

Slouch

By Jim Earle



"I think we had better sweep the floor."

Selling Reaganomics in TV ad

by Art Buchwald

Sometime back, the Republican Party decided to launch a \$1.7 million television campaign to sell the GOP. They sought out an advertising agency and told them: "We've got to convince the American people that the only way to stop bad breath is by using Reaganomics. We want to show them that the best cure for the 'recession blahs' is a strong dose of supply-side economics. And we have to persuade the viewer that the President doesn't have ring around the collar." The advertising agency boss told them: "You came to the right place. Belch, our creative vice president, has been working on just such a campaign. Show them what you've come up with." Belch went over to a large easel. "Gentlemen, we must treat the Republican Party just like another consumer product," he said. "We have to convince the TV viewer that if he has hemorrhoids it's the Democrat's fault. Now our art department has sketched out a sample commercial. The first one shows actors that look like Jimmy Carter and Tip O'Neill. We will have a lawyer holding a will in which he reads what the Democrats have bequeathed Ronald Reagan, including a recession, unemployment and the highest interest rates in the history of the nation. As he's reading, Tip O'Neill is laughing like hell, and Jimmy Carter has that dumb grin on his face."

The Republican campaign managers studied it. Finally one of them said: "It's

the old Brand X dirty trick gimmick. We're being negative, unfair, and some people would even say unscrupulous. I like it."

Another Republican nodded his head. "It's got the scary message we've been looking for, without the overkill," he said. "It will get the people thinking they're using the wrong deodorant."

Belch said: "We've tested it in Palm Springs, Calif., and 80 percent of the people who saw it said it convinced them to vote Republican."

"That's good enough for us," the head Republican honcho said. "If the Democrats yell foul, we'll know we're on the right track."

Belch said: "If the campaign proves as effective as I think it is, we have some other great ones in the can. We plan to show Carter and Tip O'Neill driving by an unemployment office in a long limousine, and when they see the lines outside they start laughing their heads off. And we will have the two of them walking through a school lunchroom watching the kids eating catsup and chuckling to each other."

The Republicans started slapping their thighs. The chief said: "Gentlemen, we've come to the right agency. You people can have our account. Now let's run it up the flag pole and see how it plays in Peoria."

The first commercial was made. CBS and NBC refused to air it, but ABC decided it needed the money. Also, the independent stations put it on.

To everyone's surprise it wasn't Reaganomics. The head Republican honcho called up Belch in anger. "Your warehouse is full of supply-side economics. Our sales are just a trickle. What's wrong?"

"It takes time for a negative message to sink in," Belch told him dejectedly. "You have to play it over and over."

"Baloney," the Republican honcho said. "Everyone thinks we're doing a good job for probate lawyers. We keep calling from people asking if we want their will. Besides, every time the thing shows it reminds the voter we're in a recession."

"But you people said you wanted to blame all the country's economic ills on the Democrats."

"You guys couldn't sell a Chrysler to Lee Iacocca."

"Look," said Belch desperately. "Maybe the commercial isn't doing what we hoped it would. We'll redo the campaign by being more positive. We could show the President eating beans in the Oval Office, and then turning into the camera and saying 'The nation you have to ask yourselves is you better off today than you were years ago?'"

"Don't bother," the Republican honcho shouted. "Your agency is fired."

"But why?" Belch asked. "Because, thanks to your stupid commercial, everyone in Peoria is now voting for the Democrats."

Militant marches in Washington again

by David E. Anderson  
United Press International

WASHINGTON — Last week, two separate groups converged on the streets of Washington, singing and chanting their displeasure with the administration and the Congress.

Demonstrations are not unusual in the nation's capital — there is at least one a month on various causes ranging from the large antiabortion demonstration every January to the equally large Gay Pride march in June.

But last week's two demonstrations, sponsored in turn by the Southern Christian Leadership Conference and ACORN (Association of Community Organizations for Reform Now) were different.

The difference, at least in part, stems in some way from the very sense of déjà vu they created — a recalling of the protests, and the militancy, of the 1960s and early 1970s.

That sense of militancy, born of political frustration and a feeling of alienation from the political process, has largely been absent in the political debate of the last two administrations.

In addition, however, and perhaps more important in the long run, is that neither of the two protests really centered on Washington.

While many believe the New Left died with the passage of the landmark civil rights legislation and the end of the war in Vietnam, instead, many organizers and leaders simply shifted their emphasis away from Washington and to the local level.

Both the voting rights march and the ACORN squatters campaign were and continue to be based on local, community organizing and incidents. Washington exists primarily as a place to focus nation-

al media attention on the issues.

And while the immediate objects of the demonstrations are Reagan administration policies — especially as the effect the poor — the underlying thrust of mobilizations is aimed equally at the Democrats.

Mayor Johnny Ford of Tuskegee, Ala., made that clear in a brief speech to the SCLC marchers as they gathered in Lafayette Square to press not only the voting rights issue but the whole question of justice for the poor.

"We are here to send a message," he said, "to the boll weevils: if you don't vote for us now, we won't vote for you in the fall."

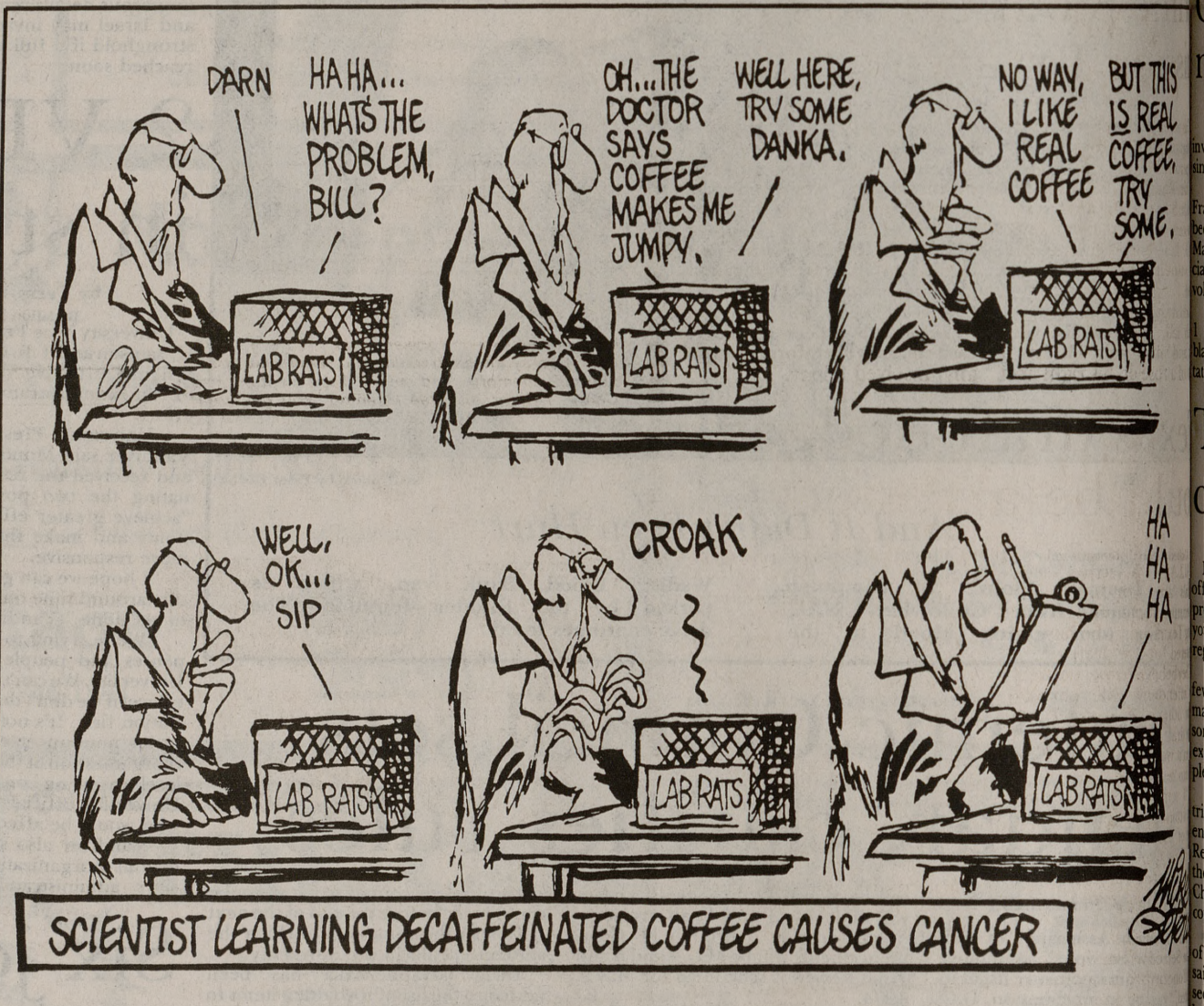
A similar message, in even more militant terms, was sent by ACORN to the mid-term convention of Democrats in Philadelphia.

