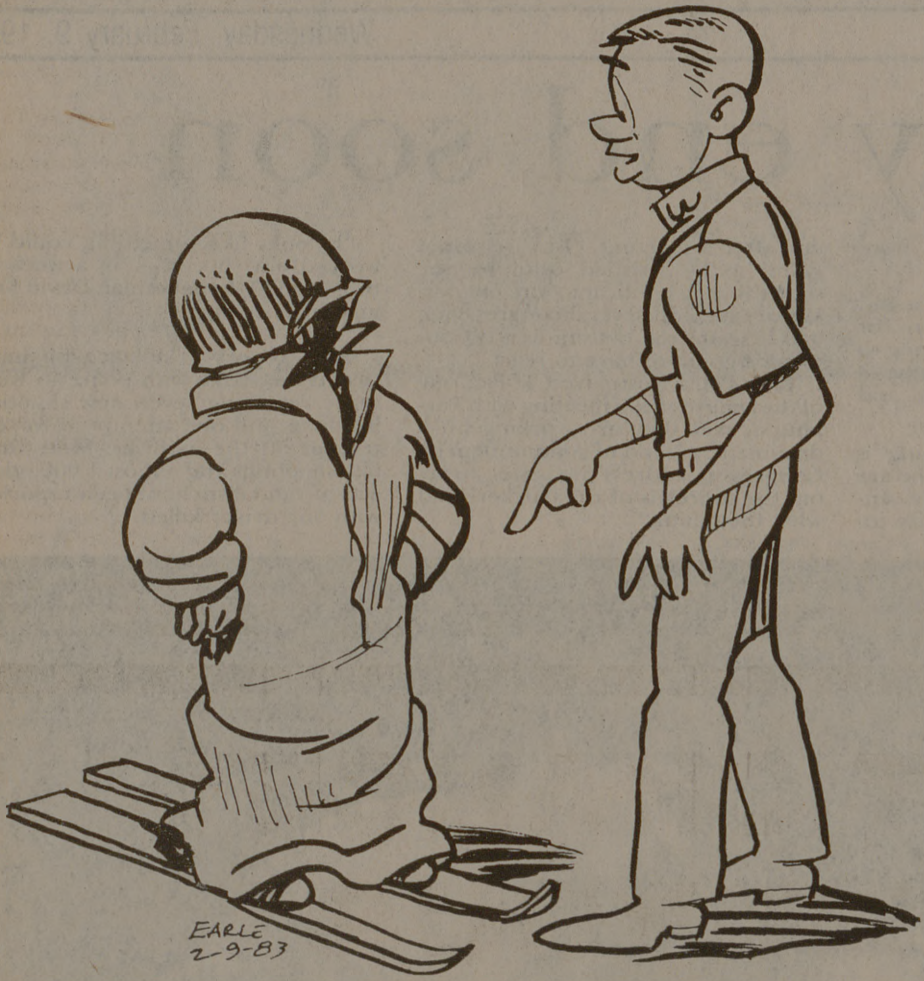


Slouch By Jim Earle



"I think he'd be more likely to believe your hardship story about wanting to leave early for the weekend if you took them off during your visit with him."

The selling of Euromissiles

by Maxwell Glen and Cody Shearer

Western Europeans last week received the first dose of a last-ditch sales campaign for two all-American products. But the United States effort on behalf of 572 cruise and Pershing II missiles runs the risk of polarizing a continent already divided over nuclear deployment. In some quarters, it may only give credence to arguments that underlie much of the opposition to NATO's pending nuclear force modernization. President Reagan himself dispelled doubts that his recent "open letter" to Europe was anything but the start of an intense public relations war. Much to the chagrin of some administration officials, and probably Vice President Bush, who read the letter in West Berlin, Reagan admitted Tuesday that his call for a U.S.-Soviet summit on intermediate-range nuclear missiles was nothing new, "simply" a response to their (the Russians') vast propaganda effort that would try to discount our legitimate proposal for arms reduction" (also known as the "zero option").

