

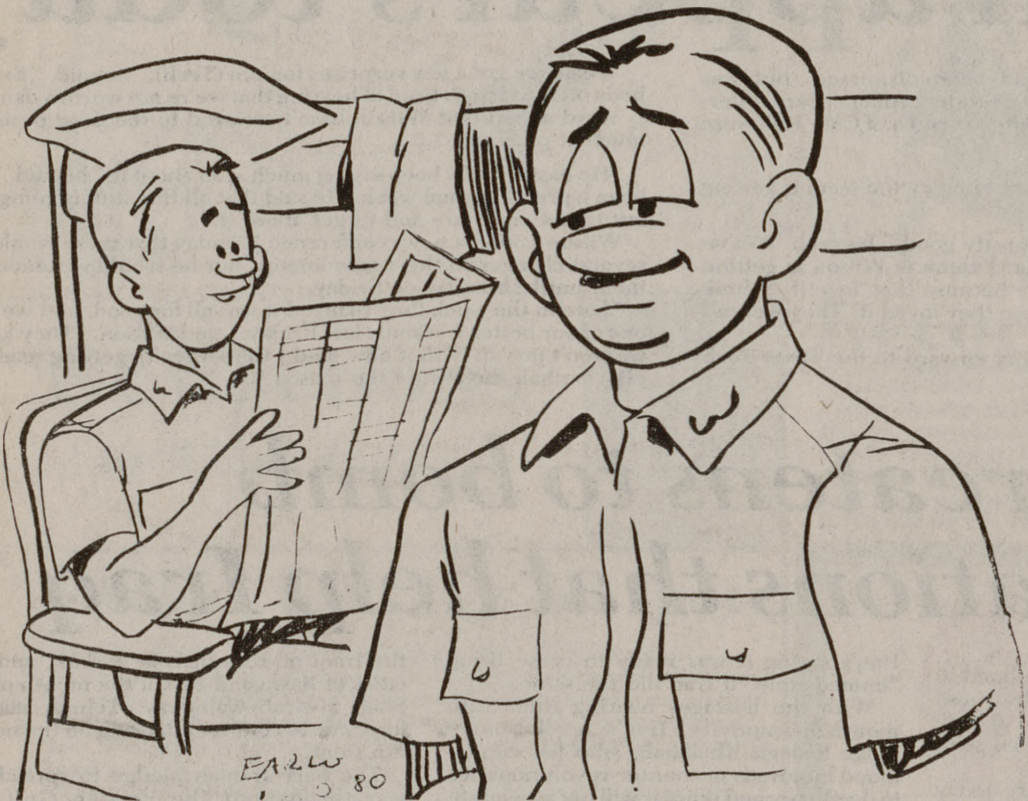
VIEWPOINT

THE BATTALION
TEXAS A&M UNIVERSITY

TUESDAY
SEPTEMBER 30, 1980

Slouch

By Jim Earle



"How did we come out against Open Date U.?"

Anderson candidacy viable only on paper

By DAVID S. BRODER

PHILADELPHIA — What happened to John Anderson here last week was a vivid demonstration of the limits of media politics. I showed the relevance of a political party — even in a non-party age.

Anderson came here fresh from his strong showing in the Baltimore panel interview with Ronald Reagan. His manager, David Garth, ordered "crowd events" for the post-debate day, seeking television and newspaper coverage that would suggest that the long-shot independent candidacy had acquired a fresh burst of energy and support.

By holding a noon event in an outdoor plaza in the heart of Chicago's loop, always thronged with pedestrians, the Illinois congressman was able to draw a crowd of 2,000 that looked healthy to reporters and TV interviewers.

But the evening here was a dispiriting wind-up to what should have been a dynamic day for Anderson. His backers booked the 3,500-seat Civic Center and filled only about 500 of the chairs — a failure that was highly visible on television. The Philadelphia Inquirer headlined, "Empty Hall Swallows Anderson Momentum."

Embarrassed Anderson aides blamed the bust on competition from the Eagles' Monday night football game and the Phillies' appearance on television. But the basic problem was the lack of the kind of "automatic" support a political party can provide for its candidate.

