

## Drop-add process has some problems

The first drop-add period for the fall semester begins today, although some students will be hard pressed to make use of it.

A summer drop-add period is being offered for the first time. The idea is good — as good as the new preregistration process used in the spring. Cutting down time spent in lines and reducing the hectic pace of drop-adds is admirable.

But to go through the new drop-add process, you must have a paid fee receipt or the pink copy of the fall schedule.

That will be a little difficult since the last of the fee invoices were just mailed out this week — most of them were sent to students' home addresses.

It's awfully difficult for someone to make a trip home to, say, Butte, Montana, or even Amarillo, if they are try-

ing to attend summer school. Waiting for fee slips to be forwarded could mean some students won't get into some high-demand classes. Allowing students who are here to pick up copies of their schedules would reduce the problems and allow the drop-add system to flow more smoothly.

But what about students who have their fee slips — but the student and the fee slip are at home? The system is unfair to them. They won't have an equal chance at some classes.

After such a successful fall preregistration period, it's a shame that the smoother registration process has hit this snag.

Of course, an on-line registration system would eliminate all these problems.

— The Battalion Editorial Board



## Mondale looks for 'old line' Democratic coalition

By DAVID S. BRODER  
Columnist for  
The Washington Post Writers Group

SAN FRANCISCO — Hard as it may be to believe, there is a kind of wacky internal consistency to what Walter Mondale has been doing the last few days. The choice of Geraldine Ferraro as his running mate, the appointment of Bert Lance as the general chairman of their campaign and even the early focus on the religious credentials of the Democrats vs. President Reagan fit into a strategy.

Already it has proved to be a high-risk strategy, capable of backfiring. But that is different from saying there is no logic to it at all.

What the Democrats are giving the country is a liberal ticket, ignoring Gary Hart's chic "new ideas" rhetoric and talking the old-time Democratic religion in accents and words that Mondale's strategists hope will sound comfortable and familiar to the core constituencies of the party.

Religion itself is one of the old-time values the Mondale-Ferraro team is trying to regain from the clutches of President Reagan and the Republicans.

Ferraro in her first press conference as a member of the ticket declared that Reagan's budgetary and social policies make it hard for her to believe he was "a good Christian." Mondale followed by telling the San Francisco Chronicle that "my faith unmistakably has taught me that social justice is part of a Christian's responsibility," while Reagan is "out to lunch" on that subject.

A number of Democrats, including Sen. John Glenn of Ohio and San Francisco Mayor Dianne Feinstein, said they wished that religion could be kept out of the campaign, but that is not going to happen. Ferraro argued that the Republicans had brought it in by questioning how she, a Catholic, could be an opponent of anti-abortion legislation. But it's clear she and Mondale would have got around to the subject somehow.

Reagan and the Republicans have been having a field day with it. In the 1980 campaign and throughout his term, Reagan has embraced not only the anti-abortion position of many conservative religionists but the cause of restoring organized prayer to public schools.

What was revealing was Mondale's explanation of why he — a liberal minister's son — was talking in religious terms. "What I'm trying to do is let people know who I am, and that's what Gerry (Ferraro) is trying to do..." he told the Chronicle. "I think the values, beliefs that I have are pretty much what most Americans have, and I want to make that clear."

It has been clear ever since she first spoke as Mondale's choice for vice president that Ferraro was picked not just as a woman but as an ethnic Catholic. Richard Wirthlin, Reagan's pollster, said that Ferraro's St. Paul speech last week, dwelling on "family, faith, neighborhood, country and hard work," was, as he put it, "a page right out of our 1980 play book."

It was also a page from President Jimmy Carter's successful 1976 play book. It tends to be forgotten now, but Carter was the "traditional values" candidate in that election, the man who talked about his "born-again" experience of religious faith and who dwelled on his Navy service and his family's long attachment to the Georgia land on which they grew their peanut crops.

In picking Lance as the out-front strategist and spokesman for the 1984 Democratic campaign, Mondale was deliberately — not accidentally — seeking to revive the Carter association and the Carter theme. