

Practical tips for last weeks of the campaign

WASHINGTON — In the course of several dozen phone calls last week to party officials, campiagn managers and consultants of various stripes, I heard a variety of beguiling sugges-tions from headquarters and field people on how Jimmy Carter and Ronald Reagan can improve their chances of winning the election.

With the thought that you would find these tactical tips diverting, I went back through my notes and jotted down some of the things va-rious Republicans and Democrats would whis-per to their candidates if they could get their

For Jimmy Carter:

1) Bring back the hostages. While some cynics would question the timing, there would be such a wave of relief and celebration that you could be humble about your role in their re-lease, in the knowledge that most people would see it as a vindication of your judgment.

2) Bring back Ted Kennedy. The return of his supporters to the Carter column has brought you within reach of victory in most of the big industrial states. The more often you're seen with him, the more he can be persuaded to do for you, the better your chances of winning.

3) Be very Southern in some of your speeches - and Yankee in others. Persuade the folks in Florida, South Carolina, Mississippi and Alabama that your defeat would be a black eye for the whole region; they need a reason to vote for you. Tell the people in New England that you are a lot closer to their kind of moderate policy views than the fellow from California; they're looking for a reason to defect from their Republicanism this year.

4) Get other Democrats with real credentials to criticize Reagan's views - and drop the negative stuff from your own speeches. Let Russell Long or Bill Proxmire attack Reagan's economics; Sam Nunn or John Glenn, his military spending plans. Try to stay on the high road

5) Make a serious presidential address, interpreting the developments of the past four years in realistic terms, including a serious and even self-critical appraisal of the performance of the American government. People need to know you're not so defensive about your record that you can't draw some lessons from it.

6) Give people hope that the next four years can be better; at the moment, the Republicans are monopolizing the optimism franchise.
7) Talk about the fundamental importance of

diplomatic negotiations and peace; it's far and away your best issue. For Ronald Reagan:

1) Keep talking about your commitment to peace; you've stressed it a lot, but people need constant reassurance.

2) Keep your rhetoric as cool as it has been; you don't want to stir any fears — or even a big vote. Your organization will turn out the Republicans and the pro-Reagan independents; let the Democrats worry about stirring up the worry about stirring up the other people to vote.

3) Postpone your next meeting with the fundamentalists until after the election. Carter is getting most of the "born again" vote anyway, and every time you're on television with those folks, it makes the Catholics and the Jews in your target states around the Great Lakes a

4) Bring back George Bush — he's been forgotten. Remind voters he's on the ticket with you. He could be the key in Maine, Connecticut, New Jersey, Pennsylvania and Michigan, and you need those states.

5) Buy some air time for Jerry Ford. He is a credible, effective witness on the subject of how Carter has fouled up the presidency — and his speech is well-rehearsed

6) Schedule some major events with working women in the audience. You're losing the election among women today, but on television, you always seem to be talking to the men in the factories. Women have their own gripes with Carter's economic record; let them tell you why, and then respond.

Reconsider the decision not to debate. You've always done well in debates, why the sudden caution? You're up against the President of the United States, and a lot of undecided voters will stay with the incumbent unless they see with their own eyes that you've got better answers than he does. You may be able to win the election without the debate; but if you lose, it's not like losing the Iowa caucuses, the last place you declined to debate. There's no Nashua to give you a second chance.

Kim grooming son as heir; experts see no major change

SEOUL, South Korea — President Kim Ilsung, the only ruler of North Korea since it was founded in 1945, is grooming his son as his successor, creating a political dynasty more in keeping with Asian tradition than communist

ideology, according to analysts.

North Korea's Workers Party is preparing its first meeting in 10 years and the betting is it will designate Kim Jong-il, 39, as political heir to his

Analysts in South Korea, who fought a bit-ter war with the North from 1950 to 1953, say they know little about the younger Kim and view his rise with mixed expectations.

"In many ways he is more ideological than his father," said one government analyst.

The younger Kim got on-the-job training in running the show in late 1975 and 1976 and is blamed for the August 1976 incident in which two U.S. Army officers were beaten to death with axes by North Korean guards at the truce

line in Panmunjom, 30 miles north of Seoul. South Koreans who try to penetrate the closed society in the North say they believe the younger Kim has opposition and may be challenged when he actually takes power from his father, a transition they say could be several name him as party secretary general

They worry that if seriously challenged at home, the younger Kim might attack the South, where 40,000 U.S. troops are stationed, to bolster his position.

If his takeover goes smoothly, the analysts say, they expect no radical changes in North

'If his power becomes consolidated, he may become more conciliatory to the South," said one North Korea watcher

"He will have to develop the economy and may have to turn to the West and South (Korea) for help. The Communist Chinese and the Soviet Union may not have enough aid for that development.