The volunteer Anderson organization tried. It really tried. It bought \$1,500 worth of radio spots to advertise the event — not an inconsiderable sum for an organization whose budget depends on the daily collection of voluntary contributions. Volunteers distributed several thousand handbills promoting the event at downtown locations, and student volunteers at the area campuses were pumped up to compete with each other for the number of classmates they could turn out. Key members of the volunteer network in Philadelphia and its suburban counties were asked to start a "telephone chain" which theoretically could reach thousands of Anderson fans in their homes.

In the end, the only places that turned out were the campuses — and only a few of them. When master of ceremonies John Buckley (a Middlesex County, Mass., sheriff, imported to a city where no local notable is supporting Anderson) called out the names of area campuses, there were cheers from the contingents from prestigious Penn and Temple and Bryn Mawr, but not from the more blue-collar St. Joseph's and Villanova.

The school cheers were reminiscent of an Anderson birthday party rally in Boxboro, Mass., last winter, when he was still seeking the Republican nomination. But the repetition of the device now, seven months later, seemed to measure the failure of the Anderson campaign to broaden its base or build organizational depth.

That is the main reason that strategists in both the Ronald Reagan and Jimmy Carter campaigns here now believe that serious attrition in the Anderson vote is bound to occur. His support grew after the debate and is relatively high here now, sustained so far by Anderson's skill in acquiring free media exposure. But the parity he has enjoyed with the major party nominees in television news coverage is increasingly eroded as Carter and Reagan step up their advertising campaigns.

Without the kind of organizational activity that would tend to reinforce the marginally committed Anderson voters in their inclination to support the Independent, Anderson is likely to be whittled back to his hard-core supporters, his rivals believe.

The irony is that in a state like Pennsylvania, Anderson may suit the voters' natural inclinations better than either of his rivals. Pennsylvania likes to vote for progressive Republicans like Gov. Dick Thornburgh and Lt. Gov. William W. Scranton III.

But at a dinner here two nights after the Anderson fiasco, Thornburgh and Scranton were on hand to cheer — not Anderson — but George Bush, Reagan's runningmate. The ties of party loyalty pulled the kind of crowd that Anderson might well envy, and if the \$80,000 raised or the Pennsylvania GOP was small by the affluent standards of today's Republicans, it would have looked like a small fortune to Anderson.

The same force of party loyalty is operating to help Jimmy Carter whittle the Anderson vote from the other flank. A political loner by inclination, Carter has reached for help to the Democratic mayors of this state — including Philadelphia's Bill Green, who helped Ted Kennedy beat Carter last April in 68 of the 69 wards.

Carter's campaign is also tying in closely to one of the more obscure aspirants on the ballot, Al Benedict, the candidate for re-election as state auditor. Benedict is not a man of renown, but he has a built-in organization of some 800 patronage employees — an army more disciplined and reliable than the Anderson student volunteers.

On television, Anderson looks like a match for his rivals. But in the streets, as the Philadelphia fiasco showed, it is no contest.

Reagan budget cuts failed once before in California

By DIANE CURTIS

United Press International

WASHINGTON — Republican presidential candidate Ronald Reagan is patterning his plan to cut federal spending by \$195 billion over five years on a money-saving scheme that bombed when he tried it in California.

Earlier this month in Chicago, Reagan presented an ambitious program to "balance the budget, reduce tax rates and restore our defenses."

The road to a balanced budget is to be achieved partly with a 2 percent cut in spending in 1981, increasing the slashes to 10 percent by 1985 for a total reduction in projected federal spending of \$195 billion over five years.

The way Reagan plans to accomplish this shearing, he said, is "through a comprehensive assault on waste and inefficiency."

"The old phrase is to cut, squeeze and trim," explained one of Reagan's top economic advisers during a not-for-attribution briefing.

No specific programs are targeted for extinction, the adviser added. Instead, the bloodletting will simply eliminate \$195 billion in "fraud, waste and extravagance."

He did not pinpoint the source of that "fraud, waste and extravagance."

"But the 'cut, squeeze and trim' approach failed when Reagan, as California's newly elected governor, tried it in 1967.

"We are going to squeeze and cut and trim until we reduce the cost of government," he said in his January inaugural address.

"It won't be easy nor will it be pleasant and it will involve every department of government, starting with the governor's office. Any major business can tighten its belt by 10 percent and still maintain the quality and quantity of its operation. So too can government."

