Editorial

Reagan's venture into Iowa limelight wise political move

Iowa Democrats are in an outrage about President Reagan's visit to their state Monday. David Nagel, Iowa's Democratic chairman, called it a "stunt not worthy of a president."

No one can deny it was a political move, but it seems to be a smart one on the part of the president. On a day when all attention was turned to Iowa and its caucuses, Reagan was wise in trying to steal part of the media show away from the eight Democratic contenders and focus it on his own campaign.

The president has no serious competition for the Republican nomination and, as a result, almost all the national campaign coverage has focused on the Democrats. A poll in Sunday's Des Moines Register showed just what impact that can have on an election.

The paper reported that Reagan's popularity has dropped 12 percentage points in the Hawkeye State since Jan. 1, reaching a new low of 40 percent. His disapproval rating — an accounting of those who strongly disapprove of his performance in office — now stands at 43 percent in Iowa.

Those same polls in the Register also show Reagan trailing Democratic front-runner Walter Mondale by 14 points and John Glenn by 11 points in head-to-head races. Reagan and Mondale were running almost even less than two months ago.

This dramatic change in the president's standing clearly can be attributed to the prominent coverage given the eight Democrats who have gone around the country making almost every possible allegation against the incumbent. Unfortunately, the lack of coverage of the Republican race does not give the president a chance to respond. It is up to him, then, to try and recapture some of that media attention.

Many people argue that with the Lebanese crisis growing, a multi-billion dollar federal deficit hanging over us and unemployment remaining at relatively high levels, Reagan has more important things to worry about than his re-election. They are correct, of course, but our presidential election system

Incumbents can talk all they want about a Rose Garden strategy, but the fact remains that with our two-term system, a president running for re-election can be expected to spend most of his fourth year out on the campaign trail instead of in the White House solving the nation's problems.

Maybe it's time we re-evaluate our election process. Maybe a limit of one 6-year term would help solve our problem. But for now, we have to live with our current system. That means no one should be too surprised that President Reagan will spend a lot of time being candidate Reagan in 1984. If nothing else, the president at least deserves credit for delaying his formal campaign for as long as possible.

Unsigned editorials represent official policy of the spring 1984 Daily Nebraskan. They are written by this semester's editor in chief, Larry Sparks.



Get your Beatles bedsheets: only 163,000 left

When the Beatles first came to America 20 years ago, it seemed that everyting they touched turned to

But that wasn't quite true. There was the strange case of the Beatles' bedsheets. Now the story can be told.

When the Beatles made their first concert tour of America in 1964, two enterprising young directors



at WBKB television in Chicago sat down and tried to figure out a way to cash in on the hysteria the group was causing. The men were Richy Victor and Larry Finborn

They hit on what they thought was a perfect scheme. They would contact the managers of several of the hotels where the group was staying, and arrange to purchase the bedsheets and pillowcases slept on by the Beatles. Then they would cut the bed linens up into one-inch-square pieces and sell them for a dollar each.

"We thought it was a magnificent idea," Victor recalls now. "Can you imaging anything more exciting for a young fan than an actual sheet that was slept on by an actual Beatle?"

So when the Beatles arrived in Detroit, and then in Kansas City, for performances, Victor and Einhorn called the managers of Detroit's Whittier Hotel and Kansas City's Muehlebach Hotel. The men made cash offers. They would pay \$400 for the Beatles' bed

linens at the Shittier, and \$750 for the Beatles' bed linens at the Muehlebach. (The group spent two nights at the Muehlebach, Victor said. Hence, two sets of sheets; hence, a bigger price.)

"The managers accepted our offers," Victor said.
"We told 'em to plug the rooms up as soon as the
Beatles left. Seal 'em up like a murder scene."

Victor and Einhorn went to the hotels with lawyers and witnesses. They procured signed affidavits vowing that the Beatles had, indeed, slept on those very sheets.

Then they cut the sheets up and mounted the one-inch swatches on copies of letters from the managers of the hotels. The letter from the manager of the Whittier began:

"To whom it may concern: This is to certify that the 'Beatles' stayed at the Whittier Hotel, arriving at 1:17 a.m. Sept. 6, 1964 (Detriot time), occuping Executive Suite No. 1566, checking out at 2:05 p.m. Sept. 6, 1964. This is also to certify that the bed linen so designated is authentic and factual as to each of the 'Beatles' using same."