In essence, the dramatics of Bush's tour are merely examples of what's in store for Western Europe. Reagan's 1980 campaign media adviser, U.S. Ambassador to Ireland Peter Dailey, has been making almost weekly trips home to oversee a multi-agency effort to coordinate and enhance U.S. communications on nuclear policy to Europe. According to one government official involved with the project here, the U.S. hopes that a systematic but subtle barrage by spokesmen and media will neutralize Yuri Andropov's efforts and encourage key European governments to give unabashed support for deployment. Britain's Thatcher government seems to have taken the Reagan administration's cue, already negotiating with the J. Walter Thompson agency of New York and London on a \$1.5 million-plus advertising push for the U.K.'s nuclear strategy. Yet, as an outraged House of Commons demonstrated in response to the government's media plan, heavily political "communications" have their limits. In Britain, the ongoing protest at the U.S.'s Greenham Common Air Force Base, where 96 cruise missiles are to be installed, has captured the imagination of a generally pro-American public. To view those Britons who oppose "modernization" as an overpublicized fringe ripe for media counterinsurgency is to underestimate the depth of the opposition. (A Market Opinion and Research International poll found last month that while 72 percent of the British population rejects unilateral disarmament, 54 percent wants the cruise banned.) Dutch opposition to the four-dozen cruises planned for Holland is church-based, almost universal and therefore only more resolute. The Dutch parliament has voted twice against domestic deployment and is expected to do so again. Even U.S. officials consider Holland a likely "No Sale" (a Dutch Labour Party spokesman called Bush's visit to The Hague "childish and worthless," and the nation's media virtually ignored it). While the Church has also proved in-

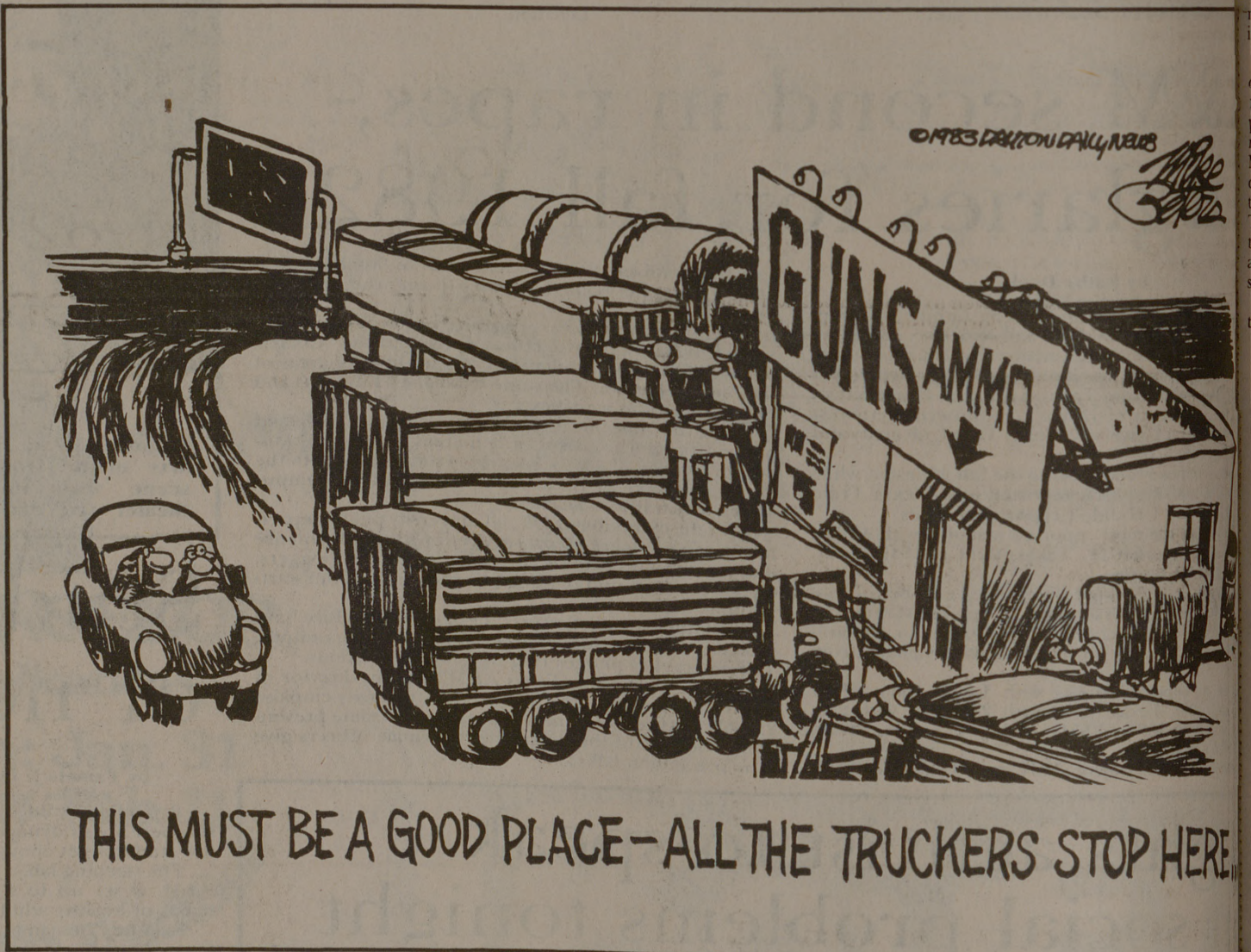
fluent in West Germany, the German opposition to the medium-range missiles has broader elements. For their part, U.S. tacticians hope to counter anti-phobia and exploit a "deeper" allegiance to the U.S.-German alliance, much they did during the controversy over fielded nuclear weapons during the '50s. Since then, however, a younger generation of Germans has come of age freed of an earlier era's shame, dented by the Americanization of culture and anxious to assert its own determination. The Green Party is the most colorful manifestation of angst that rejects taking orders from outsiders, Russian or American, and applies to smokestacks as well as warships. This background is the biggest challenge for the razzle-dazzle Reagan administration. While the pitch for European acquiescence may be subtle and local, it will surely antagonize the very sentiments that have fed Europe's anti-nuclear resistance. Perhaps worse, the American push for Pershing II and cruise seems rather dated. West German elections, viewed as a possible turning point in that country's missile future, are only a month away. Peace organizations have years of marches and maturing behind them. A sentiment of America's NATO domination won't dissolve overnight. European activists could have told Reagan administration that for both perpowers a sincere commitment to Geneva's arms talks would have been the best public relations imaginable.

