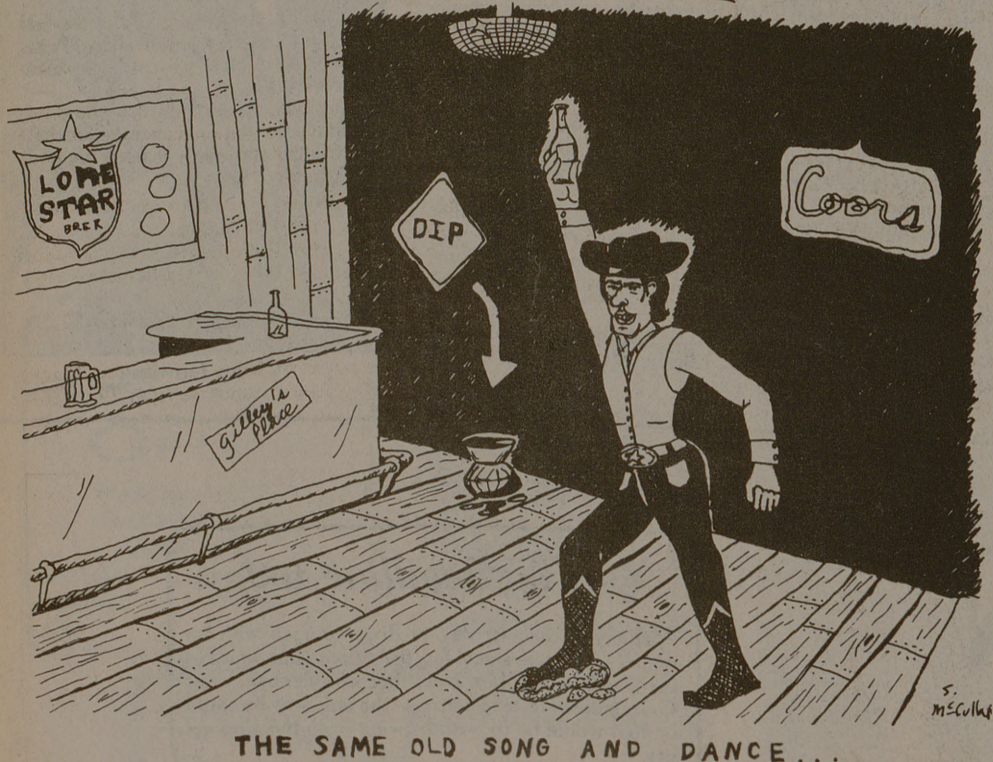


URBAN COWBOY FEVER



THE SAME OLD SONG AND DANCE...

VIEWPOINT

THE BATTALION
TEXAS A&M UNIVERSITY

THURSDAY
JUNE 19, 1980

U.S. dropping while Soviets mount lead

Equations rate world power

by JIM ANDERSON

United Press International

WASHINGTON — Ray Cline, who is to the world of strategic thinkers what Jimmy the Greek is to gamblers, is out with his new morning line.

The news is that the United States is down, the Soviets are up, and keep your eye on Brazil, moving up fast through the pack.

Cline, a former deputy director of the CIA and now director of the Georgetown Institute of Strategic Studies, has published his third annual world power assessment. It is an attempt to put the relative power of the world's nations into numbers, and to rank them accordingly.

Power, as Cline defines it, is the result of a complex equation that involves military and economic strength, a coherent national strategy and (with all due respect to G. Gordon Liddy) something called "will."

Thus, even though the United States, in Cline's formula, starts out with a larger military and economic base than the Soviet Union, that advantage is diminished by the lack of a coherent global strategy and a somewhat weaker national will than the Soviets.

Although the mathematical equations differ slightly from year to year in Cline's three annual surveys, he has the United States dropping farther behind the Soviet Union in the latest survey (304 to 458) than in the previous year (421 to 523).

Cline writes, "The striking fact emerging from these tables is that national purpose and national will will make a critical difference in the relative power of nations."

