The Battalion

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Election '84 **Presidency becoming** impossible, prof says

SAN ANTONIO — The winner of the 1984 election — whether it be incumbent Ronald Reagan or chal-lenger Walter Mondale — will lead an extremely unpopular administra-tion and will not be able to solve the nation's economic and foreign policy problems, a political science profes-sor say.

sor says. "Whoever wins in November will have all hell fall in on them," said **Trinity University Professor Harold** Barger, a former newsman and po-litical writer. "The roof will just cave

In his book, "The Impossible Presidency" (Scott Foresman & Co., \$10.50), Barger argues that no one can live up to the expectations of America's highest office, which he described as illusionary and entwined with myths, symbols and ritu-

For Barger, the president best suited for such an impossible office is Reagan, "the perfect, quintessen-tial media president. He makes (John F.) Kennedy a piker." Barger calls Reagan a superb ac-tor and refers to him as "President

Feelgood." He gives the president low marks on the environment and foreign policy — citing the Beirut massacre, Central American policy, attitudes toward the Soviets and the invasion of Grenada, which he described as "more symbol than substance

"Our foreign policy has had no fo-cus at all, but Reagan has made us feel like we're standing tall again," Barger said. "American foreign pol-icy has suffered great set backs."

"Reagan is a very nice guy, an in-credibly charming, warm personal-ity." Barger said. "But his life has been spent recreating images. He has a Pollyanna view of the world -black and white, good and evil. He's. not well read and he's not a thinker.

He's very powerful in getting through to Joe Sixpack." Barger, a reporter for the Cleve-land Plain Dealer and the Chicago Tribune in the late 1950s and early 1960s, does not blame the media for Reagan's success at illusion. Instead, he blames the public's perception of the office.

the office. "Americans like politics like a spectator sport," he said. "The presi-dency creates unrealistic expecta-tions. People expect a charming, witty, god-like person. "It's never been the office we imagined it to be. The public doesn't understand how weak the office is." In fact, "The Impossible Presi-dency" concludes that presidential power is more tenuous than ever;

power is more tenuous than ever; that the office is not as powerful as the public believes.

And Barger said the next president - be it Reagan or Mondale will not be able to conjure "webbs of sion" because the nation's problems are becoming so apparent. "He (Reagan) will have a very

"He (Reagan) will have. A sec-ond term will be hell," Barger said. He may be in for a real race."

And he said Mondale, who does not have Reagan's power of illusion, will be unpopular, a one-term presi-"I'm a real pessimist," admits Barer, who claims no American presi-tent can be effective without a revi-

sion of the U.S. constitution. "Richard Nixon was the last really good, qualified president," Barger asserts. "His demise was that he tried to make the power work. He had to subvert the Constitution to use the

power. Barger claims that some of the greatest presidents — Abraham Lin-coln, Harry Truman, Franklin Roosevelt — had to step outside Constitutional bounds to be effec-

The president has to be a bastard," he said.

LEAS - The platforms write

and dividends. mocrats say they can take revenues ordening the tax base, closing loop-and simplifying the tax code while ing tax rates. ficit Reduction epublicans would work toward a hal-d budget by cutting spending — al-gh they mention no specific cuts — by promoting economic growth. They fically reject any tax inscreases. Emocrats propose to 'reassess' de-e spending, create an 'adequate and tax system, control health costs and minate other unnecessary expendi-

atforms differ in words, s

mocrats question the safety an of nuclear power and call for

Vendors to 'snag' conventioneers

United Press International

DALLAS - Jim Johnston is uniquely wired for the Republican National Convention.

Johnston creates novelties and jewelry from barbed wire. His company - "Texas Purties" - was the first in the nation to market goldplated wire swizzle sticks, still a hot fler in gift shops nine years later.

His firm also makes napkin rings, bracelets, lapel pins and boot tacks from the same plentiful wire, cre-

ating paraphernalia with which Johnston hopes to snag-Republican buyers.

"Our first and best items are still the swizzle sticks," he said. "Fifty percent of our business comes from tourists or people outside of Texas.

They want to take a bit of Texas home Johnston, 45, has a degree in art advertising but quickly found he was

not the technician he needed to be. "So one day, I was fooling around with some antique barbed wire from

my brother's ranch, trying to figure out what to do with it, when the idea came to gold plate it.

"My wife later suggested we chop the wire into small segments and sell

the pieces as swizzle sticks." The business has grown larger through the years, He now makes a specialty line of belt buckles for con-

tract customers across the nation. The buckles retail for an average of \$50 to \$75 with the most expensive 14-karat versions going for thousands of dollars.

A lot of big spenders will arrive with the Republican deluge, he figures.

"But our primary market will not be for the big-time spenders. We're concentrating our efforts in the \$20 range, Texas-oriented impulse items.

One popular impulse item, he hopes, will be buckles carved with profiles of President Reagan and Vice President Bush.

The item will be featured in the GOP's fund-raising catalog.



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