

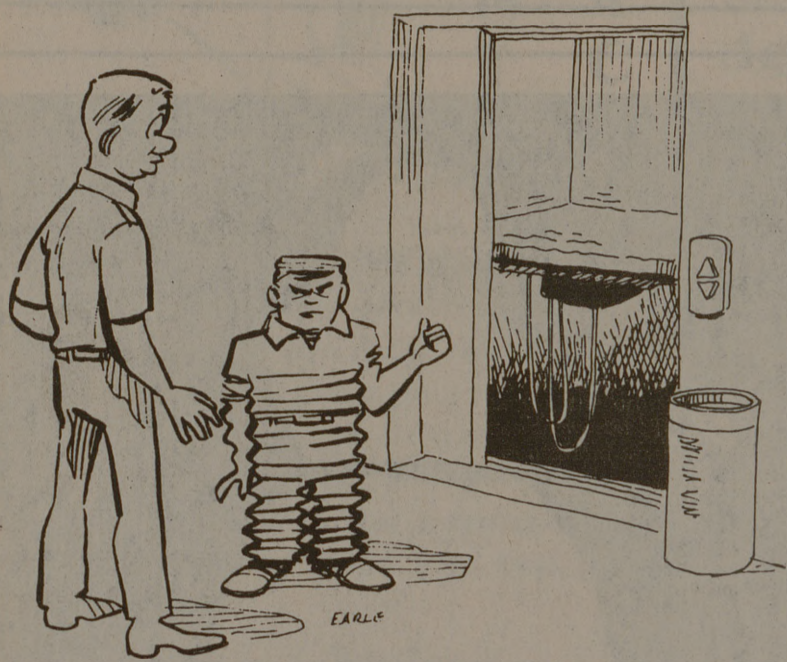
# VIEWPOINT

THE BATTALION  
TEXAS A&M UNIVERSITY

WEDNESDAY  
NOVEMBER 26, 1980

## Slouch

By Jim Earle



"Someone ought to fix that elevator!"

## Reagan would waste social mandate efforts

By DAVID S. BRODER

ATLANTA — In the closing days of his campaign, Ronald Reagan would conduct a quiz with his crowds. "Are you better off than you were four years ago?" he would ask. "No," they would reply. "Is your family more stable than it was?" "No," came the answering shout.

It was a revealing exchange — and one that is freighted with significance for the future of American politics. As William Safire of the New York Times has pointed out, there were two quite separate impulses reflected in the Reagan-Republican victory.

One was the widespread discontent with the economic policies of the Carter administration — the burden of taxes, regulations and inflation that made the Reagan voters tell him "No," they were not better off than they had been.

The other was the concern with drugs and divorce, with the changes in personal and family relations, social and sexual norms, morality and religion that made the Reagan crowds say, "No," they were not sanguine about their family's stability.

Those two impulses, reflected in those two questions, set two different agendas for the incoming administration. The economic mandate is to reduce government spending, taxation and regulation and give people more room to seek their own goals.

The social mandate is to expand the government's efforts to prescribe and regulate individual behavior. As described by the Rev. Jerry Falwell, spokesman for the Moral Majority, the agenda includes constitutional amendments to ban abortion and reinstitute school prayers, legislation to restrict pornography and drug use — and opposition to the Equal Rights Amendment.

As I have visited a series of campuses, civic clubs and business forums in my post-election wanderings, what has been borne home to me is that Reagan and the Republicans face a fateful choice on which agenda they accept.

To put it as directly as possible, if they choose the economic agenda, they have a chance of success that can broaden their constituency and give them a leg up on the Democrats in the struggle for the future of American politics. If they choose the social agenda, they will squander their energies in what is probably a losing cause, divide their won ranks and alienate the very voters who could make them the majority of the next three decades.

Those are sweeping and controversial statements, but the evidence that supports them is clear. There is very broad readiness — at liberal universities as well as in industry meetings — to see what Reagan and the Republicans can do for an ailing economy with their free-market policies. But there is no such acceptance — either in the dormitories or in the board rooms — of a return to Prohibition-era efforts to legislate social behavior.

