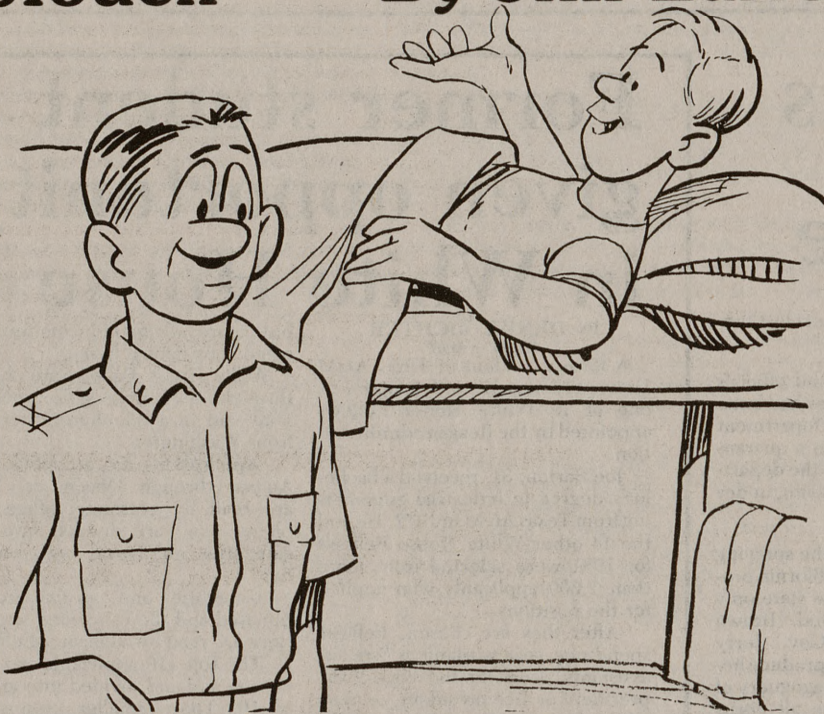


VIEWPOINT

THE BATTALION

JULY 15, 1981

Slouch By Jim Earle



"It may look like lying around to you, but I'm doing research for a best-seller — and please keep it under your hat! It will be called 'The Book of Sleeping'"

German youths moving away from foreign stereotype image

By HANS-ULRICH SPREE
 BONN — Not long ago, when West German President Karl Carstens invited a group of Bonn University students to discuss their problems with him, the meeting grew so heated that the youths walked out, refusing to shake his hand.

Such discourteous conduct may appear unusual to foreign observers who still cling to the stereotype of the disciplined German, respectful of authority. But young people here no longer fit that old image.

They are not streaming through the streets in riotous demonstrations as they did in the late 1960s. Nor do many sympathize with the terrorists, as some did during the 1970s. Even so, most seem to be uneasy about the present, and worried about the future. Their mood, in short, might be summed up as one of insecurity.

Actually, there is no such species as a "typical" West German youth. Young students, factory workers and office employees differ widely, both individually and as categories. Some are lazy, others industrious. Some are angry, others passive.

Here, as in other countries, their attitudes also tend to evolve as their status alters and as the temper of the time changes. So it is difficult to assess their moods.

Numbers of young West Germans have

lately been protesting against various targets, such as nuclear energy and housing shortages. But their motives are murky.

Some analysts claim that the failure of the ecology party in the national elections in October left many youths disappointed, since the movement has been a channel for an assortment of their complaints. Others discern their frustration in such slogans as one slashed across a West Berlin fence: "No power to anyone."

In a government study recently published, a team of specialists suggested that the majority of West German youths are reluctant to adapt to society, feeling that the existing order has little to offer them. The experts conceded, though, that this conclusion was only speculative. Nobody knows what young people really think.

A fair guess, in my opinion, is that many are nagged by a high degree of uncertainty stemming from their doubts about the West German economy, which is losing its steam after two decades of unbridled expansion.

The recession has shrunk the job market. In the process, it has dampened the enthusiasm of young men and women, who are unsure whether their education and training will lead to the professions of their choice. For some it has revealed the weakness of capitalism, but without making socialism a brighter alternative.

