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THE WHITE HOUSE
WASHINGTON

Mr. R. Emmett Tyrrell, Jr.
The American Spectator
P.O. Box 1969
Bloomington, Indiana 47402



MICHAEL K. DEEVER

Bob

Thanks for the kind note.
It means a lot to me.

Very Thanks
Mike

THE AMERICAN SPECTATOR®

102 West Sixth Street, P.O. Box 1969, Bloomington, Indiana 47402
Bloomington telephone: (812) 334-2715 New York City telephone: (212) 724-3799

2 October 1984

Mr. Michael Deaver
The White House
Washington, DC 20500

Dear Mike:

By the time you receive this I hope the Post will have published it. Every now and then your arts deserve my scholarly support.

Yours faithfully,

Boh

R. Emmett Tyrrell, Jr.

RET:gm

Enclosure

Editor-in-Chief
R. Emmett Tyrrell, Jr.
Publisher
Ronald E. Burr



Managing Editor
Wladyslaw Pleszczynski
Assistant Managing Editor
Malcolm T. Gladwell

liberals, and bearing in mind their tendency to universalize their views I can understand why they think that the rest of us share their melancholy.

Thus last week Mr. Mondale mawkishly unburdened himself at a fund-raising dinner in Washington, saying: "America is not just for ourselves, but for each other. We need a President who leads us along the course of compassion and caring and community." And he promised not to let the Reagan Administration "put ice on our soul without a fight. They may ask for our vote, but I'll be damned if I'll let them steal our conscience." This is pretty grim stuff. What is more, from a man who just spent weeks scowling at those who would interject righteousness into our politics, these solemnities about arctic souls and stolen consciences seem contradictory.

No, I must file a caveat with those who say the White House wizards, presumably directed by Mike Deaver, are too devoted to theatrics. The mood of the American people is a major issue in this campaign. The President wants us to feel optimistic about our personal capacities and the capacities of the country. Mr. Mondale is attempting to put together an Unhappy Majority. The wags tell us that the Reagan campaign is reliant upon the techniques of Disneyland. Mr. Mondale's campaign suggests that he is reliant upon the techniques of the soaps. What restrains him is that most Americans do not share his gloom.

R. Emmett Tyrrell, Jr. is editor-in-chief of THE AMERICAN SPECTATOR.

King Features Syndicate

R. Emmett Tyrrell, Jr. - 28 September 1984

In NEWSWEEK magazine last week columnist Meg Greenfield made a prediction: "People are going to begin to tire of and maybe even resent the nature of the President's re-election campaign before long." What she had in mind was the shadow and substance dichotomy of modern campaigning. Her view is that the White House wizards are engauding the President's shadow or image to the point of ignoring substance or "the issues," as they say. Is the Greenfield prediction sound?

In Washington there is indeed a growing impatience with the re-election campaign's stress on theatrics: shots of the President in heroic settings, shots of him heaving off suavities and upbeat messages to the citizenry. Political observers are beginning to doubt that all this is relevant in 1984. I believe that they are in error. Sometimes the issue of a campaign is a question of policies. Sometimes it is a question of moods. In Campaign '84 mood is a legitimate issue.

As was the case in Campaign '80, this year's candidates are campaigning for the affections of two different constituencies whose members are separated by their moods. The first constituency's members feel powerless and pessimistic. The second's feel self-reliant and optimistic. The first group's candidate is Walter Mondale, and he needs more pessimists. The second's is Ronald Reagan, and he wants more optimists.

Possibly Meg Greenfield is right that the Reagan campaign relies too heavily on atmospherics, but if one's

concern is with mood it is best to stifle the syllogisms and elocutions and instead turn down the lights and bring on the candles. Mr. Mondale too has stressed theatrics. To be sure, he has not done this as frequently as the President, but I lay that to the fact that today, with prosperity dancing across the land, there is an insufficient supply of lugubrious Americans willing to accompany him and his running mate as they blubber in front of antiquated factories and public institutions whose days have passed.

Candidates Mondale and Ferraro seem to believe that there are vast numbers of Americans eager to join them in getting together for a good cry. Moreover they regularly make a pitch for the hand-wringers of the Republic, the hypochondriacs, the grumblers, those who live in ceaseless dread of what the future might bring and what the present is doing to them. We have heard of the Silent Majority: Ferraro and Mondale envisage an Unhappy Majority.