U.S. 1984 budget — book of the year

by Art Buchwald

The most important book published in Washington this year is titled, "The Budget of the United States Government Fiscal Year 1984." I haven't had time to read it myself, though I've browsed through it to see if my name was mentioned. But I asked a friend who reviews fiction and nonfiction for The Washington Post what he thought of it. "It's the best book I've read this year," he said. "Frankly, I think it's going to be another 'Winds of War.'" "That good, huh?" "I couldn't put it down. I kept turning the pages to see what government program would be cut next. It's more frightening than 'Rosemary's Baby.'" "You mean it's a thriller?" "More of a whodunnit. Or, specifically, who's doing it to whom. It's about money and power, the struggle for survival, death and taxes and man's fate in a world he never made." "Any sex?" "The military chapters are very sexy, particularly the love scenes between the President of the United States and the new weapons that the Pentagon has seduced him into buying." "You mean the President of the United States is in bed with the military-industrial complex?" "All through the book. Some of the scenes between them are so hot, that Tip O'Neill has threatened to ban the book in Boston." "Does the President's wife know he's in love with the new weapons?" "Everybody knows. But the President

says he has to do it in the name of national security." "Is that the main plot?" "No, it's just one of the subplots. The main plot is about a rich Uncle, who has lost so much of his money that he is down and out and in debt up to his ears." "How did he fall on such bad times?" "He was caught up in a recession and couldn't pay his bills. Finally he got so sick that the President's doctors had to operate to save his life. They cut everything down to the bone, and froze everything they couldn't cut." "Does he live?" "In the book he does. The President's doctors maintain they just removed the fat, and although the patient will have to suffer pain, it's the only way he can get well. The White House doctors admit the medicine they've prescribed is a bitter pill to swallow, but the Uncle is now on the mend." "Well tell me this. Does it have an upbeat ending?" "All budget books written by a President have an upbeat ending. This one predicts in 1986 the Uncle will be fully recovered and regain his fortune again. And everyone will live happily ever after." "Will it make a good movie?" "It's been optioned by all three TV networks. They don't know yet if they'll make it into a soap opera, a docudrama or a situation comedy." "If the book is as good as you say it is, I hope they don't ruin it when it comes to the screen." "The networks usually do."