"A totalitarian system has many shortcomings and its suppression of individual freedom and initiative cripples the development of a high level of achievement within a society. Nevertheless, the fact that the U.S.S.R. has a coherent strategy and a tightly controlled population multiplies the brute power it projects into the international arena.

Using that logic, Cline places Brazil (which has a strong central government moving toward liberalization) No. 3 in the world power list. The fifth largest industrial power in the world, Brazil has jumped ahead of China, Germany

and Japan in Cline's annual surveys. In his first list, published three years ago, Brazil ranked sixth.

This is the list of the first 10 powers in Cline's most recent list. (The numbers in parentheses are the quotients of Cline's complex equations. They give an indication of the relative strengths, in Cline's judgment):

1. Soviet Union (458)
2. United States (304)
3. Brazil (137)
4. West Germany (116)
5. Japan (108)
6. Australia (88)
7. China (83)
8. France (74)
9. United Kingdom (68)
10. Canada (61)

He ranks 77 nations, ending with Jamaica, Albania and Portugal, all ranked with one point each.

Cline makes allowance for the fact that nations generally do not act alone, but as parts of alliance or groups. The Soviet Union and its Warsaw Pact allies add up to a total of 534 points

in Cline's assessment. The United States and NATO partners, when combined, add up to a total of 751 points, assuming they act together in a coherent and effective way.

In terms of national will, Cline ranks the highest (0.9 on a scale of 1) with West Germany and Japan (0.8) coming close behind. The United States gets a barely passing grade on Cline's scale of national will.

Israel, in terms of a coherent national strategy, ranks highest (with 0.9 on a scale) with totalitarian governments such as Cuba and North Korea ranking high with 0.8. The United States, in Cline's view, gets the equivalent failing grade, 0.3, one of the lowest in the listing.

Cline admits that his rankings are only good as his judgment about such abstract matters as national will and determination. "Other observers may come to different conclusions and mark the cards accordingly."

It is, he said, "a game that any number can play," but his three years of ranking show a steady erosion of U.S. power to influence events in the world.

Prof says there's hope for liberal arts grads

by PATRICIA McCORMACK

United Press International

Where does a poetry major, class of 1980, go to look for a job?

A history major? An anthropology major?

Or even a star-gazer — a college grad who majored in astronomy?

Their college degrees, the most expensive in history, don't "buy" jobs with blue ribbons around them — the kind their classmates who majored in engineering, computers, business or science find at the end of the academic trail.

"A liberal arts graduate," Frank Endicott said, "checks out banks, insurance companies, retail stores — and other places where there's not too much concern over what a person majored in."

Endicott said it isn't that the banks and such are looking for poet laureates or someone to make astrological forecasts. It's just that they have jobs for bright persons who know how to analyze, communicate, get along with people and are willing to learn.

And that kind of person usually is a liberal

arts graduate, Endicott said.

The emeritus professor of education at Northwestern University and architect of the highly-touted Endicott Report on jobs for new college graduates, said:

"Liberal arts graduates must work harder at getting a job, must be willing to accept a job that they probably never thought of — and one that includes on-the-job training."

Endicott, of Evanston, Ill., talked about the harder job hustle for liberal arts majors in connection with his final report on the job scene for the class of 1980. It is his 34th annual report on jobs for new graduates, a field in which he is considered peerless.

Despite the national economic forecasts, 120 national employers surveyed for the newest report said they are not planning any general cutbacks in employment of June college grads.

Endicott found the firms hiring 10 percent above that for the class of 1979 at the bachelor's level; up nine percent at the master's. In another job survey, the College Placement Council found hiring running eight percent ahead of last year. That survey covered 550 employers.

"This means that the firms are hiring in total more college graduates this year than they hired a year ago," Endicott said.

As usual in recent job surveys for new college grads, pickin's are slimmest for liberal arts grads — in terms of numbers of jobs available and in starting salaries.

The fledgling poets and such, for example, start in their nonpoetry and such jobs at around \$13,000 a year, compared to some \$20,000 and up for classmates hired in fields seeking holders of "hot" — in demand — degrees.