In the campaign, Reagan and other Republicans reaped votes from new constituencies of

fundamentalist Protestants and Catholics by sympathizing with some of their social-issue concerns. But giving priority to that social agenda could carry substantial risks — as George Bush has been saying — of alienating the high-church Protestant voters who comprise the Republican base. These are men and women whose celebration of their party's victory is tempered by their firm opposition of having the government dictate what they read, or think, or say — or how and where their children pray.

If Reagan makes Falwell's crusade his personal cause, he will find himself expending energy and political capital that could otherwise be used to push his economic proposals.

And many of those who would fight him on the social agenda would be his own people.

It is possible — though far from certain — that Reagan has some answers to the economic woes of America. It is highly unlikely that he or any other President can "cure" the social ills of our time.

Jimmy Carter may be responsible, to some degree, for the resurgence of inflation, but the rise in the divorce rate, the emergence of homosexuals from the "closet," and the growing number of unmarried couples sharing domiciles are evidences of social changes far beyond the reach of any President or any democratic government.

Besides, there is no American consensus that the changes are as destructive as Falwell and his followers sincerely believe them to be. When the Washington Post Poll asked, a year ago, if divorce, cohabitation, coed dorms and other such phenomena were evidence of "moral decay" or "greater social tolerance," by a 3-to-2 margin, the cross-section of Americans of all ages answered "Tolerance." Among those between 25 and 35, that was the answer by a 3-to-1 margin.

In that poll and others, less than one-third of that "baby-boom" generation expressed agreement with the Moral Majority condemnation of the Equal Rights Amendment, cohabitation by unmarried couples, homosexual teaching in school, easier divorce laws, open sale of pornography or use of marijuana.

Those young people between 25 and 35 are vitally important to our political future. They comprise 36 million of our present voting-age population of 160 million, but most of them are on the sidelines of politics now, watching but not participating in the elections. When they make their choice of candidates and parties — as they undoubtedly will late in this decade — they will put their stamp on the future of our politics.

Reagan has an opportunity to win their support by making the Republicans the party of prosperity. If he devotes himself, instead, to an effort to impose an older-generation view of morality on the young generation of Americans, he would waste a historic opportunity — and divide his own party in the process.

## Federal machinery about to spit out wine regulations

By MICHAEL J. CONLON  
United Press International

WASHINGTON — The government's regulatory machinery is beginning to grind out a new labeling system for wine that should give consumers some fresh or at least better defined information about what they're drinking.

A revision of wine labels begun early in the past decade has progressed slowly because of controversies over what information should be required and the percentages of grapes to be allowed for various titles, among other things.

Now Bureau of Alcohol, Tobacco and Firearms has set Jan. 1, 1983, as the date when most of the regulations will take effect.

One is designed to assure consumers that wines bearing geographic area designations are really made from grapes grown in those regions.

BATF, an arm of the Treasury Department, has received more than two dozen requests from vineyards and wine making associations to

officially recognize their areas. More are likely to come in.

They range from the familiar Finger Lakes in New York State to the exotic, Lime Kiln Valley in California and the unexpected, Fennville, a two-county area in southwest Michigan's fruit belt.

Some are historic. The application to declare California's Guenoc Valley a viticultural area notes that the 4,000 plus acres got the name from Rancho Guenoc, an 1845 Mexican land grant.

"In 1888," the application says, "Lillie Langtry purchased a ranch of 4,000 acres, which includes much of the proposed viticultural area. There was a vineyard and winery in operation on Mrs. Langtry's property prior to her purchase of it. The winery operation continued until Prohibition."

This kind of detailed information, down to boundary lines, elevations and soil composition, is required as justification for area designations.

BATF will not approve an area unless the backers can show that the proposed area is locally or nationally known as the wine region. The backers must also provide information about area characteristics.

At least 85 percent of the grapes in the labeled or advertised as being from the designated area must be grown in that area. Any winery currently using a geographic designation will have to submit it for approval when the new regulations take effect.

Many wineries currently use county designations — Sonoma and Monterey are examples. That will still be permitted under the regulations.

The rules also provide for a number of changes ranging from the percentage of grapes in a varietal wine — at least 75 percent — to a new definition of estate bottled — the winery bottling the beverage and the grapes for that wine on land controlled in a specific viticultural



## Capital in process of being dedixified

## Southern drawl no longer D.C. style

By DICK WEST  
United Press International

WASHINGTON — Speaking of unfortunate timing, Bantam Books has just published a paperback original called "More How To Speak Southern."