The pessimism generated among them by this situation cannot be easily understood by their elders. Having reaped the debris of World War II in their country, and they believe that they and their daughters ought to display a kind of dynamism.

The older generation often offers a different set of expectations. As necessities, they place a higher value on freedom, which tops their list of priorities.

As a consequence, West German youths are less interested than their parents in performance and production. They have the notion, basic to a successful society, that the sheer output of goods is synonymous with happiness.

Not all of them are staging marches or retreating to rural areas in defiance of the industrial environment. Very few have resorted to violence.

For the most part, I would expect youths here and perhaps elsewhere to be searching for a new kind of balance in their lives. If they find it, they will be happy to teach adults.

Editor's note: Spree is a West German radio and television commentator who specializes in social issues in West Germany.

Political 'defectors' plague Democrats

By DAVID S. BRODER
 WASHINGTON — The impulse is so understandable in human and political terms. The Democrats in the House of Representatives had their Independence Day holidays ruined by the pre-recess rout on the budget reconciliation votes. While 29 of their colleagues jumped fences to vote with President Reagan, the House Republicans were unanimous on one key vote and suffered only two negligible defections on the other. So, naturally, the cry arises from the Democrats: Why can't we whip our people into line like they do?

Democratic National Chairman Charles T. Manatt, who is new enough in his own job to have trouble remembering the names of the defectors he is criticizing, nonetheless declares "it is high time" that the House Democratic caucus deal with the renegades. In response to similar mutterings from within the House, the caucus chairman, Rep. Gillis W. Long of Louisiana, has promised to convene the House Democrats to consider the discipline question.

As one who has seen the Democrats go down this road before, all I can say is, "Good luck." The impulse is understandable and even worthy. Parties are more effective, impressive and accountable when they can command the united support of their elected officials for important policy positions. But when the promptings of conscience or constituency or the normal collegial pressures prove insufficient to secure a vote from a particular congressman, the practical problems of compelling that vote become very serious.

partner in the budget fight, could have the same effect. And there are some of his colleagues who suspect that Gramm is aching to be pushed into martyrdom and a party-switch.

But there is another approach to the question that, while less satisfying to the search for immediate vengeance, offers prospects of a longer-term cure. The House Democrats established the proper principle back in the mid-1970s, when they ended the seniority system as an automatic route to committee assignments and chairmanships and gave that authority to the elected leadership and the caucus.

What they said was that, as a matter of general principle and not special punishment, they were going to make an important distinction. A member owes his seat to the voters in his district and his vote to his conscience and his constituents. But his committee assignment and his leadership role — if any — he owes to the caucus of his fellow partisans.

Invoking that principle, the caucus stripped committee chairmanships from three incumbents in 1975 and since then has several times passed over the senior claimant in choosing important subcommittee chairmen or electing people to such prized committees as Budget, Ways and Means or Rules.

Phil Gramm, a free-market economist whose principles are indistinguishable from most Republicans', was elected as a Democrat by the voters in Denison, College Station and Waxahachie. That was their responsibility. But he became a member of the Budget Committee by grace of the Democratic caucus, and that is a privilege that caucus can recommend the House revoke.

What starts as a demand for discipline can too easily turn into a strident and ineffective clamor that everyone must tow the line — whatever the line is that day.

The "discipline" issue is a legitimate one, but it is not the simple question it seems. It is a matter of some political subtlety, in which the proper claim of party cohesion must be balanced against the special characteristics of the American political system.

American parties are loose, decentralized coalitions, in which every elected official is ultimately accountable to his or her own constituents and ultimately subject to the discipline they can exert by their disapproval at the polls.

Back in the 1960s, before the House Democrats had given much serious thought to this matter, they undertook to discipline two renegade Southerners who had publicly endorsed Barry Goldwater over Lyndon Johnson, by stripping them of their seniority. The effect was to make John Bell Williams of Mississippi and Albert W. Watson of South Carolina martyrs in the eyes of their constituents, and then Republicans.