So is a liberal arts degree a waste of money and time? The bill, at private universities ranges from \$6,000 to around \$10,000 an academic year now. Times four years, the total that poetry major's degree can cost from \$24,000 to \$40,000.

Is it nutty for parents to stand still and not even start to tear their hair when offspring opts for liberal arts — be it star-gazing, poetry, anthropology, history or some other field not likely to be listed in the employment opportunities in this or any other newspaper?

No, it is not nutty, Endicott says. There's more to measuring a person's success or failure than the beginning paycheck, he said.

"I say to parents to wait 10 years before they make a judgment about their liberal arts graduates," he said.

"The English major was never meant to find a job with a ribbon around it lettered E-n-g-l-i-s-h."

"The purpose of a liberal arts education is to grow intellectually, to open channels, to learn more about all kinds of things — science, math, history, foreign language.

Endicott said just being a philosophy or a history major doesn't mean a person took four years of only one subject. He said the smart liberal arts majors take some math and economics and, if possible, a computer course — "to have that magic word 'computer' on the resume."

Reader wants more letters

Editor:

I have been faithfully picking up the Batt for three weeks now breathlessly awaiting a letter to the Editor, but so far, nothing. You would think that at a school this size, with an enrollment exceeding 11,000 during the summer, one letter would be published.

But no, letters to the editor are hard to come by it seems. Is it the controversy you are scared of? Are you not publishing pro-wear-your-jeans-if-you-re-gay letters? Does Highway 6 not run both ways any more? I realize most Greeks go home during the summer but with record enrollment isn't anyone complaining about them? Is everyone satisfied with the Commons food? Why doesn't someone gripe about the fish walking across the MSC grass? Isn't anyone upset that the racquetball courts are reserved by 8:15 a.m.? Does no one care that you can't park your bike in front of the Commons? Is no one distraught that the Cow Hop is closed on Sundays? Is GTE not screwing up someone's telephone?

Are people just not writing or are you, members of The Battalion staff, not publishing?

C'mon Ags — let's have a little hurrah. Make the Batt more interesting!

Colleen Barnett '81

Editor's note: The Battalion has received exactly two letters to the editor so far this summer. One ran yesterday, yours is the second. It is our policy to print all responsibly written, signed letters and opinions, no matter how much we may disagree with the author. We invite any Texas A&M student to submit a letter at any time.

Tips for recognizing swindlers

United Press International

You're fair game for home-improvement swindlers — if you can't recognize their most commonly used selling schemes.

There are four commonly used schemes, according to Popular Mechanics Encyclopedia. They work so well that they are used year after year with slight variations. Here they are:

The "reco" scheme:

"Reco" — that's short for recommendation (also called referral selling) — is one of the most common home-improvement swindles. The "reco" artist holds out a promise of easy money if you'll act as a company representative. But, of course, you need something to demonstrate. That's where the product comes in, for which you always pay an inflated price and never see a penny in return.

Despite variations, "reco" selling has characteristics that will help you spot it. They usually occur in the following sequence:

The salesman appears at your door unsolicited, or after a phone call for an appointment. He seldom introduces himself as a salesman. Instead, he's a "survey-taker" or he's been recommended by a neighbor.

He brings up an important but obvious issue, for example, that early fire detection is important for your family's safety. The company he represents, he will say, never sells products, but has been authorized to make free installations in a few homes for demonstration purposes. "However, the law prohibits my company from making an outright gift" is a pitch often used.

He'll then ask that you serve as a company representative, making demonstrations and referring customers. You'll receive commissions

and will eventually own the item "free and clear."

The final pitch is to get you to sign papers before you have time to think.

The model home scheme:

This sales pitch is similar to "reco." Again, it lures you with a promise of something for nothing — in this case, something for the exterior of the home ("free" siding, "free" storms and screens, etc.) As with "reco," the price you end up paying is much more than what you'd pay for the same product sold legitimately. However, the promise of commissions for allowing the company to use your home as a "model" makes it seem foolish to pass up the deal.

