

# Opinion

## Take a hike

Gulf States Utilities, College Station's supplier of electricity, has been authorized by federal regulators to increase rates 40 percent. GSU, facing bankruptcy, is pleading for sympathy. College Station, facing the highest utility rates in the state, should not be fooled so easily.

If the increased rates go into effect, it will mean a substantial rise in electric bills for College Station residents, including most Texas A&M students.

The College Station City Council should consider breaking the city's contract with GSU. Implementation of the rate increase could scare off new businesses looking to locate in College Station. If College Station hopes to lure industry into the area and bolster the floundering local economy, it must keep utility rates competitive with those in other communities.

While College Stations rates have been climbing steadily, Bryan has temporarily reduced electricity costs. The difference in power costs could cause College Station to lose vital industry to its neighbor.

For too long GSU has been pushing off its rising costs for the River Bend nuclear power plant in Louisiana on Texas consumers. College Station residents have done their part in keeping power costs down through the city's load management program. The effort, while successful, is not enough to combat the proposed increases.

College Station has tolerated GSU's lack of consumer concern long enough. The city needs to fight its way out of the GSU contract. College Station should tell GSU to take a hike, not vice versa.

The Battalion Editorial Board

## What to expect from the Corps of Cadets

Howdy Aggies! Being an old dead senior from ages past (last year), I have the ultimate perspective on life, the universe and everything. This includes many facets of life too numerous to mention, so I must limit myself to the Corps of Cadets and what anyone who invests their time and energy into such an enterprise can expect.



Mark Ude

abandoning any study time whatsoever. This leads to the excuse that the Corps causes bad grades and does indeed affect the sleeping habits of cadets in their classes.

This leads to another aspect of the Corps — image. Cadets are the most visible students on campus, and therefore are SEEN falling asleep in classes. This should be clear to all in the Corps, and for good reason, because when people are looking at them, they must be on their best behavior and look their best. One should make an effort to do so, in or out of uniform. This includes on and off campus, at A&M and the University of Texas. This is another trait that increases one's ability to apply for a job with reasonable chance of success.

The other important aspect of Corps teachings is learning human behavior. In an average freshmen class, there is a wide variety of personality, from the country farm to the big city, native Texans and Yankees, red-blooded Americans and foreigners. Each of these people in the class must learn to work with each other, understand common problems, misunderstandings and prejudices. This leads to some lasting friendships, both in the class and throughout the Corps.

Besides the lasting friends of one's class, there is also the rest of the outfit, the rest of the major unit, and others, including non-cadets.

Mark Ude is a senior geography major and a columnist for The Battalion.

The biggest benefit of the Corps of Cadets is the ability for students to work with incoming freshmen and build their self-confidence. This shouldn't be taken lightly. While many freshmen are already self-confident, many more are not and could use the practice. While working at the Military Procurement Center this summer, I saw all types of freshmen and a good number were like lost lambs. The philosophy of performance under fire is applied and continues for the first two years. There is something to be said about completing a difficult job, especially under pressure, whether it is just shining shoes before an inspection or undergoing a class project for the Corps "brass."

The knowledge that any job can be accomplished with just the right amount of sweat and spirit leads to an aura of assertiveness which does not come easily to non-cadet freshman. This assertiveness will continue to grow as one takes on further responsibilities, which include leadership and training of future freshmen. This attitude will be useful throughout the rest of one's life.

I am not one to say that every guy who goes into the Corps will become a real man. But in all fairness, the Corps will help the freshmen who were passive in high school, and didn't involve themselves with many school activities. The Corps provides the opportunity for any person to succeed. And the temptation to remain passive is hampered by the older students pressing complete involvement in class activities.

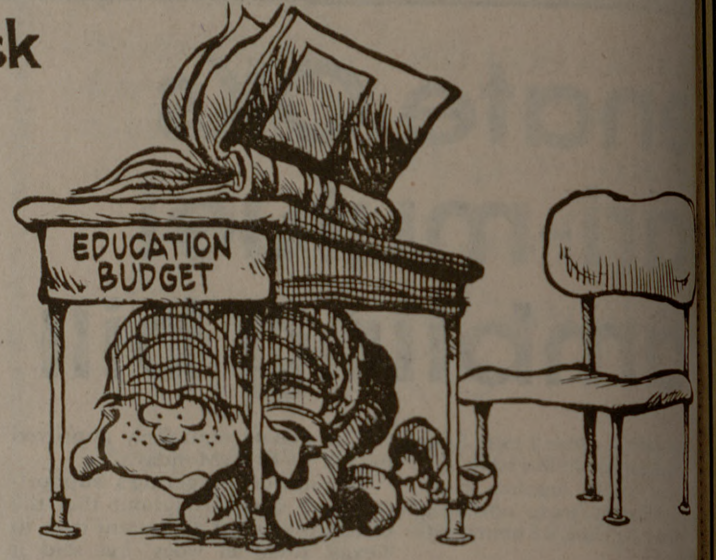
The next advantage the Corps has for poor, innocent newbies is enforcing discipline. The Corps is not for everybody, and those who leave do so because the pressure on time and other commitments is too great. Priorities are taught, but not always learned.