Another analyst agreed Kim may be forced to put practical matters above ideology when he takes the helm.

"There has now arisen a group of technocrats in the military as well as in political circles," he said. "These technocrats could dampen his ideological enthusiasm and work as a pressure group. We think they will.

Analysts say the younger Kim was designated successor to his father at least five years ago and

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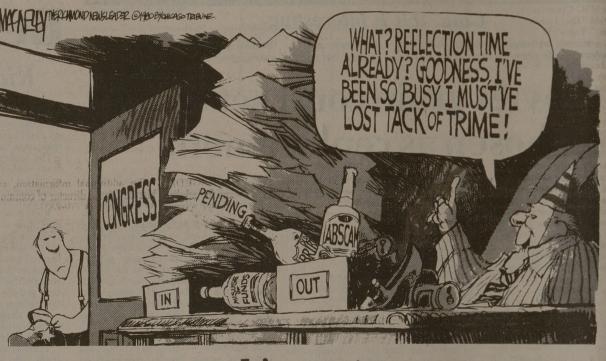
name him as party secretary general.
The younger Kim, believed to be dent's only surviving son, graduated for Il-sung University in 1963, according to in South Korea. He reportedly trained

in East Germany before his graduator similar study In an earlier power struggle, the search organiz Kim pushed aside his uncle, Kim Yong Resources for analysts say. They report that in rece Van Doren Kim Jong-il has specialized in running information su ty's propaganda apparatus, which refer sales figures as "the party center" and heaps praise licenses issued

"The great leader Kim Il-sung," as that time, it was aganda calls him, is 68 and appears a cause all of thes health, although analysts for years have the first time," dered about a growth on the back of the Van Doren Kim now takes care not to have the same benefit - photographed. photographed.

Rep. Stephen Solarz, D-N.Y., the legislator to visit North Korea since met with Kim for three hours earlier the state of t

"He appeared vital and vibrant," Sola "He looked very healthy. He was quite He had a forceful stride and forceful st can only say that I hope I'm in as goods he appears to be when I reach the age



It's your turn

Resident makes the most of Avenue A

After reading your Oct. 8 issue I was amazed that anyone could be displeased with the Avenue A apartment complex. Like Mr. Clapp 1 expected two rooms in my apartment. I found them, the main room and the bathroom. I think the six portable room dividers are ingenious. These dividers provide enough closet space for me and my three roommates. Of course, I shouldn't compare my paltry few articles of clothing to Mr. Clapp's fine and exotic wardrobe. If I may offer a suggestion, Brad, learn to live with a good situation.

I had a problem with studies, too. However, I realized that making cheap excuses didn't help me pass classes. I found a solitude fit for studying in the library.

The apartment complex has many things a dorm has. We have a yell, a great group of guys, a football team, and a tradition of quadding eople who bad mouth Avenue A. The social life (besides a few parties) is left up to the individual. Your dorm won't provide you a social life. If you're a boring person at Avenue A you will be equally as boring in Aston, Hart, or Hotard.

Our system at A&M is a bureaucratic headache: however, when dealing with a great number of people bureaucracy is inevitable. If you don't want bureaucracy go to Rice, Harvard, or Yale. These institutions cost anywhere from \$6000 to \$12,000 a year and they deliver

By Scott McCullar

an education comparable to A&M. Bureaucracy vised to a large extent by government w grows 6% a year; it is here to stay. Learn to live not accountable to the electorate. grows 6% a year; it is here to stay. Learn to live

Five alarming patterns

If we've kept up with the national events of the past years and can recall some of the changes and trends we come to some disturbing conclusions. As noted by William E. Simon, former Secretary of the Treasury, we see five larming patterns:

Observed firstly is the increasing number of assaults on legitimate business, large and small. Paperwork and multiple taxation are slowly eroding the foundations of productivity and technology which are the base of individual economic, political liberty.

The redistribution of confiscated dollars to the severly needy and growing sectors of the middle class is on the increase. As for the former this taxation is largely justified, but not so for the latter.

To finance the growth in spending the tax burden is rising. Methods of spending are de-

Government debt, a measure of the in Karak David Welch of our public servants to act as if driven market principls, continues to drive the

Finally, the U.S. taxpayer finds himsel mitted to paying more and more for life pensions to government employees and class persons.

Thomas Paine observed

.. government, even in its best state. a necessary evil; in its worst state, an intole

Look at your friends, parents, neighbo think of how much of their lives are spent the pockets of government. Do you wa spend over a third of your working hours sidizing virtually unchecked govern

The burden of preventing democracy turning slowly and quietly into a tyran with the individuals comprising that de

William D. Wightma

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