT PERSPECTIVE,

IT APPEARS THAT THE PRESIDENT'S AIDES ARE UPTIGHT,
NATURAL ENOUGH. YOU SHOULD ALL TAKE A BREAK,

IT ALSO APPEARS THAT SOME ONE WITH ACCESS TO THE
INNER CIRCLE DOES NOT WANT THE PRESIDENT RE-ELECTED,
WHOMEVER, MAY HE NEVER BE PRESIDENT; HE'S AN EGOMANIAC WITH
NO RESPECT FOR THE RIGHTS OF THE CITIZENS. IT
FOLLOWS THAT HE DOES NOT BELIEVE IN OUR SYSTEM
OF DEMOCRATIC REPRESENTATION,

BUSH, I CAN'T HELP. HE GOT HIMSELF INTO IT, LET
HIM GET HIMSELF OUT. IT WILL BE GOOD EXPERIENCE
FOR HIM,

MY DEMO FRIENDS THINK THAT HE HAS BEEN AN
EXCELLENT VICE PRESIDENT, FERRARO IS NOT POPULAR.

I WAS SO FURIOUS AFTER THE DEBATE THAT I TORE
UP THE LETTER I WROTE FOR THE PRESIDENT'S AIDES,

I NOW BELIEVE THAT NOTHING MONDALE AND
THE MEDIA CAN DO, NOTHING (WITH IN REASON) THAT
THE PRESIDENT DOES, OR FAILS TO DO, CAN ALTER
THE PRESIDENT'S STANDING. HE IS A STRONG
LEADER, HIS "INNER CORE", HIS CHARACTER, IS
IN TUNE WITH PUBLIC PERCEPTIONS. MONDALES
IS NOT AND HE IS IDENTIFIED WITH CARTER.

BUT, DON'T GET SLOPPY, JUST TRUST THE PRESIDENT'S
INSTINCTS. HE'S A WINNER,

WHY, IN GOD'S NAME, DID YOU PUT SO MUCH PRESSURE
ON HIM? DO YOU BELIEVE HE IS NOT FLEXIBLE
ENOUGH? DO YOU BELIEVE HE CAN'T FUNCTION IN
THE NEXT FOUR YEARS? IF HE BECOMES ILL, VICE
PRESIDENT BUSH IS BETTER THAN MONDALE,

THIS NATION, MR. DEVER, FUNCTIONS WITH IT'S
OWN SYSTEM, ONE WHICH HAS STOOD THE TEST
OF TIME. IT CAN NOT FUNCTION ON THE BASIS
OF ORDERS AND DIRECTIVES FROM WITH OUT,
THE SYSTEM,

SINCERELY,

Rosamond Rice
ROSAMOND RICE

The Washington Post

1150 15TH STREET, N. W.

WASHINGTON, D. C. 20071

(202) 334-6000

WRITER'S DIRECT TELEPHONE NUMBER

334-7477

October 11, 1984

The Hon. Tony Coelho
U.S. House of Representatives
Cannon House Office Building
Room 403
Washington, D.C. 20515

Dear Tony:

Enclosed is the wire copy from which we took the sentence that appeared in The Washington Post to which you objected. We used the same phrase and there obviously was no attempt to take you "out of context," as you put it.

Sincerely,

Lou Cannon

cc: Michael K. Deaver
Benjamin C. Bradlee

Enclosure

1ST STORY of Level 1 printed in FULL format.

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October 9, 1984, Tuesday, AM cycle

SECTION: Domestic News

LENGTH: 203 words

DATELINE: WASHINGTON, Oct 9

KEYWORD: CAMPAIGN- COELHO

BODY:

A top Democratic campaign official today said President Reagan "looked old and acted old" in his debate with Walter Mondale Sunday.

Rep. Tony Coelho of California, chairman of the congressional Democratic campaign committee, said Mondale helped his campaign with his showing in the debate but that the biggest winners were Democratic congressional candidates.

Coelho told reporters that Reagan "looked old. He acted old." Reagan is 73 and Mondale 56.

When a reporter asked if Reagan appeared doddering, Coelho said with a smile, "Well, he didn't quite drool."

Coelho said Democrats in both the House and Senate had received "two weeks of insurance" while the Reagan camp tries to rebound from the debate. A second Reagan-Mondale debate is scheduled for October 21.

He said his advice to Democratic vice presidential nominee Geraldine Ferraro in her debate Thursday with Vice President George Bush was "to make sure she doesn't come off brassy."

He said the Bush-Ferraro debate was important to the campaign because the Republican right would be watching Bush carefully.

"If he doesn't say what they want to hear, then he's out" as a possible Republican presidential nominee in 1988, the congressman said.

URGENT

Ronald Reagan, President of the United States

ATTENTION: Michael Deavers,,Chief Deputy of White House Staff

Re: Low Interest Loans which will benefit simultaneously
4 segments of the population

1. Steel-Iron Workers
2. Coal Miners
3. People hard-pressed to pay high utility bills
4. Freight Shippers

PLUS U. S. Treasury (wages earned generate revenue)

Pres. Reagan would add to his standing in the polls by showing he is the People's Man by issuing the low interest loans to purchase wood-coal stoves.

