

Above and beyond the call

Telephone repairmen from General Telephone Co. worked near the corner of South College Avenue and Old College Road Friday in preparation for removing this telephone pole.

Battalion photo by Lee Roy Leschper Jr.

Haig blames double standard

United Press International

MONS, Belgium — Gen. Alexander M. Haig Jr. says the American "double standard" on drugs has caused serious problems with the 209,000 U.S. soldiers, sailors and airmen he commands in Europe.

Haig, who has served for almost four years in the dual capacity of commander-in-chief, United States European Command, and NATO's supreme allied commander in Europe, expressed his view during an interview in his NATO office.

"In our society, there is something of a double standard on this issue, where soft drugs, marijuana, have become a sociological fact of life," the general said.

But the same "parasite" who sells soft drugs usually sells hard drugs, too, Haig added. "So this double standard causes us some serious problems."

Haig described the drug problem in his American command as "far more serious than we would like, but not as serious as some of the worst case descriptions have tended to be."

Drug use among soldiers declined steadily until last spring, when it

suddenly rose again, primarily because of the easier availability of drugs, he said.

"Does it affect combat readiness?" Haig asked rhetorically. "Of course it does."

"Any debilitating situation of this kind that diverts the attention of our commanders and our supervisory personnel or detracts from the overall mental and physical well-being of our soldiers has an effect on combat readiness. But I would not describe it in some of the stark terms it has been recently."

In reply to other questions, Haig made these points:

—While the morale and readiness of the American soldiers in Europe has improved markedly since the end of the Vietnam War and the move to an all-volunteer force, "Raids on the contract conditions under which they entered service, ranging from assaults on the commissary to retirement benefits have a deleterious impact on their morale."

—He has seen none of the "compensatory restraint" President Carter said he expected of the Soviet Union in return for his postpone-

ment of a decision on the manufacture and deployment of the neutron bomb.

—The American and NATO forces he commands are applying lessons learned in the 1973 Yom Kippur Israeli-Arab war. That war

"reaffirmed" the role of the tank on the battlefield. More than 80 percent of tank kills in that war resulted from "tank delivered wounds." The American army is insuring that its tanks, artillery and infantry move together as a combat team, he said.



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Court ruling against dries allows Abilene liquor sales

United Press International

AUSTIN — The Texas Supreme Court Wednesday ruled against Abilene dries and allowed the Alcoholic Beverage Commission to issue permits to legalize liquor sales for the first time in 77 years in the West Texas town.

ABC officials, within hours, issued five permits — two for sale of

mixed drinks, one for wholesale operations, and two for retail beer and wine sales.

The state's highest court said a district judge in Austin had no authority to block the permits at the dries' behest or to rule that wets lost a June 17 local option election on the liquor issue.

Justices ordered District Judge

Charles D. Matthews to rescind his order and leave disputes over the election outcome to be decided in Taylor County courts.

"No motion for rehearing will be entertained," Chief Justice Joe R. Greenhill announced.

Election contests by wets and dries are pending in Taylor County, however, and the justices noted Wednesday's ruling does not settle the dispute for good or finally determine which side won the most ballots.

The Supreme Court made no ruling on the ballot outcome, but said an Austin judge had no business reviewing the Abilene judge's action or tying the hands of the Alcoholic Beverage Commission.

Bottled water sparks battle

United Press International

POLAND SPRING, Maine — A Las Vegas firm is gambling several million dollars on whether Americans will buy spring water bottled by a 200-year-old Maine company instead of the water imported by Perrier of France.

"There really is a lot of money at stake. It's a David and Goliath war but we are confident we can win," Robert Gibson, head of public relations for the Poland Spring Water Corp., said Wednesday.

"Perrier is obviously the competition we have to beat. They have done extensive ad promotions and broken ground in making the whole country bottle water conscious. We plan to grab on to Perrier's coattails."

Gibson said the Seven-Up Bottling Co. of Las Vegas, which distributes the popular soft drink in that area, purchased the Poland Spring firm last year and has already committed \$1 million to an advertising campaign which should be expanded in the future.