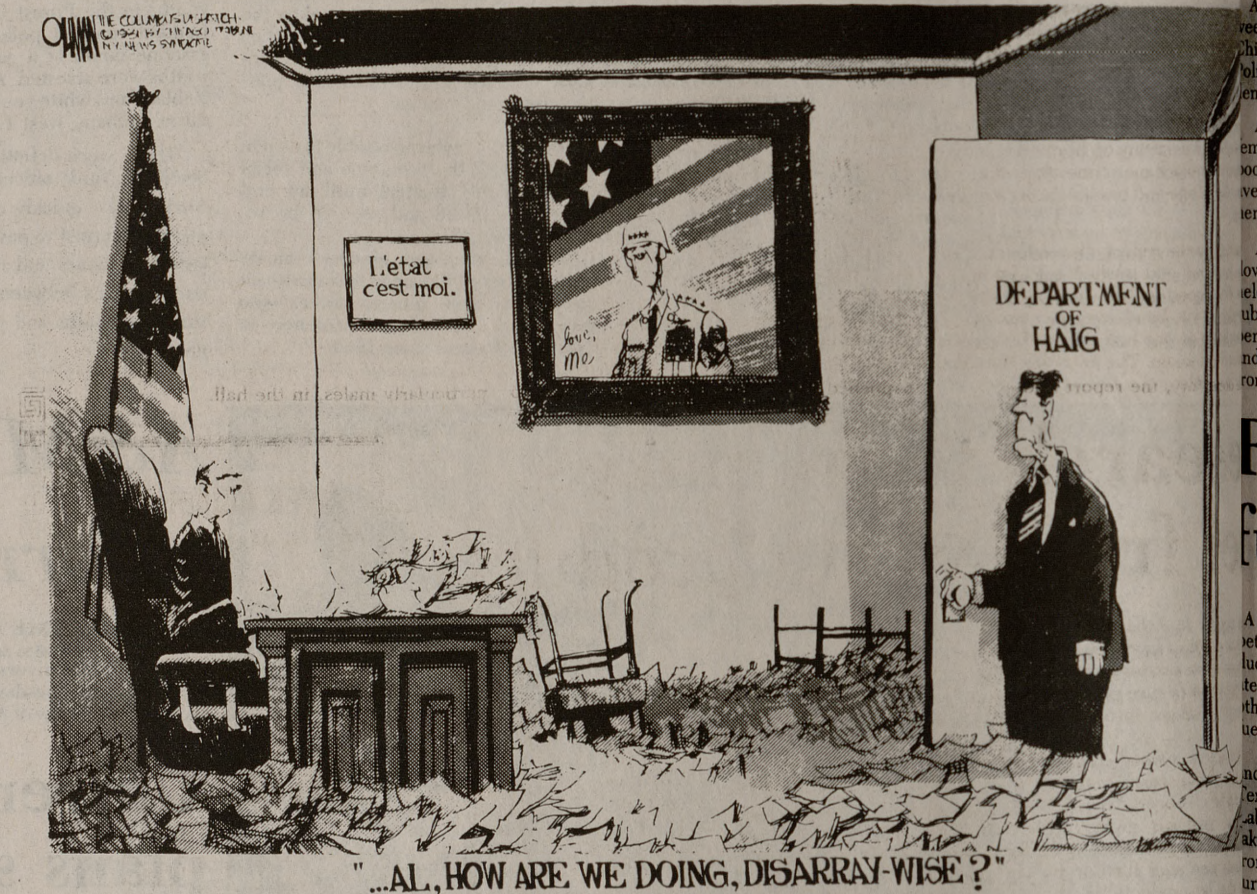
The clamor from Manatt and others to crack down on Rep. Phil Gramm, the Texas Democrat who has been Reagan's favorite

Jim Wright, the majority leader and a fellow-Texas, thinks that would be untimely now. He would prefer to wait until Gramm comes before the caucus at the start of the next Congress. He would deny him immediate martyrdom while holding open the threat of future discipline.

But Gillis Long, the caucus chairman, points out from his perspective, as a Southerner who has in times past paid the price of defeat for his willingness to take the risk of voting as a "national Democrat," that the seeming impunity with which Gramm ignores the demands of party loyalty makes it harder for others from his state or region to vote with their party.