HAVE A REAGAN LANDSLIDE!

Mrs. Alexandria Wynne
P. O. Box 43103
Louisville, Kentucky 40243

10 October, 1984

Dear Sir:

Oct. 10, 1984

Madalyn O'Hair says
Walter Medale is an
"undercover atheist". He and
his brother Lester both
endorse the Humanist
Manifesto which is atheism
through & through. It seems
to me that you all should
start using some ammunition.
Garcia's Mafia connections
is another.

Marilyn Beutzel
9 Crestview Lakes
Wichita, Ks. 67226



Michael Deamer
White House
Washington, D.C.
20500

4018 Winter Park Ln
Dallas Tex 75244 10/17/84

Dear Mr Deaver.

Ronald Reagan must be reelected.
He should stress his control of inflation
(from the Carter-Mondale 20+%) as one of
his great accomplishments. He needs to
tell the voters over & over again.

This control has helped me (a senior
citizen) and many others, including poor
and middle class much more than
any cuts in benefits.

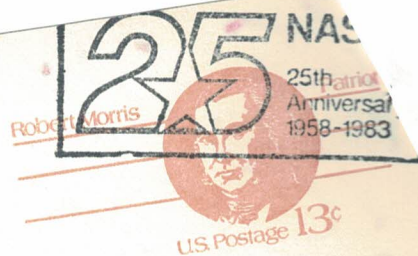
Peter C. Eitzen



Mr Mike Deaver, Pres. Asst.,
White House
Washington
DC 20006

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IS REAGAN
TOO OLD
FOR 4 MORE
YEARS ???



Mr. Mike Deaver
c/o The White House
Washington, DC
20004

© USPS 1981

STANLEY VICTOR LESNESKI RT 3 BOX 212 EDMOND OKLAHOMA 73034

Copy to: Michael K. Deaver

The President
The White House
Washington, D.C.

4 Sept 1984

Sir:

'Ere now I am positive that you have come to the conclusion that the Mid-East Policy of this and past administrations is not effective in consonance with the huge outlay of money and manpower and with maintaining a semblance of beneficial rapport with the Arab World.

The Mid-East Policy which oftentimes appears to be a schedule and maze of minor plans schemed and executed by Israel has led this administration blindly and wantonly on a path of no return benefit.

Actions by this and past administrations display:

- a. An obvious disregard for the Palestinian-Arabs;
- b. An obviously coarse outlook on the plight of Lebanon;
- c. An obviously cowardly attitude by denying and/or "looking the other way" anent the bloodthirsty and treacherous actions committed by Israel;
- d. An obvious myopic narrowmindedness in world thought and opinion;
- e. An obvious hypocritical posture anent human rights ;
- f. An obvious swinish servility to the Amer-Jewish constituency.

My appraisal should be most disturbing and shaming to a nation although not free of all types of racial bigotry and injustice does purport to embrace the principles of human rights.

Adherence to the present bigoted Israeli-led U.S. Mid-East Policy will, I assure you, Mr. President, fan the flames of interminable warfare and terrorism and will not improve our status in the 560 million peopled Islamic World nor in and with Russia.

2 Incls:
1. Ltr 3 Sep

AI I have the honor to remain respectfully,

2. Ltr 8 Sep

Stanley Victor Lesneski

STANLEY VICTOR LESNESKI

P.S. 1. Pres. Reagan & "coming in" to shame
Poles, Israeli Minister, for more money, more
money more money in Shafat and Na'ama
confirmation that the tail (mini-monster school)
it wagging the dog (this is a metaphor)
That this nation should give birth and funds to
the cause of 42 billions of US dollars money to
to Israel
2. Why, why did Reagan consent to debate
knowing full well that the incumbent would
be on the defensive - defeating him after 34 years
of stupidity

13 oct 84

MS. Gail W. Ludwig
Staff Ass't to President
White House, WASH. D.C.

Dear Ms Ludwig:

Am forwarding a couple more ideas related to the up-coming debate of 21 Oct.. This is, as you surely know, a most critical matter for the President, especially for his coat tail effects.

First, please remind the President to express himself with his hands ^(VERY IMPORTANT) The hands made more for an effective presentation, relax the speaker, and drive home the points ~~more~~ more strongly.

It is essential to lay ^a this age issue to rest. In addition to mentioning that he, the President, is a "kid" in contrast to the active and popular Claude Pepper, as well as Bob Hope, George Burns etc..

As a final point, the President should speak more to the future "next four years" than in just saying he will ~~finish~~ complete the unfinished business..... He should

Come up with some new ideas which would excite and challenge America! Remember John Kennedy set a goal to land people on the moon and set a time date for this accomplishment. There are things which motivate, excite and challenge our people....

Finally, I suggest that in this debate that we contrast freedom in the West with Attest Communism. An example is to bring up the Bonner-Sarkis matter - where a saint of a man fights a relentless state for freedom and civil rights - ...