This is perfectly understandable. After all, both of these Democratic campaigners come from the liberal wing of their party, and today's liberals emphasize the sad side of life. Possibly this is because so many of their policies have been tried and have failed. As Charles Murray's splendid new book, LOSING GROUND: AMERICAN SOCIAL POLICY 1950-1980, points out, much of our social justice legislation has actually injured the poor. As experience in Southeast Asia, Iran, and Central America points out, the liberal foreign policy can cause bodily harm. Whatever the cause of their woeful countenance, these are not happy days for



MICHAEL K. DEEVER

Pete

Jim & I missed each other when you were last and hope we get a chance after the inauguration to have some time to chew the fat and relax. I hope you enjoys the engraving - It's one of my favorites. Merry Christmas.



Office of the Commissioner

Peter V. Ueberroth
Commissioner

do note

December 12, 1984

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

Dear Mike:

Thank you for the invitation to participate in the White House Corporate Awards Program. You and your staff are doing an excellent job in creating and promoting private sector initiatives throughout the country. The Los Angeles Olympic Organizing Committee is very proud to receive the first "C" Flag.

I am sorry that our respective schedules could not be coordinated while I was in Washington D.C. last Monday. I look forward to meeting with you soon. Please keep in touch.

I am sending you a 1984 World Series bat -- continue to hit those home runs.

My best personal regards to you during this Holiday Season.

Sincerely,

Pete Ueberroth

Base Ball

350

Per L. Allen

N.Y. 10022

212 1371 - 7800



MICHAEL K. DEEVER

Wayne

Thanks for taking the time to
write me of your appreciation
for the staff. Usually, we only
hear the complaints. I'm grateful
for your thoughtfulness. Sincerely,
Mike

THE WHITE HOUSE
WASHINGTON

Mr. Wayne H. Valis
Valis Associates
1201 Pennsylvania Avenue, N.W.
Suite 700
Washington, D.C. 20004

3/20/84

VALIS ASSOCIATES

Wayne H. Valis

March 14, 1984

note

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

Dear Mike:

Just a short note to thank you for your part in approving the Presidential video taping for the Automotive Service Industry Association. The video tape received enormous applause and excited the attendees.

I heartily recommend that you have the President do more of these. They are extremely effective with the target audiences and obviously use only a small amount of the President's time.

I am enclosing copies of the materials from the convention. As you can see, Lyn was there and also did a fine job.

Many thanks to Fred Ryan and Mary Jo Jacobi for their fine work as well.

With best wishes to you, I am

Sincerely,

Wayne

Wayne H. Valis

Encl.

cc: Mary Jo Jacobi
Fred Ryan

*P.S. - Misty Church, in speech writing, also
was quite helpful and cooperative.*

Election Will Aid Industry Rebound

Sunday's First General Session of ASIA Convention told by keynoter speakers, '84 should be a strong year.

CHICAGO — The celebration of the 25th anniversary of ASIA coupled with presidential election fever set the tone at the First ASIA General Convention Session.

More than 750 ASIA members attended the session on Sunday afternoon at the Hyatt Regency Hotel, here.

Attendees commemorated the association's silver anniversary by viewing a special audio-visual presentation that highlighted ASIA's evolution from 1933 to the present.

Afterwards, they got a taste of election year fever when **President Ronald Reagan**, on film, greeted them from the White House.

In his message, directed specifically to ASIA members, Reagan congratulated them on their anniversary. He said he looked forward to a Golden Future for the nation, as well as for the association.

"We can look forward to a vigorous economic recovery," Reagan said. He cited the drop of inflation from 12.4% to 3% during his term of office and the fact that two million cars and trucks were produced in America during the fourth quarter of 1983 as signs of an economic recovery, as well as the halving of the prime interest rate.

The President's visit was not the only tie-in to Election '84, however. Former presidential aid **Lyn Nofziger** also talked about the upcoming political battle (see story on page one).