Whether the Democrats in the House choose to take Wright's advice or Long's is a matter of prudential political decision on their part — not a matter for sloganeering.

But the principle is clear. The Democrats do not have to choose between being rigid seminarians of doctrine and discipline or being a bunch of supine dopes. There are sensible middle-ground options available to them.



Corporate alphabet soup is out

By MARY TOBIN
 United Press International
 NEW YORK — The urge to change corporate names remains strong, but the 1970s trend to corporate "alphabet soup" seems to be reversing.

Anspach Grossman Portugal Inc., a marketing communications and consulting firm that specializes in corporate name changes and identity programs, said 285 U.S. corporations changed their names during the first six months of 1981, the second highest number in the 12 years it has conducted the survey.

Russell Anspach, a principal of the firm, said while 40 percent of the changes resulted from mergers and acquisitions, another 40 percent of the new corporate names were "straightforward changes."

But the trend to adopting initials that was so popular during the past decade apparently is changing. The survey showed that few name changes resulted in initials — the biggest was Twentieth Century Fox Films' reorganization into a holding company called TCF Holdings, Inc.

"What happened is that so many companies adopted initials the corporate roster became alphabet soup," Anspach said. "Many of the companies which had been well known by their former names found they were having identity problems."

At least one company dropped its initial name.

A-T-O, Inc., a diversified firm that among other businesses is the largest producer of fire protection equipment, adopted the name of its chairman Harry E. Figgie, Jr., to become colorful Figgie International. A-T-O, Inc., was Automatic Sprinkler before it joined the alphabet corps.

Financial institutions: banks, investment firms, funds, brokerage houses and insurance companies accounted for 132, or nearly 50 percent, of the new names, Anspach said.

"We anticipate this trend will continue," he said, because bank holding companies

continue to absorb smaller banks and banks are opting for less geographically-oriented names in preparation for interstate banking.

In changes deregulating banking names, Western Bancorp., whose lead bank is United California Bank, changed its name to First Interstate Bancorp. Alabama Bank Corp. changed its title to AmSouth.

Along this line, Anspach said that before a company changes its name it must communicate its new "corporate reality" to the public.

Several years ago Continental Can assigned his firm to change its name. "We looked into all aspects of the name change, came back and said, 'You'd be making a mistake.' At the time it was basically a pack-

aging company and was known as Continental. Six years later Continental had broken known for its other businesses, and successfully changed into hydrocarbon and in engineering.

Richardson-Merrell became Rhone-Poulenc after it sold Merrell Pharmaceuticals to Dow Chemical, which produced Dow Pharmaceuticals.

There even was a sex change in the name of a company. The name of the effective Wick Industries, Inc., of Charlotte, N.C., changed the name of its Chore Boy clothing pads to Chore Boy. It purchased line from GK Technologies in 1977, deciding to put the whole line name found that housewives preferred the Chore Boy label.

the small society by Brickman

© 1981 King Features Syndicate, Inc. World rights reserved. 7-20 BRICKMAN

THE BATTALION

USPS 045 360

MEMBER
 Texas Press Association
 Southwest Journalism Congress

LETTERS POLICY
 Letters to the Editor should not exceed 300 words, and are subject to being cut if they are too long. Each letter must also be signed, show the name and phone number of the writer.

Columns and guest editorials are also welcome, but not subject to the same length constraints as letters. Address all inquiries and correspondence to: The Battalion, 216 Reed McDonald, Texas A&M University, College Station, TX 77843.

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.

The Battalion is published Tuesday, Wednesday and Thursday during Texas A&M's summer semester. Subscriptions are \$16.75 per semester, \$33.25 per year and \$35 per full year. Advertising rates \$100 per year.

Our address: The Battalion, 216 Reed McDonald, Texas A&M University, College Station, TX 77843.

United Press International is entitled to exclusive use for reproduction of all news dispatches created by UPI. Requests for reproduction of all other matter herein should be directed to the editor.

Second class postage paid at College Station, TX.