Submitted for what it is worth. I remain - - -

Sincerely Yours,
Donald Hamblen
5201- W. Cedar Ln.
Bethesda, MD, 20814

P.S., Remember, This debate is critical and a whole lot is riding - yes even how this Nation and world will shape up in future years! My Prayers are with the President -

13 OCT 1984

Gail W. Ledwig
Staff Assn't to President
White House, WASH. D. C.

Dear Ms. Ledwig:

Thank you for your prompt reply to my letter. I have a couple of more ideas to pass along.

First, in reference to the President's age "issue"; I would suggest he bring up Claude Pepper, who frequently appears on TV with Mr. Mondale. The President could mention that he is a "kid" in comparison to the 84 years "young" Claude Pepper

Second, I am forwarding a clipping from the 10 Oct. '84 issue of the Wall Street Journal on the "Big Atom Smasher", a subject that appeals to the imagination of our scientific and technical community, - as well as ~~the~~ the young and old people of this nation. It is something that the President could mention that his Administration would consider in the next four years?? Something that would enhance our prestige and national pride - at the cost of ~~only one~~ one

I feel that Vice President Bush's excellent performance in the recent debate has temporarily stopped Mr. Mondale's momentum. However, I firmly believe that we should do everything possible, at this critical moment, to expand the President's Coattails in order to obtain the strongest mandate from the American people...

For whatever these ideas are worth... I am -

Sincerely Yours,
Dana H. Houshew
5001 - W. Cedar Lane
Bethesda MD, 20814

ENCL: Clipping from Wall Street Journal
of 10 Oct. 1984

14 October 1984

Lawrence & Donna Gwozdz
812 Davis Avenue
Takoma Park, MD 20912

Michael Deaver
The White House
Washington, D.C.

Sir,

Is it possible that President Reagan was suffering from allergies in the 4 October 1984 debate? The bored, tired, disinterested quality Mr. Reagan projected in the debate is, I think, consistent with problems I have experienced once or twice (and my husband, too).

At the very time that good preparation and a nice healthy dose of performance anxiety should have been boosting me to a good performance on a test or in public, once or twice allergens in the air have dulled my interest in what I'm doing and my recall of what I know.

An allergy victim often feels as if he or she is walking around in a fog, at a distance from everyone and everything, and this is what Mr. Reagan projected on 4 October.

Perhaps if ^{you} could control the air filtering system better at the 21 October 1984 debate?? Please.

Thank you,

Donna Gwozdz

Dear Mr. Deaver,

When Mondale asks the President to apologize for Bush's statement, ask Mondale to apologize for lying in his commercials (e.g., who will pick the next two Supreme Court justices). And tell him that his commercials are fostering religious bigotry and divisiveness all for the sake of acquiring power.

Yours truly,
John

P.S. Good luck with the debate.



Eula Jackson

Hollywood Ca.
Oct 9th 1984

Michael Cleever :-
90 White House,
Washington D.C.

Dear Mr Cleever :-
The last strap was just broken.
Just got through looking at the
7 P.M. news on ABC TV
with Peter Jennings.
He trotted out the ABC -
Doctor + interviewed him
about our great President's
health + the dr said that
he could be, at his age, getting
confused + or right + "how some
mental distress etc", so the
great Peter ask if the dr
thought the President should
take some tests to see if
he was mentally depressed
or not!
Well! A lot of us demand
an apology from ABC TV.

Eula Jackson

All of this, today on all
 the TV news & the liberal
 press, showing how the president
 had been confused
 all because of that, really
 not Mondale's one track
 mind. Sunday night, he sounded
 like a broken record, all he
 could say was defeat &
 Social Security. You & I know
 what was the matter with
 President Reagan, He couldn't
 believe Mondale. He was
 astonished by the broken record
 & Mondale wasn't asked
 to stick to the questions he
 went off on a campaign speech
 & attacking Vice Pres. Bush etc.
 We're all very mad about
 the President being asked to
 debate that kind of format
 & the liberal news & press
 how did you expect the
 President to have a fair
 demand

Eula Jackson
appraisal. We think you
all were ill advised and
should have your heads
examined to have agreed to
a debate much less 2 ten

a debate much like the
Gin Mondale all that free
publicity + to let him stand up
+ lie and deny all the truths
the President said. I'd debate
I hope there is a 2nd debate
There is lots of ammunition
the President can be aggressive
with Mondale is against
our strength buildup B1
American

M. V. Compton's line
how to Russia + give
the edge, anything for or
them

Arms freeze, Who knows
what he & Jessie Jackson would
do for the time Mordeale paid

Of all the special Gals -
God has in Heaven, there
isn't be anything for

our military men & women
who ~~are~~ are our defenders in time
of trouble.