He said the Las Vegas firm owned by Paul den Haene was also investing \$1 million in expanding the Maine bottling facility because the need for the Poland Spring water is

already greater than we can accommodate.

Gibson said radio and television advertisements have already begun in some major markets. He said the firm is already committed to spending about \$75,000 a year in Boston and more than \$100,000 annually in Los Angeles and will increase the advertising budget as its campaign moves into New York.

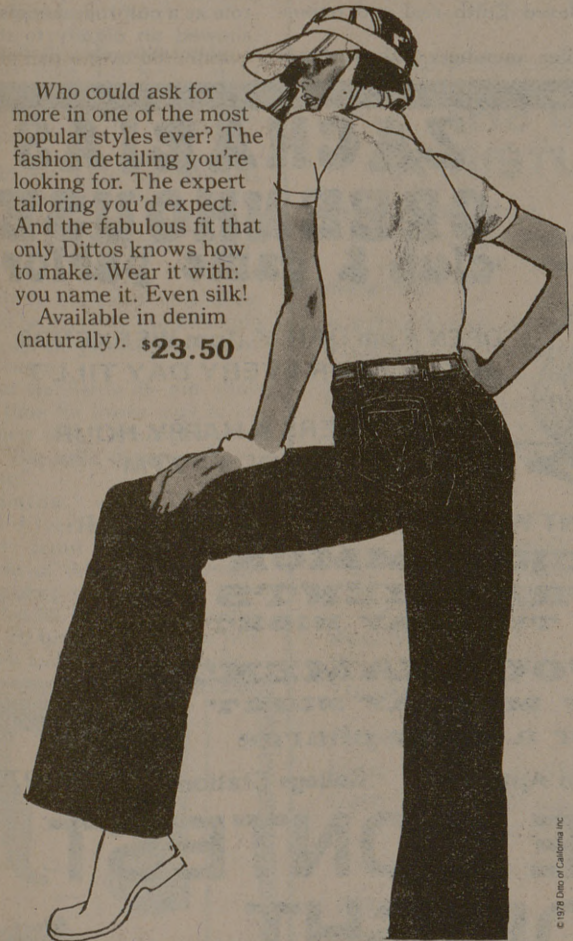
"We consider New York to be Perrier's base and the West Coast to be ours," he said. "Instead of coming right at them in their homefront we are starting on our own turf and working toward them as our production is raised to fill the increased demand."

Gibson said besides Boston and Los Angeles, Poland Spring Bottling will take its advertising into the San Francisco, Dallas, Houston, Chicago and Miami markets and plans to have its water sold in every major city by 1980.

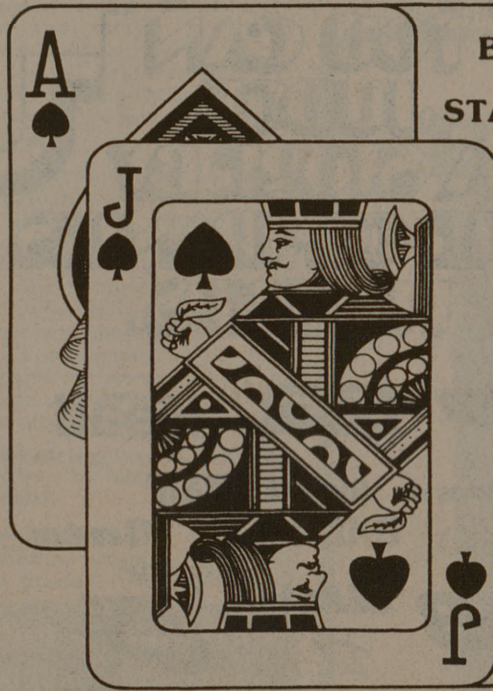
He said the company's ads stress the use of native water over "imported expensive versions" with both traditional ads featuring "a lovely brook and an attractive young lady" and humorous ads comparing Poland Spring water to imported water served on the rocks — real rocks.

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