Believe it or not, the Corps wants its members to make good grades and not just to rub it in the noses of non-cadets. Grades always are emphasized first, then Corps activities. Through increased pressure again, one learns how to assign priorities and manage time. Some never learn, while others thrive on procrastination and live on borrowed time. Some even major in the Corps,



# Classroom Drill

1. Crawl under desk
2. Kneel on floor
3. Arms over head
4. Wait out Texas Special Session

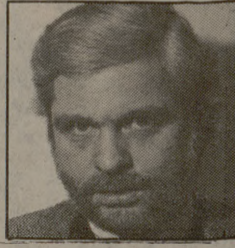


MARGULIES  
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## Tobacco industry perpetuate cigarette lies through ads

If Janus, the two-faced god, had not been created by the Romans, the month of January would be named after cigarette advertising.



Richard Cohen

Like Janus, it can look both ways. To its clients, the industry claims both effectiveness and huge fees, while to cigarette foes it says its advertising does nothing much. Its humility looks a lot like hypocrisy.

This is the argument advanced straight-faced by the cigarette industry in the face of a congressional attempt to ban cigarette advertising. In essence, the industry and its allies in advertising and magazine publishing claim ads do not lure new smokers into the habit, but merely vie with one another to convert existing smokers to another brand.

Who is to say they are wrong? Surely, more than advertising makes a smoker. In my case, it was an attempt to become an adult by doing something restricted to them. My guess is not much has changed since those days — and that some kids would start smoking even if there were no advertisements encouraging them to do so. It is enough that adults forbid it.

But it also makes sense that advertising reinforces peer pressure. If a kid thinks cigarette smoking makes him either a man or more of one, he need only peek at an ad for confirmation. There he can see smokers engaged in all sorts of manly pursuits, everything from hanging off cliffs to looking off newspaper dispatches from a desert on, of all things, a Hemingway-era portable typewriter.

For girls, the messages are different. In some ads, smoking is equated with a liberated lifestyle. For sure, they have come a long way — all the way to the emphysema ward. Often, smoking is linked with romance. For instance, one ad for Parliament shows a couple on a balcony overlooking a nighttime sea. He, tall and well-dressed, is looking down at her — maybe because she is holding a cigarette the size of a railroad spike.

In the law, something called commercial speech is recognized as a distinct category. The term applies to such things as ads which entice the reader to make a commercial decision — buy a product.

There is no question that commercial speech, as opposed to other kinds, does not enjoy full First Amendment protection. For instance, the First Amendment notwithstanding, you cannot advertise a phony cure for cancer.

Cigarette advertising could fall under the heading of commercial speech and there is little doubt that Congress, if it had the will, could find the way to ban it.

It's obvious that if cigarettes were introduced today the government would ban them. Not much of a case can be made for a product that is addictive and causes disease.

But cigarettes have been with us ever since Capt. John Smith lit up in Virginia, and a whole industry has arisen around them. In some parts of the country, tobacco is an important cash crop and it seems that as long as farmers grow it and Jesse Helms is in the Senate, cigarettes will be sold.

As any former smoker can tell you, one reason he or she quit was the stares from non-smokers — the disgrace, the recognition of weakness. What was once an accepted habit is now considered gauche in some quarters. If you smoke, you are a fool; but worse than that, you either inconvenience or endanger the people around you.



Unfortunately, plenty of evidence suggests that smoking remains so chic especially among blue-collar groups — and that includes lots of kids and, particularly, for some reason, girls.

Even if they seduce not a single smoker, ads tell both the potential smoker and the current smoker that smokable smoking is acceptable. See yourself: It's advertised. If nothing else, a government ban on cigarette advertising would be another way of saying "We disapprove."

The tobacco lobby, the advertising industry and those parts of the media rely on cigarette ads (look at the cover of many magazines) claim they are only preaching to the converted. True, so what?

The suggestion of a healthier, more active life through smoking is, in essence, no different than a phony cancer cure and should be banned for the same reason: It's a lie.

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