11

Eula Jackson

We think a BC TV news
 owes the American people
 a public apology for this
 evening news + having their
 on + being interviewed + his
 opinion of President Reagan's
 health. Also we demand
 Mondale's health + his head
 be examined for his sounded
 like a mad man lately.
 Another thing Sam Donaldson
 has to go. He never lets the
 President tell us on TV. What
 he says, Donaldson tells us
 with his own meaning + is
 the last newsman should be
 allowed on the President's trips.
 I've just turned 78 yrs. old and
 I still have all my marbles +
 have more sense in one finger than
 you men advising our President.
 Otherwise, you don't have let him
 have those so called debates
 Please get on the Ball and
 make us proud of Gerald
 make us pride + demand

PLEASE pass this
around to all those that
are advising our President on
this Campaign & let him
be Ronald Reagan for if
we don't reelect our greatest
President since Lincoln
it won't be the people's
fault it will be you
fussy footers not on
the ball & will be doomed
to Mondale & Geraldine
I shudder just hearing their
names.

Thank you for taking
the time to read this for
myself & friends are very
upset, so are the night time
jokes on Radio.

Sincerely

Mrs Eula Jackson
6233 Fountain Ave, #103,
Hollywood, Ca. 90028

85. Thought of another
few words.

Eula Jackson

I've been for Ronald Reagan
ever since I heard him give
the keynote speech for Ike
in 1952.

I've moved around the world with

my Army Career man (who is now gone)
Had the pleasure of knowing two
of our greatest Generals personally.

Douglas MacArthur & George Patton.

Oh, how sad it was for us, all,
to not let Gen. MacArthur win the
war in Korea then there would have
never been a Viet Nam disaster.

Long & on. I know what war is & how
awful to lose our loved ones.

Our military was so depleted in men
& weapons & planes, ships etc on Dec.
7th 1941 Pearl Harbor. We had 4

planes at Clark field near

Manila Philippines on that day.

My husband went in with Invasion

of North Africa & lost almost 3 yrs.

My baby brother just 18 was drafted

& sent to Camp Wolters, Texas & had

3 weeks training & then

sent to New Zealand & later to

the Pacific Islands. He came back

to the Philippines with General
MacArthur when he returned.
My brother was killed and is now
in ... from # BC TV

2nd page 2

Eula Jackson

buried with his buddies at
Clark Air Force Cemetery.
We were sent to the early Japan
Occupation there almost 3 yrs.
I attended the War Crimes Trials
in Tokyo. I was there the day
the great Togo (planner of Pearl
Harbor attack) was sentenced
to death. So I know what
it means if we don't stop the
Communist in America, but
some of our people in this country
have their heads in the sand &
are only caring about themselves &
they won't believe the truth when
the truth will be what keeps
them free in this America
the greatest Nation in the
world.

You know, the next day after Gen.
MacArthur signed the Peace
Treaty with Japan on the Missouri
the Russians ask Gen. MacArthur
or told him they wanted to help in
the occupation of Japan & the General
(Mac) told them they would have no part
in the occupation as they never helped win
the Pacific War & they could get over
an apology from A.B.C.

2nd page 83 -
their Butts out of Japan & so
they did. Gen. Patton with his
3rd Army got to Berlin 3 days &
had to sit outside & wait for
the Russians to go to Berlin
first due to the fact Roosevelt
& Churchill made with Stalin
at Yalta & 50 - Eastern Europe
& all its people are now in
under the Russian Boot of
oppressed people
If I wasn't too old for a lady
I think I'd run for Senator &
where I could lay those misfits
(that are for self & not the people
who elected them) out for the
undertaker - huh?

Oh! I know we have some goodies
meanin' senators I was not referin'
to them. I'd like to send old Tippy
Canoe & Neil in outer space & to
for good. He was goppin off on the
same news cast, about our President's
age & how bad he looked etc.
My! please forgive me for this long
long letter.
I remember our President & Nancy & all
those around him each night in



CULBERT G. RUTENBER, Ph.D.
Professor Emeritus of Philosophy of Religion

Permanent Address
5906 Blythewood Dr.
Austin Tx. 78745
Oct. 12, 1984

Mr. Deaver:

Two more goodies for you and with these I lapse back into silence.

But one final comment. I hope Reagan doesn't permit himself to be boobytrapped Sunday night as he was the week of Oct. 8th on future Social Security postures. E.G., if he is accused of extending the arms race into space, I'd like to see him meet the accusation head on: Better a war in space than on earth.

Sincerely,

Culbert G. Rutenber

PSYCHOLOGY

ers had confirmed the common per-
n that a politician who maintained a
g, conciliatory expression was more
to win than one who scowled or
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Guy

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and talking tough about
The psychologists ad
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with a face that can reflect a wide
emotions. They rate Mondale among the
least expressive, a fact that doubtless has
hurt him in the campaign. By contrast,
they consider Geraldine Ferraro quite ex-
pressing her uplifted chin and flar-

FROM THE DESK OF
TOM CLARIDGE

ack

10/11

MR. DEARER:

I HAVE BEEN A
LONG TIME SUPPORTER OF
MR. REGAN AND FINALLY
BELIEVE THAT HE WILL
BE REELECTED.