And underneath the manager's signature was a small piece of bedsheet or pillowcase. Next to each piece of linen was a notation: either "John Slept Here" or "Paul Slept Here" or "George Slept Here" or "Ringo Slept Here."

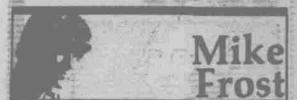
"Actually, that part was not quite truthful," Victor said. "We had no idea which of the Beatles slept on which sheets. We were just given bags full of sheets. We had to guess who slept on which sheets. For all we know, all four of them slept in the same bed with four girls."

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Hard-hitting ads sell Democratic Party

With the Iowa caucus results in, the Democrats can rest assured that, barring some catastrophe (or miracle, depending how strongly you support Gary Hart) Walter Mondale will be the next nominee of the Democratic party.

What they need to do now is focus on winning in November. Even if Mondale manages to blow the nomination, there



are some basic things the Democrats can do to convince voters they should

The Democratic.

The Democrats should conduct a media campaign similar to the Republicans' in 1980. You remember those swell commercials. My favorite one featured someone who was supposed to be Tip O'Neill driving along, ignoring a lackey's advice to pull over and refuel. First of all, the guy looked more like Ed McMahon than O'Neill. Why should anyone vote Republican because Ed McMahon forgot to fill up the fank? Even more importantly, what was the alternative in 1980? O'Neill may have ignored the stooge's advice;

Reagan would have shot him — or better yet, made him the ambassador to Lebanon.

As absurd as these commercials seemed, they did work. My advice to the Democrats (thanks for asking, Walt) is to adopt an aggressive ad campaign as soon as possible. For the best results, their commercials should parallel those currently on the air.

Some examples:
We've all seen the gripping anti-drug commercial, where a six-year-old kid is propositioned by what we can only assume is the sleasiest of dope peddlers. "Hey kid," the pusher alluringly mutters to Johnny, "want a pound of cocaine?" "NO," Johnny resoundingly responds. The idea here, the announcer points out in case we missed it, is to train our kids to say no to drug peddlers — or at least to obvious drug peddlers.

This format could easily be adapted to meet the Democrats' needs.

Sleaze: Hey kid! Johnny: What?

Sleaze: How'd you like to raise military spending almost 200 percent? Johnny: NO!

Sleaze: Little girl, how'd you like to limit welfare eligibility?

Dorothy: NO!

Ominous voice-over: In November, liberals shouldn't be afraid to say no.

Johnny: NO! Dorothy: NO! Elsie: NO!

Walt: No in one way, yet, on the other

The Democrats could also try the "sex sells" approach. Although having Walter Mondale and Tip O'Neill decked out in tight jeans may be going overboard, the Democrats could try using the same approach the Diet Pepsi commercials utilize.

The camera would focus on Walter Mondale and a female companion. The shots are taken beneath the neck and above the waist. She's holding a can of the Democratic Platform (that's right, it fits in a can, just like beans). They talk in seductive tones, barely above a whisper.

She: What's this?

Walt (raising his hands in a "V" for victory sign): It's the Democratic Platform, honey.

She: Democratic Platform? Sounds heavy.

Walt (waving at an imaginary crowd): There's no fat in this platform!

She: Any preservatives?
Walt: Just to preserve our national parks and American way of life.

She: Cool

Sexy voice-over: The Democrats. No calories. No fat. No chance.

Finally, if these attempts at soft-sell fail, the Democrats can try the fast-talking approach much like used car salesmen utilize.

Walt: Vote once, vote twice, vote as often as you like, but make sure you vote for Uncle Walt's Used Ideas and Old Promises. Friends, we've got the solution to recession, the cure to the equal rights dilemma and did I hear you ask about jobs? Jobs, jobs, jobs we got 'em by the handful and Uncle Walt's Used Ideas and Old Promises. Try and compare, if you can find a candidate making better promises than me, I'll eat a bug. And speaking of bugs, don't forget Watergate. Remember, to get here, just take a slight left at your local precinct, to Uncle Walt's Used Ideas and Old Promises.

Fast-talking voice over: At Uncle Walt's, we even have some old Fords we wouldn't mind digging up.

And if worse comes to worse:

Announcer: The following is a test of the emergency broadcast system. This is only a test, but if you're worried, vote Democratic.

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