If the rest of the country is anything like the capital, this book will be voted least likely to make the best-seller list.

The capital currently is in the midst of a transition period. Which means, among other things, that it is in the process of being dedixified.

Pseudo-southern accents so painstakingly acquired four years ago are disappearing from the cocktail circuit. The Y'all-Haul truck rental firm is changing its name back to U-Haul. And so on.

What we don't need at this point is a refresher course in southern fried diction — e.g., "arrer," as in, "Ah shot an arrer into the ahr."

People in the upper social stratum, where appearances count most, usually can afford to hire private voice tutors to help them stop drawingl.

People who are less affluent generally check into one of the neighborhood dedixification centers that are springing up all over town. Those who enroll in public dedixification programs are required to quit grits cold turkey, and to give up cold turkey as well.

In the initial stages, however, they are provided with grits substitutes, such as cream of wheat and cornmeal mush.

As frequently happens during a transition period, the capital is teeming with charlatans and mountebanks. One of the more blatant fast-buck traps is a store-front language school that claims to have a cure for southernness.

"Students" are exposed to intensive doses of West Coast vulgare and theoretically come out talking like native Californians. More often than not, however, the school merely separates them from their tuition money.

When they emerge from the indoctrination, they still have spoonbread on their breath and a tendency to drop the final "g" from their gerunds.

For those of us who are of and from the South, the problem is even more serious. In our cases, it's a matter of overcoming the inborn

sense of civility that goes with the territory. After giving me a routine gentility test, a counsellor at one of the dedixification centers told me I was terminally courteous.

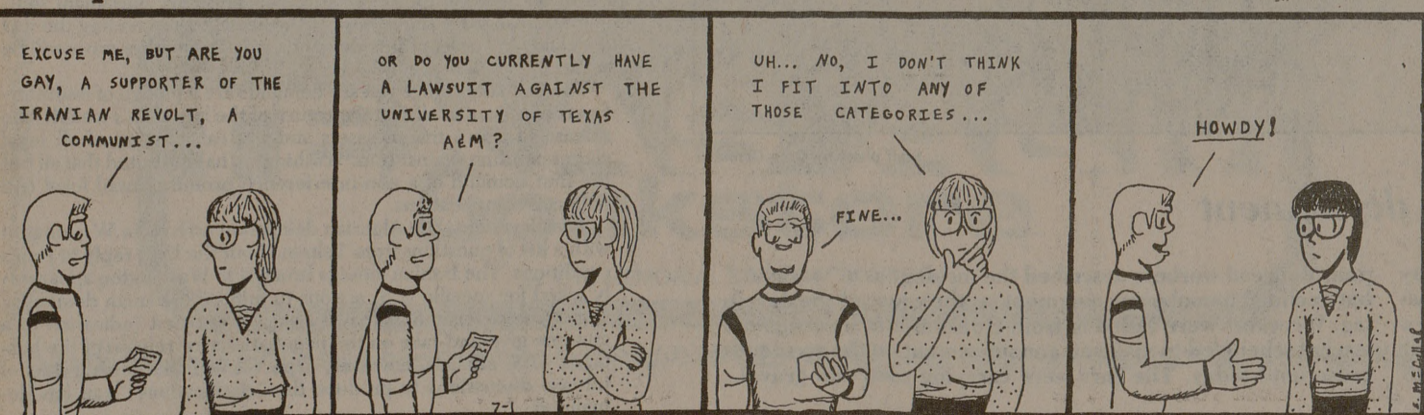
"We can't do anything for you," he solemnly. "Even if you learned to talk Down Easterner, you could never pass Yankee. Your gracious manners would get away."

I said, "Suppose I went to Mexico? they've got a clinic down there that has been successful in treating certain types of pness."

He shook his head. "Not when southern pitality has spread all over your body."

He did, however, hold out one faint hope: plastic surgery. A cosmetic operation, he might give my congenial countenance a dash of lish look that would be acceptably nonsouthern.

## Warped



By Scott McCullar

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