HIS PERFORMANCE IN
THE 1ST DEBATE WAS DEEN
UNLIKE HIS USUAL SELF.
HE NEEDS TO FOLLOW HIS
INSTINCTS AND BE HIM-
SELF. HE NEEDS TO CON-
VEY THE FRIENDLY WARMTH
THAT HE IS CAPABLE OF!
MAYBE THIS INFORMATION
WOULD BE OF SOME HELP.

Tom

WINNING★HEAR

PSYCHOLOGY



Mondale and Ferraro at the Democratic convention: campaigning on issues in an era of personality and style

TERRY ASHE—TIME

BY KEVIN McKEAN

It was perhaps the most enduring image of the 1984 Republican convention: Nancy Reagan on the podium, waving to her husband's image on a giant television screen while the President watched her on his hotel-room television set and waved back. The carefully orchestrated tableau seemed to suggest that Reagan was not a cold and distant figure, but rather a man one could relate to directly and personally, even on screen.

If this folksy message was intentional, as it surely was, then convention planners were shrewdly reading the voters they meant to reach. An increasing amount of sociological, psychological, and political research into how citizens decide to cast their ballots is confirming what astute politicians have always known: personality matters. To people who are seri-

Behavioral scientists are documenting why voters seem more and more to pick candidates for personality, not party or positions

ously interested in politics, such traditional considerations as a candidate's stand on the issues, party affiliation, voting record, and philosophy remain important. But for the average voter such criteria are often superseded by questions about what kind of person the candidate seems to be. Is he likeable, reliable, honest, steady at the helm? More and more, it seems, voters like to create in their minds a personal relationship with their leaders. Says Joshua Meyrowitz, a professor of communication at the University of New Hampshire, "We choose candidates the way we choose friends, lov-

ers, or even bowling partners."

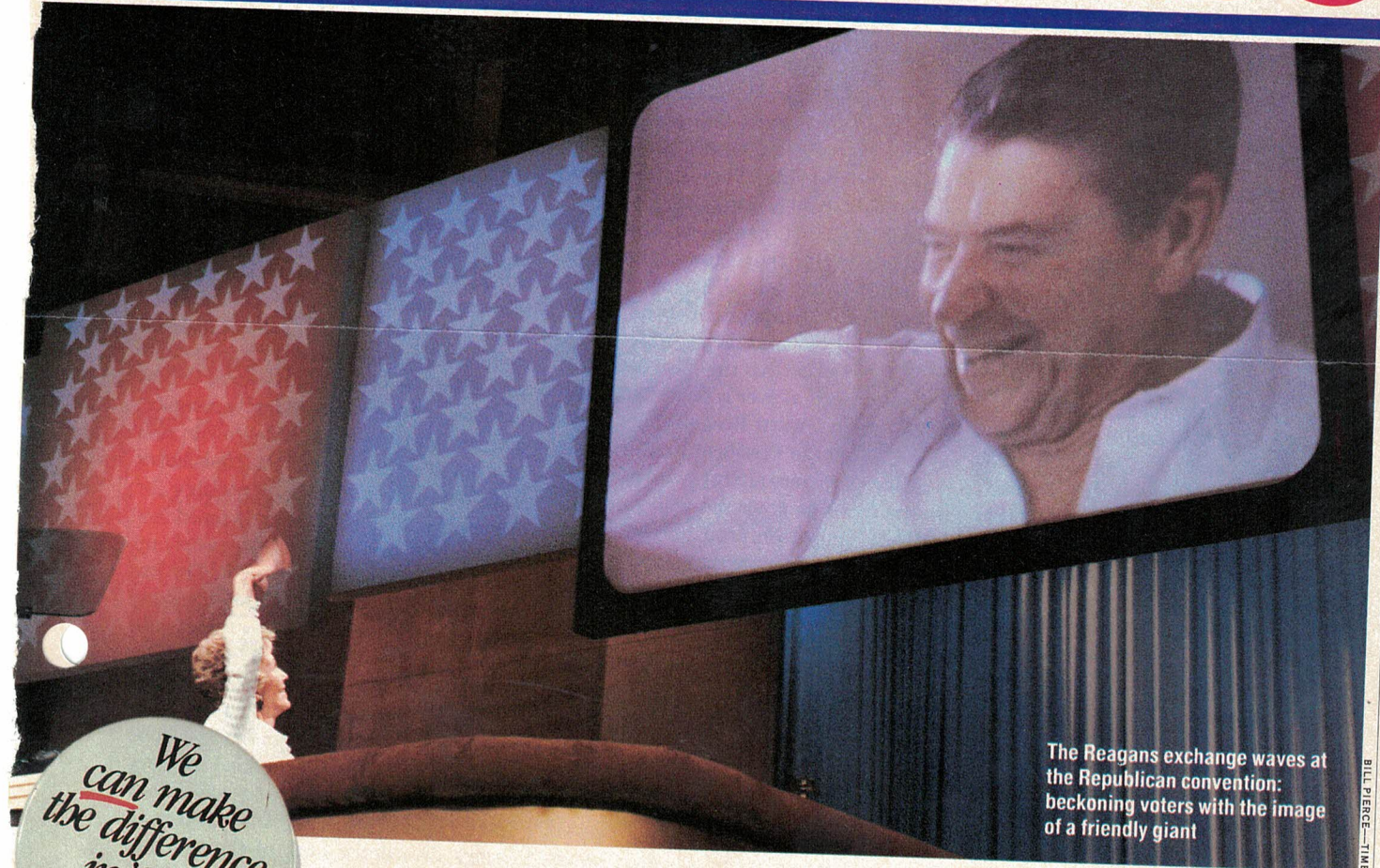
Many psychologists think the phenomenon is on the rise because of television. The camera brings viewers so close to politicians that they react on a personal and emotional level, rather than attempting (to the extent they ever did) to analyze the issues involved. It scarcely takes psychological research to posit that this personal reaction can strongly influence the voter when he finally enters the voting booth; hence the importance of Reagan appearing like a friendly giant on television.