Nofziger gives ASIA convention:

Inside view of administration

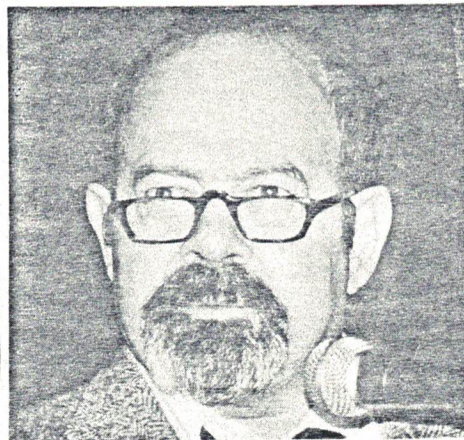
HYATT REGENCY — After being personally introduced by President Ronald Reagan on a wide screen directly behind ASIA Chairman James Taylor, Lyn Nofziger, Reagan's political affairs assistant told his audience attending the first general convention session here that although he is proud of the Administration's accomplishments, he still doesn't believe the Administration has reduced taxes as much as it should have done.

Nor, notes Nofziger, has it been able to cut government down to the size it should be.

Reagan's audio-visual message to ASIA members was warm and personal. In it he expressed admiration for ASIA officers on an individual basis, congratulated the association for its fitting theme and 25 year accomplishment record, reiterated the challenges he gave the group when he was keynote speaker in 1977, and wound up his message with the stirring comment that the

present may be silver, but the future of both the nation and the aftermarket will be golden.

According to Nofziger, who converses with President Reagan on a daily basis, "Our President is a special individual. He is forgiving of people and extremely considerate of their feelings. I find him sensitive, dedicated in his desire to serve and better the nation, and extremely confident of his ability to change



Lyn Nofziger

things. I have never seen him show even a trace of arrogance or superiority, and everyone on the staff admires his leadership ability," he went on to add.

Acknowledging that some bickering has occurred among staff members, Nofziger told his ASIA audience that he does not like to see

such incidents brought to the attention of the public.

Reagan encourages staff members to be candid, Nofziger said, and he listens to all staff opinions regardless of how controversial they may be. But you must not forget, this former press secretary pointed out, that when all the viewpoints have been expressed, the President makes each and every decision after weighing all of the facts and political considerations.

Nofziger noted that many people wonder why Reagan at his age wants another four years of grueling White House pressure. "It's because he is secure and at peace with himself, he knows why he came to Washington, and he feels that a president can always accomplish more in his second term. In addition," Nofziger said, "Reagan is in excellent health and has been told by his doctor that he has the body of a man 20 years younger. He exercises daily," he said.

Describing Reagan as a gifted administrator, Nofziger noted that he refuses to become involved with detail and concentrates on the establishment of policy. "When Carter was in the White House," revealed Nofziger, "he even took his time to draw up the staff tennis court schedule."

BIG "I" SHOW DAILY

Nofziger: Economy Will Win Election For Reagan

CHICAGO — Democratic presidential hopefuls served as targets for the biting political satire of Lyn Nofziger at Sunday's ASIA First General Session at the Hyatt Regency Hotel.

The former White House Assistant to President Reagan for Political Affairs opened his assessment on the current presidential campaign with potshots at economists and political dissenters before reflecting on Ronald Reagan's accomplishments in office.

Nofziger cited "changing the attitudes of American people; getting American people to believe in themselves," as

Reagan's single most accomplishment. He also praised the President for his attitude towards the presidency: "He knows why he came to Washington, why he chose to run for president. He understands the job is not to get involved in detail; it is to set policy and see that policy is carried out."

Nofziger went on to give a blow-by-blow run down of the major Democratic candidates and their chances for attaining the presidency.

Terming Mondale "the front runner," Nofziger noted, "He has to do

Continued on page 21



Lyn Nofziger, most recently presidential advisor to President Reagan, and former advisor in the Nixon administration, analyzed the upcoming election from both sides of the aisle.

Nofziger Address

Continued from page 1

something to lose the nomination." John Glenn was cited as having "made every mistake a candidate can make, except cry in public . . . and there's still time for that."

People, said Nofziger, are voting for McGovern "for old time's sake," and Allan Cranston had the distinction of being "the undertaker's candidate."