What Reagan optimistically proposed was a 10 percent across-the-board cut in all state departments and agencies. But as lawmakers and constituents rallied against the arbitrary slashes, especially in mental health and higher education, the governor backed off from his money-saving scheme and his first budget was 10 percent higher than the previous year's.

During recent stumping in a Polish neighborhood of Milwaukee, Reagan stressed his record as governor and said his economic proposal would work "because it did" in California.

He cited a freeze on government which he promises will be his first act as president — and formation of task forces to look at government agencies and tell us where the extravagance is and how we can cut it down.

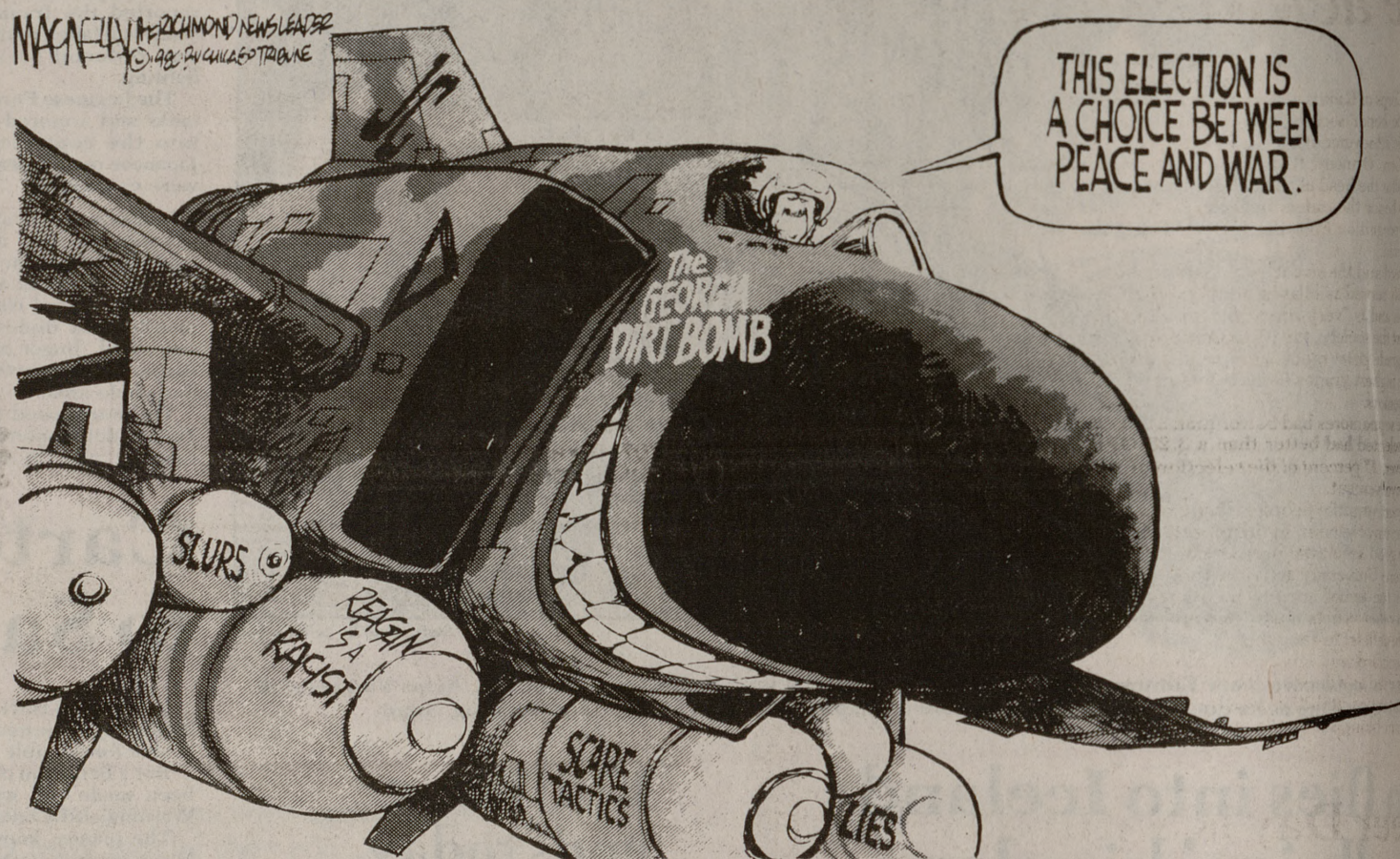
He said his policies restored California's credit rating, eliminated the "deficit" allowed the government to return \$8 billion to taxpayers and cut the average annual spending in half.