Personality can make such a difference that polls taken during the presidential



Reported by Sana Siwolop

IS NOT MINDS



The Reagans exchange waves at the Republican convention: beckoning voters with the image of a friendly giant

BILL PIERCE—TIME

We
can make
the difference
in '84.

REAGAN-BUSH '84

campaign this year showed voters favoring President Reagan even when they disagreed with him on key issues. This forced the Democrats, conducting a more traditional, issue-oriented campaign, to try to turn the President's popularity into an issue. Walter Mondale's deputy campaign manager complained to reporters at one point that the election "should not be a choice between who's viewed as the nicer guy, but what taxes should be raised, what investments made, what judges picked for the Supreme Court."

Reagan's charm is not an anomaly in its effects on the political process. Studies of voter motivation over the past thirty years confirms that the traditional importance of issues and party affiliation is declining sharply. That is the conclusion of research based on

the National Election Studies (NES), comprehensive analyses of voters and voting patterns conducted regularly since 1952 by the University of Michigan's Institute for Social Research. The NES has discerned a slow but steady decline in party influence on voting behavior since the 1950s. In that decade, only about 20 per cent of registered Republicans or Democrats strayed from their party in House elections. Today the figure is nearly one-third. That could in part be the result of a loss in focus and clear identity within the parties themselves, but, in addition, the proportion of people who vote a straight ticket has dropped from nearly two-thirds in 1960 to only a third today. Voters split tickets according to their judgment of the qualities of individual candidates.

Issues now seem less important, too. That was the conclusion of psychologists Robert Abelson of Yale, Donald Kinder of

Michigan, and David Sears of UCLA in a joint study of presidential preferences in the 1980 election. They persuaded the NES to ask voters to name the principal character traits of each of the six leading presidential contenders that year, and then to explain how they felt about each contender. These character judgments, Abelson says, proved four to five times as reliable as issues or party affiliation in predicting whom a voter would support. As the authors put it in the forthcoming third edition of their *Handbook of Social Psychology*, an anthology of recent scholarship, "Our research shows that citizens vote in overwhelming numbers for the presidential candidates they like the most." This seems predictable enough, except that the reasons for liking or disliking a candidate were largely irrational or at least non-verbal, says Abelson. "We repeatedly asked our subjects why they felt certain ways about candidates, but came up with inconclusive results," he says.

WOMEN FOR
MONDALE

"People simply couldn't figure out why." Among those who attribute the change to television is the University of New Hampshire's Meyrowitz, who has written the forthcoming book *No Sense of Place: The Impact of Electronic Media on Social Behavior*. In pre-television days, he says, people saw their leaders—if they saw them at all—in short movie

newsreels, in still photographs, or at a great distance across a crowded meeting hall. Today the entire electorate has a front-row seat. Voters see the candidate spin jokes, fumble for words, redden with anger, sometimes even cry. And they experience gut-level reactions that are radically different from what happens when they read about a candidate. "A typical response to a printed message is to ask whether it is true or false, whether the arguments are logical," Meyrowitz says. "But the camera exposes a rich range of personal features and idiosyncrasies tied more to the speaker than to the ideas discussed. A common response to a speech on television is to say 'He seems nervous'; 'She looks like she's going to cry'; or 'I don't trust him.'"

Other psychologists have reached similar conclusions by different routes. At Dartmouth, John Lanzetta, Roger Masters, and Denis Sullivan did so by studying the effect of facial expressions—a means of communication that candidates have always used, of course, but that may be more important than ever on television. In earlier work with still photographs,

Masters had confirmed the common perception that a politician who maintained a smiling, conciliatory expression was more likely to win than one who scowled or looked angry, (DISCOVER, March 1982). He and his colleagues set out to learn what they could about how this Mr. Nice Guy image works for a candidate on television. They obtained short videotape clips showing President Reagan expressing some definite emotion: happiness, anxiety, or anger, for example. They spliced these clips unobtrusively into excerpts from regular televised newscasts about the President. Next, they showed the newscasts to college students, hoping to assess differences in response, depending on what emotion Reagan displayed.