"Jesse Jackson is the best demagogue in politics today," said the former presidential assistant, adding that Jackson is "the best rabble-rouser." Nofziger pointed out that any minority candidate runs to be president of all people; Jackson, however, "is trying to build a role as the leader of the black community."

Nofziger conjectured that Jackson won't win the presidential or vice presidential nomination, but speculated that the minority candidate, noted for his Operation PUSH, could have an impact on the '84 election if he worked for Mondale. "He can turn out a lot of black votes. But if he gets mad and goes away and sits on his hands, many blacks will do the same."

The other alternative for Jackson, said the speaker, would be to run as an independent candidate.

Lack Of An Issue

The prime disadvantage shared by all Democratic hopefuls is the lack of an "issue that has caught fire." Instead, said Nofziger, Democrats have made an issue out of deficit spending, something "they invented."

But, "as long as unemployment doesn't go up, inflation doesn't go up, and interest rates don't go up, the deficit isn't going to have any effect (on the election)."

The chief issues are the economy and peace, as Nofziger sees them. And "the economy is going well and we do have peace. We have taken our troops out of Lebanon."

The Republican campaign, however, as it is embodied in President Reagan, is "organized, going well and has raised a lot of money." Despite that, said Nofziger, "the president won't do much campaigning during the primary season. Instead, he will stay in the White House and run a 'rose garden campaign.'"

Nofziger closed with a call for all people, regardless of political affiliation, to get involved with the political process as "it is essential to the future of the country."

J. E. Van Kirk
International Vice President

3M

07/06/84

Life Sciences Sector/3M
220-6E 3M Center
St. Paul, Minnesota 55144
612/733 3614



MICHAEL K. DEEVER

Joe

I got your card that you gave
to E. Meese. It's good to hear from
an old friend. Everything well
here - as usual. Say hello to Milne
and Jake for me. Cheers!

Mike

THE WHITE HOUSE
WASHINGTON

J. E. VanKirk
International Vice President
Life Sciences Sector/3M
220-6E 3M Center
St. Paul, Minnesota 55144



MICHAEL K. DEEVER

Sam

Thank for your kind
and thoughtful comments.

I'm very grateful.

Sincerely Mike

THE WHITE HOUSE
WASHINGTON

Mr. Samuel S. Vaughan
Editor-in-Chief
Doubleday & Company, Inc.
245 Park Avenue
New York, New York 10167

Doubleday

do note

Office of the Vice-President

March 28, 1985

Dear Mike,

It was kind of you to invite me in on a second working session leading to the various possibilities for publishing the President's papers, memoirs, etc. I hope I was of a little help -- and I'll continue to try to file ideas, thoughts, suggestions, and reminders in your direction.

If there is anything in the Action Memorandum you asked Mr. Chew to prepare that we can help with, let me know.

Best,

Sam

Samuel S. Vaughan
Editor-in-Chief

SSV:lr
Dictated 3/22/85

Mr. Michael Deaver
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

P.S. Why don't I send anything I put on paper to the little team that you have formed, just to save you the problem of passing it around?



ATI

Doubleday

You were
planning a note
for previous Correspondence.

Office of the Vice-President

April 3, 1985

Cence.

Note

Dear Mike,

I liked the little item in The New York Times, which said that you are leaving on May 15, etc. and especially the line credited to Larry Speakes, that "Mr Deaver would not be replaced."

I've heard about irreplaceable people before but this is the first time I have ever seen it made official and from the White House.

Nice going. And future going.

Best,

Sam (S)

Samuel S. Vaughan
Editor-in-Chief

SSV:lr
Dictated 3/27/85

Mr. Michael K. Deaver
Deputy Chief of Staff
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500



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Deaver to Leave May 15

Special to The New York Times

WASHINGTON, March 26 — The White House announced today that Michael K. Deaver, deputy chief of staff, would be leaving May 15 to open and manage a private consulting firm. Mr. Deaver, a longtime confidant of President Reagan's, indicated several weeks ago that he would leave this spring. The White House spokesman, Larry Speakes, said that under current plans, Mr. Deaver would not be replaced.