ACORN, which for a number of years has engaged in efforts to bring more low income people in the party's decision-making process, continues to be angry at what it believes is the Democrat Party's taking for granted of its natural constituency of blacks and the poor.

Similarly, the mass nuclear disarmament rally in New York early in June — planned and led by veterans of the civil rights and anti-war movement — purposely refused to allow any potential presidential candidates to speak to the throng.

Although much better connected to traditional politics, like the voting rights marchers and the poor people represented by ACORN, it has its militant edge — represented by those 1,600 in New York and 1,300 in Livermore, Calif., willing to commit non-violent civil disobedience for the cause.

And that part of the movement, still, is without a visible electoral political vehicle or voice.



Letters: Power of courts growing

Editor:  
How much longer can our freedom strain under the power of the American judicial system? The U.S. courts are wielding enormous power which is growing at an alarming rate. Witness two recent cases:

(1) Last week, the U.S. Supreme Court by a vote of 5 to 4 ruled that the children of illegal aliens are entitled to a free public education. This decision can do nothing but encourage illegal immigration. More importantly, it will place a huge burden on the American (in particular Texan and Californian) taxpayer. The decision was based on a number of reasons, one of which that the educated children will become more useful to society. This is true, but does this justify supporting a faction of society which does not belong here?

(2) On Monday, John Hinckley was found not guilty on 13 felony counts including the attempted assassination of the President of the United States. Through national television, it is clearly evident that Hinckley did shoot President Reagan. However, Hinckley entered a plea of not guilty by reason of insanity. Now, Judge Barrington Parker, presiding over the trial, told the jury that Hinckley must be found sane beyond a shadow of a doubt to be convicted. This set forth the government prosecutors with an almost impossible task. How can

anyone who attempts to assassinate a president be proven completely sane? Today, psychiatrists are having trouble defining and proving sanity in general. It may be true that you are innocent until proven guilty, but are you insane until proven sane?

Perhaps a constitutional amendment should be formed to check the power of the "untouchables" — our federal judges. The impeachment process has proven to be an unsatisfactory method of restricting their power. However, if such an amendment is made, we can only hope that the Supreme Court will not disregard or twist its meaning as they have done with much of the Constitution.

John Paul Skinner  
Class of '83

Send illegals home

Editor:  
First, I want to congratulate Bernie Fette on his column regarding the education of illegals. It expresses a valid viewpoint. Children born here and children of legal immigrants have a right to a free education. As for illegals, we would do

better to spend our tax money to ensure that they are deported back to their own country where their children can receive an education. This would avoid creating a sub-class of people who believe that they are rewarded for breaking the law. It would also help force employers to pay decent wages for currently low-paying jobs to people who would report income and pay taxes.

Mr. Fette deserves more congratulations however for expressing his opinion despite the danger of incurring the righteous wrath of those in the open-minded sector such as Mr. Vanvelzor who are "sick of the stupidity" of one who disagrees with them.

Well, Mr. Vanvelzor, many of us are "sick" of the hypocrisy of people who preach open-mindedness and diversity of opinion and then label anyone who disagrees with them as "jack-asses" or "brown shirt sleeve, sheet-covered burners." If this is tolerance, then we can do without it.

You are entitled to your opinion, Vanvelzor, but so is everyone else. Agree if you like, but you are not the possessor of all truth. There are arguments for the education of illegals, but bitter, pointless attacks only serve to discredit those arguments.

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