They found that the effect depended on the viewer's underlying attitude toward Reagan. Supporters liked the President's cheerful image, but they were almost twice as enthusiastic when he appeared angry or combative. ("Supporters probably perceive an angry Reagan as someone who will go out and smash the evil empire," says Sullivan.) Opponents were unaffected by the happy Reagan, but became agitated or fearful when he looked angry. Women reacted much more strongly—both positively and negatively—than men.

People who neither like nor dislike the President responded twice as favorably to the nice-guy face. The three Dartmouth scientists explain that neutral viewers might "prefer a 'warm' Reagan because they believe this signals more political harmony and less conflict." Such reac-

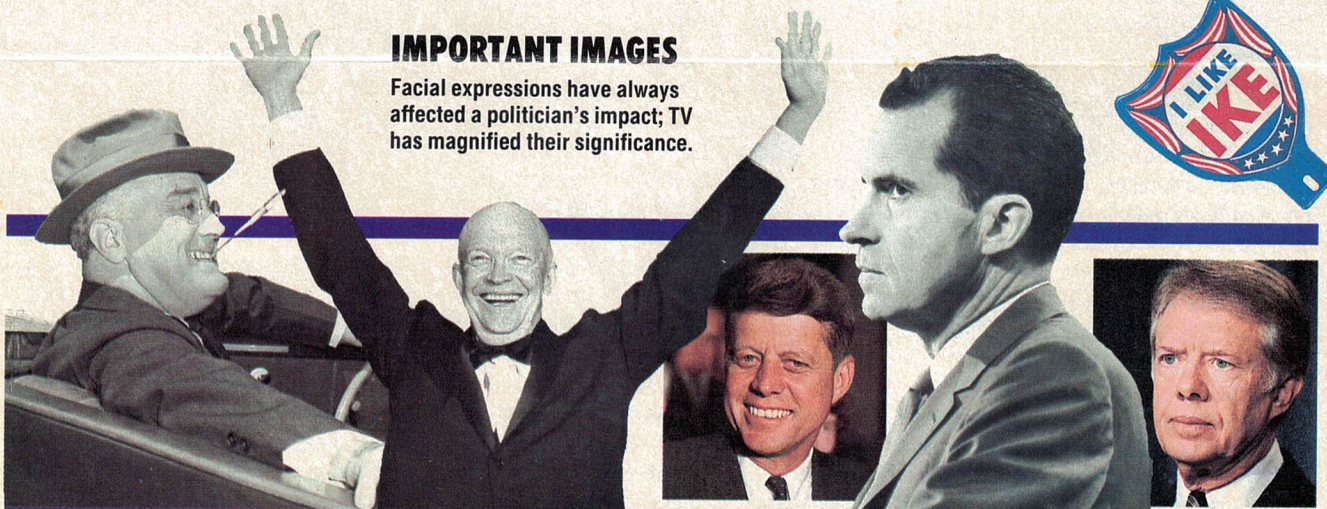
tions may also help explain why Mondale has had little success with getting angry and talking tough about the issues.

The psychologists add that Reagan is among the most expressive of politicians, with a face that can reflect a wide range of emotions. They rate Mondale among the least expressive, a fact that doubtless has hurt him in the campaign. By contrast, they consider Geraldine Ferraro quite expressive, citing her uplifted chin and flaring nostrils as she defended her family's finances in a televised news conference. (Because Vice President Bush has aroused much less controversy than his Democratic counterpart, he was not included in the assessment.)

Some behavioral and political scientists think that the growing emphasis by voters on a candidate's personality and character distorts the intent of a democratic political system. "Elections have become impression races, not national debates," says Abelson. "We're forgetting substance, and emphasizing style." Meyrowitz sees an even more insidious effect. He believes that television makes it impossible for Americans to find strong, independent leaders because "when you see people up close, they seem less wonderful. The image of a great leader requires distance, mystery, and careful management of public impressions. Through television, we see too much of our politicians, and they are losing control over their images." Others, however, suggest that this may not be a bad thing. A sense of first-hand intimacy with candidates allows voters to follow their instincts, which, it could be argued, brings democracy back to the intimate levels of human appraisal in which it had its roots in ancient Greece. □

IMPORTANT IMAGES

Facial expressions have always affected a politician's impact; TV has magnified their significance.



A gamut of winners and losers: FDR's broad smile and uptilted cigarette (left) lifted spirits in the Depression. Ike's famous grin

spread from ear to ear. Most people who watched the first televised debate in 1960 thought the low-key Kennedy won, while

those who heard it on the radio believed Nixon the victor. Carter's dour countenance helped hand Reagan the 1980 election.

merican ownership and control
ing here.

the aggressive leadership of
ed American policies and in-
wed little disposition to yield
was the partitioning of the
pursuing her policy of recog-
concluded a treaty of com-
ington on January 17, 1878,
the use of Pago Pago Harbor
United States Government
n independence against Ger-
are for the right to "protect"
enterprises in the islands. So
1885 that Secretary of State
erting that the United States
t to bring the islands "under
" yielded so far as to suggest

tical control continued, and
1889, prevented open naval
ree interested powers—Ger-
States—reached a temporary
the native government under
three powers. The agreement
e Germans continued to stir
ds. Finally, to end a situation
the United States consented
s. By the terms of the treaty,
s were divided between the
tain receiving compensation

d most by the treaty, securing
id harbor of Pago Pago, the
ment and the German agents
ated a bad impression in the
, 50th Cong., 1st sess., No. 238,
old Greenebaum, American Consul
plomacy, 1896-1906, pp. 106 ff.