✓ Patents
Saturday in Business Day
The New York Times

N.Y. Times
3/27/85



MICHAEL K. DEEVER

John

Thanks for your good
note. I'll put my thinking
hat on and get back to
you.

many thanks
Mike

JOHN A. VOLPE
NAHANT, MASSACHUSETTS 01908

note 4 to
JH

November 12, 1984

Mr. Michael Deaver
Assistant to the President
The White House
Washington, DC 20500

Dear Mike:

Congratulations on the tremendous victory of the President. It certainly was an overwhelming mandate -- an historic one -- and I'm sure he'll do an even greater job in his second term. Remember that although I am not asking for any personal appointment, if there is a spot assignment of some type that you or the President feel I could serve in, I certainly would be happy to do so.

The main thing is that I hope American
tage will be

JOHN A. VOLPE
NAHANT, MASSACHUSETTS 01908

note 4 to
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The main thing is that I hope Americans of Italian heritage will be more prominently represented in top positions in the second term. I'm sure that you are aware of the fact that during the past 4 years we have not had an American of Italian heritage in the Cabinet -- which broke a chain that had started when I became Secretary of Transportation in 1969.

You might be kind enough to advise me as to who I should contact in connection with recommendations that we might be able to make for members of the cabinet and other top posts in Washington, as well as U. S. Attorneys, U. S. Marshalls and Regional Administrators. Many thanks.

Sincerely,


John A. Volpe
JAV:jb

JB

JB / ask JH
to give this
some thought
& get back
to me.

tions in the more prominently Americans of Italian



EMBASSY OF THE
UNITED STATES OF AMERICA

Vienna

note

November 28, 1984

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

Dear Mike:

Since it appears that Jeane Kirkpatrick will definitely be leaving us now, I gather that you are starting to look at various replacement possibilities.

If you don't already have a choice in mind, may I suggest Max Raab for consideration? While Max is very happy in Rome, I know from a past conversation that this might be one job that could tempt him to return to the United States. As you know him as well as I do I'm sure I don't have to describe to you his many assets, and he has proven his effectiveness in a rather sensitive and often difficult post.

With best regards,

Helene von Damm



MICHAEL K. DEEVER

cc: Mr.
Whit

Helene

*I got your note about
Max & have passed it on.
I really think the plan now is
to down-grade the position somewhat.
and I don't think it's*



EMBASSY OF THE
UNITED STATES OF AMERICA

Vienna

note

November 28, 1984

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

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With best regards,

Helene von Damm
American Ambassador

cc: Mr. John Herrington
White House Personnel



MICHAEL K. DEEVER

Helene

I heard you were in town.
I'm sorry I didn't get a chance
to see you but Nancy Reynolds
filled me in. Next time you
here - pls call. love. Nike

THE WHITE HOUSE
WASHINGTON

The Honorable Helene Von Damm

THE WHITE HOUSE

WASHINGTON

TELEPHONE MEMORANDUM

E. S. T.

PRESIDENT

OCTOBER 30th

	TIME		NAME	ACTION
	PLACED	DISC		
OUT	11:29	11:34	AMB. HELEN VON DAMM	
INC	PM		OFFICE: VIENNA, AUSTRIA	TALKED OK 11
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MICHAEL K. DEEVER

Peter

Thanks for the Olympic
stamps. We won't be filling
Fellstein's slot until after
election but will keep Jones
in mind.

THE WHITE HOUSE
WASHINGTON

The Honorable Peter E. Voss
Governor
Board of Governors
United States Postal Service
Washington, D.C. 20260-1000

5/22/84



MICHAEL K. DEEVER

Klick

Thanks for the cassette
and the kind offer to help.

It's asked Ed Rollins at the
Ragun - Bush Headquarters to
follow-up. Cheers. Mike

THE WHITE HOUSE
WASHINGTON

Mr. Dick Wagner
5930 Penfield Avenue
Woodland Hills, CA 91367



MIKE:

Hand note

Tom Timpson just called and caught me on my way to Santa Monica.

Dad is in Paris at the moment, else I would have had him include a personal note to you and the President.

I'm also including a brochure detailing our other recordings. Should there be something there you'd like, I'd be happy to zip it off to you.

Enjoy the music.

DICK WAGNER