Often within minutes after you've signed the contract, a truck loaded with supplies drives up and work commences. Why so fast? The law says no contract can legally bind you unless some work is done.

Bait and switch:

One of the most deceptive of all swindles, bait and switch hides behind a mask of respectability. Bait advertising, which offers products at unbelievably low prices, is found everywhere and millions fall for it.

Here's what to look for in bait and switch:

The bait: ads offering products at fantastically low prices. Then belittling of the advertised product by the salesman. Then the switch — demonstration of a better item you can buy for "below its original price." And the ever-present guarantee and paper shuffling to get your signature quickly.

The "special price" pitch:

Workmen appear at your door offering to repair your home at amazingly low prices — in fact, pretty much what you want to pay. Their products vary, but are of low quality and often

"repairs" don't last. They are itinerant, work an area for a few days, and then leaving town fast. If they do give a telephone number, it's an answering service.

Sometimes the workman will say he was turning to his shop and noticed your roof was in need of repair. He says he can do it at a bargain price since it was his last job of the day and "I have to dump all that good material in the truck."

Here are ways to protect yourself against a home improvement swindler:

— Your best bet is to say "no, thanks" to a salesman appearing unsolicited at your door. His pitch is interesting, however, tell him you want to meet him at his company's office.

— If there's anything legitimate about the operation, he'll have an office and you can verify reputation with the local Better Business Bureau or Chamber of Commerce.

— Don't fall for phony credentials. If the salesman says he's an "official," let him wait outside while you call the police or a responsible town agent to have his claim checked out.

— Never sign anything immediately, no matter how attractive the deal seems. Give yourself plenty of time to think it over.

— If you've signed a contract, but realize later you've been swindled, don't let workmen do any work. Once work is done, even partially, you're legally obligated to pay.

— If you're prepared to sign a contract, make sure it stipulates that succeeding parties whom the contract is sold will be legally responsible for all guarantees and liabilities.

— Read everything thoroughly before signing. If you don't understand something, get a lawyer to examine the paper work. Don't let a lawyer examine the paper work. Don't let a lawyer examine the paper work. Don't let a lawyer examine the paper work.



Warped



by Scott McCullar

THE BATTALION

USPS 045 360

MEMBER

Texas Press Association
Southwest Journalism Congress

Editor Dillard Stone
City Editor Becky Swanson
Sports Editor Richard Oliver
News Editor Lynn Blanco
Staff Writers Uschi Michel-Howell, Debbie Nelson, Cathy Saathoff, Scot K. Meyer, Jon Heidtke, Kurt Allen
Cartoonist Scott McCullar
Photo Editor Lee Roy Leschper Jr.
Photographer Marsha Hoehn

EDITORIAL POLICY

The Battalion is a non-profit, self-supporting newspaper operated as a community service to Texas A&M University and Bryan-College Station. Opinions expressed in The Battalion are those of the editor or the author, and do not necessarily represent the opinions of Texas A&M University administrators or faculty members, or of the Board of Regents. Questions or comments concerning any editorial matter should be directed to the editor.

LETTERS POLICY

Letters to the Editor should not exceed 300 words in length, and are subject to being cut if they are longer. The editorial staff reserves the right to edit letters for style and length, but will make every effort to maintain the author's intent. Each letter must also be signed, show the address and phone number of the writer.

Columns and guest editorials are also welcome, and are not subject to the same length constraints as letters. Address all inquiries and correspondence to: Editor, The Battalion, 216 Reed McDonald, Texas A&M University, College Station, TX 77843.

The Battalion is published Tuesday through Thursday during Texas A&M's summer school schedule. Mail subscriptions are \$16.75 per semester, \$33.25 per school year and \$35 per full year. Advertising rates furnished on request.

Our address: The Battalion, 216 Reed McDonald Building, Texas A&M University, College Station, TX 77843.

United Press International is entitled exclusively to the use for reproduction of all news dispatches credited to it. Rights of reproduction of all other matter herein reserved. Second class postage paid at College Station, TX 77843.