House Democrats take charge

by Don Phillips
United Press International

WASHINGTON — After two years in the political sun, the House Republican party is trudging back into its old life as a true minority. In fact, Democrats, who firmly control the House this year, are using the meat-and-philosophy of politics to chop the Republicans back into an even more important minority than their 38.2 percent share of the House would indicate. The first two years of the Reagan administration were golden ones for Republicans. Riding the crest of the Reagan wave, it didn't seem to matter that they had only 192 of the 435 House members when the 97th Congress convened in 1981. With the help of a popular president, a Senate in GOP hands and enough conservative "Boll Weevil" Democrats to give them a majority on key issues, Republicans began acting like a majority. Democrats, after being swept aside on numerous votes, stepped back into the traditional role of a minority, offering ideas that they knew would fail, for the single purpose of getting their views on the record. Republicans romped while Democrats covered. "I had some fun for two years," House

Republican leader Robert Michel said. "There were some happy days because we were on top of the situation." But with the dawning of the 98th Congress this year, times have changed for House Republicans. The downhill slide actually began in mid-1982 when they began losing key votes. High unemployment and a deteriorating economy sliced into Reagan's popularity and appeared to turn public attention away from budget-cutting and toward fear for the economy and their own jobs. Reagan's veto of a supplemental appropriations bill was overwhelmingly overridden by both the House and the Senate. Historians may record that Sept. 9, 1982, override as the turning point in GOP fortunes. But it was the 1982 elections that hammered the GOP back into a minority status, both by electing 26 new Democrats to the House and by placing new fears in the hearts of those Republicans who survived. The party count in the House now is 267 Democrats, 165 Republicans and three vacancies. When Congress convened this year, Democrats took three steps to be certain that Republicans do not regain even a hint of their former power. First, the Democrats cracked the whip

on their own party's discipline. They moved the most active of the Weevils, Rep. Phil Gramm of Texas, from the House Budget Committee effect forcing him to switch parties. Maining Boll Weevils said they got message and will toe the line closely. Next, Democrats adopted new rules that would tighten many traditional minority rights. The most important change involves restrictions on appropriations bills. Traditionally, unrelated amendments have been attached to yearly money bills as a means of accomplishing social goals ranging from antiabortion bills to a cutoff funds for the Vietnam War. Finally, Democrats packed key House committees with liberals of their own and held down the ratio of Republicans on the key committees — Ways and Means, and Rules. The Energy and Commerce Committee, which will handle environmental, health and other legislation this year, went one step further by packing subcommittees with Democrats. The Democrats were successful. House Republicans now are in a minority. "Up to this point, I haven't had to be happy about," Michel said.

The Battalion
USPS 045 360
Member of Texas Press Association Southwest Journalism Conference
Editor: Diana Sultenfuss
Managing Editor: Gary Barker
Associate Editor: Denise Richter
City Editor: Hope E. Paasch
Assistant City Editor: Beverly Hamilton
Sports Editor: John Wagner
Entertainment Editor: Colette Hutchings
Assistant Entertainment Editor: Diane Yount
News Editors: Daran Bishop, Jennifer Carr, Elaine Engstrom, Johna Jo Maurer, Jan Werner, Rebecca Zimmermann
Staff Writers: Maureen Carmody, Frank Christlieb, Patrice Koranek, John Lopez, Robert McGlohan, Ann Ramsbottom, Kim Schmidt, Patti Schwierke, Kelley Smith, Angel Stokes, Tracey Taylor, Joe Tindel
Copy editors: Jan Swamer, Chris Thayer
Cartoonist: Scott McCullar
Graphic Artists: Pam Starasnic, Sergio Galvez
Photographers: David Fisher, Jorge Casari, Ronald W. Emerson, Octavio Garcia, Rob Johnston, Irene Mees, William Schulz
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. The Battalion also serves as a laboratory newspaper for students in reporting, editing and photography classes within the Department of Communications. 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 and 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, or phone (713) 845-2611.
The Battalion is published daily during Texas A&M's fall and spring semesters, except for holiday and examination periods. 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.