He did not mention that he also imposed the largest tax increases in California's history.

But while Reagan does promise a budget, reduced taxes and an increase in social spending, the postnomination campaign has adopted a more restrained tone in its economic promises.

During campaigning for the presidential election, Reagan sold the Kemp-Roth three-year tax cut bill as an economy stimulant that would pay for itself in added government revenues.

Now, he warns that turning the economy around is not easy and "will take time."



It's your turn

Turn down the speakers at Kyle Field

Editor:

I would like to express my congratulations to the Athletic Department for providing the means for those who could not afford a radio to hear the A&M-Penn State game anyway via the sound system in Kyle Field. Although I live over three-quarters of a mile from the stadium as the crow flies, while working in my yard Saturday I found I could hear the roar of the crowd only occasionally in the distance, but that I could hear every word over the PA system just as I heard every note of the taped music played during the three hour "testing" of the same system the previous Sunday. Students who attended the game tell me that the PA system was loud enough to cut through any noise caused by the over-60,000 fans with plenty of volume to spare. I don't know why it was considered necessary to blast out Saturday's proceedings, but now, thanks to the efforts of A&M and the Alamo, those of us living north of the campus can experience the delights of excessive noise pollution on both Tuesdays and Saturdays. When a neighbor turns his stereo up too loud an ask him to turn it down. Well neighbors, here is my request, please turn it down. I hope any responses to this letter will be

more constructive and original than "Highway 6 runs both ways."

Ron Pfau

A&M one of greatest

Editor:

A dream has come true. My love for Texas A&M started the day my brother arrived on campus in 1969. Because he was in the Corps of Cadets, I quickly learned about the many traditions and ideas which surround Texas A&M. At that young age, I decided that I would one day be a part of that institution. In 1969 it was one of the greatest universities around.

However, upon my arrival I was unsure of what to expect. Had Texas A&M changed since

my brother's graduation in 1974? Was the university where the atmosphere was undying loyalty and old traditions? Was the Corps of Cadets still the backbone of a student body? My answer to all of these questions is yes.

Texas A&M has changed; and, it will continue to change. It is a rapidly growing institution that attracts some of the very best students found anywhere. Certainly, no university is perfect. However, my dream is that Texas A&M will always be the great university of the past reflects. As long as the incoming class believe in and uphold the ideas which made this institution great, many other dreams will have their dreams fulfilled.

John J. ...

THE BATTALION

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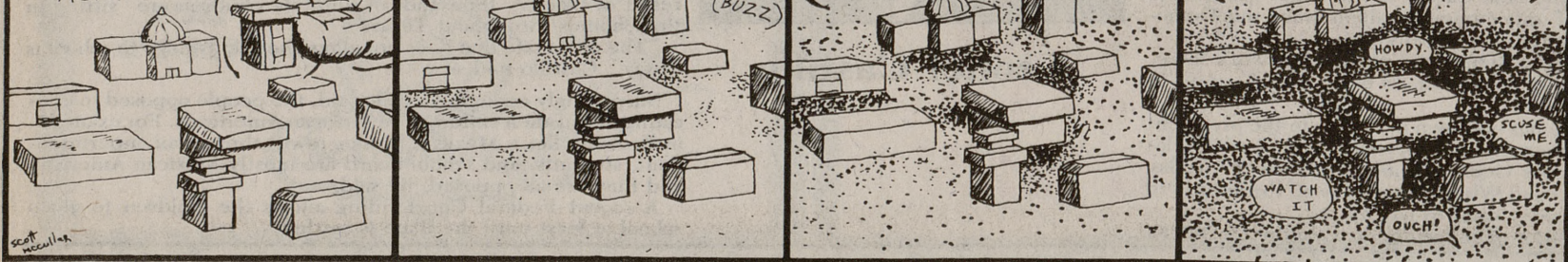
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Warped

BETWEEN CLASSES, AND AT LUNCH, MON.-FRI., GOD KICKS THE ANT NEST KNOWN AS: A&M



By Scott McCullar