THE Reason We ^{must} Stay ^{solely}
+ ^{Economically} Strong!

Clinard: Japan's Influence on American Naval Power 39

United States. This impression was confirmed by Germany's attitude toward the proposed American annexation of Hawaii in 1897. Theodore Roosevelt, at that time Assistant Secretary of the Navy, wrote to Captain B. H. McCalla, United States Navy: "I entirely agree with you that Germany is the power with which we may very possibly have ultimately to come into hostile contact. How I wish our people would wake up to the need for a big navy."¹⁷ Germany's activities during the Spanish-American War confirmed anew and strengthened these views. Thus, when Germany was about to send a part of her fleet to enforce her demands upon Venezuela in 1902, President Roosevelt again affirmed his faith in the efficacy of a powerful American fleet in maintaining peace.

We are glad indeed that we are on good terms with all the other peoples of mankind, and no effort on our part shall be spared to secure a continuance of these relations. . . . we shall be a potent factor for peace largely in proportion to the way in which we make it evident that our attitude is due, not to weakness, not to inability to defend ourselves, but to a genuine repugnance to wrongdoing, a genuine desire for self-respecting friendship with our neighbors. The voice of the weakling or the craven counts for nothing when he clamors for peace; but the voice of the just man armed is potent. We need to keep in a condition of preparedness, especially as regards our navy, not because we want war, but because we desire to stand with those whose plea for peace is listened to with respectful attention.¹⁸

According to President Roosevelt's account of the denouement of the Venezuela episode, Germany was compelled to listen "with respectful attention."¹⁹

Thus, to Henry Adams' truism that "the sudden appearance of Germany as the grizzly terror . . . in twenty years effected what Adamses had tried for two hundred in vain,—frightened England into America's arms,"²⁰ could be added a sequel: many Americans became convinced not only that Germany was the "probable enemy" of the United States, but also that the war would be fought in the Pacific.²¹ When war came, it was freely predicted, the first

¹⁷ Bishop, *op. cit.*, I, 78. (Roosevelt to McCalla, August 2, 1897.)

¹⁸ *Ibid.*, pp. 230, 231. Speech at ceremonies dedicating the new building of the New York City Chamber of Commerce, November 11, 1902.

¹⁹ *Ibid.*, chap. xx.

²⁰ Quoted in Thayer, *The Life and Letters of John Hay*, II, 172.

²¹ Major General Arthur MacArthur, for example, was quoted "as predicting a war in the immediate future between the United States and Germany, and that the principal scene of the fighting would be in the Pacific Ocean, with the Hawaiian Islands as an objective point." *The New York Times*, December 11, 1903, p. 1.

Ronald W. Reagan

1600 Pennsylvania Ave., N.W.

Washington, D. C. 20500

October 12, 1984

Dear Mr. President:

Yes, It me again! I am just finishing my Master Thesis in U. S. Military History and came across a quote from President Theodore Roosevelt, a President I have heard you quote from on many occasions. If you receive this before your debate with Mr. Mondale, I think it might help you, since the Democratic Party is using empty rhetoric again. They are RESPONSIBLE for our military unpreparedness, something Modale/Ferraro cannot understand because they want to ignore the facts.

I just want to conclude by saying that, I have voted for you three times, and will vote again the same way. My family, their friends, my former students will vote the same way. I would also like to thank your lovely wife, Nancy, for writing a nice letter accepting a speaking engagement, though the school would not pursue the matter because of their political beliefs. The girls were upset, and feel just as strong about you, because I told them to look at the two parties and who offered the country a future, you Sir, won that hands down. God Bless you, and your family. KEEP UP THE GOOD WORK-OUR PRAYERS ARE WITH YOU ALWAYS!

Respectfully yours,

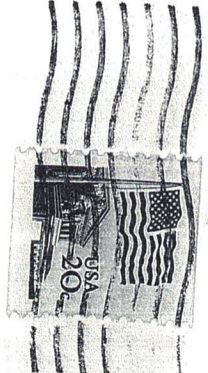

Mr. Leo J. Daugherty III

P. S. Just another thought, tell Mondale that the Soviets walked out of the talks not us- and that is coming from a citizen of these United States!

Mr. Lee J. Daugherty III
16892 South Meadow Pk.
Walton Hills, Ohio 44146

ATTN: Mr. Michael Devers

The President of the United States of America
The Honorable Ronald W. Reagan
1600 Pennsylvania Avenue, N. W.
Washington, D. C. 20500



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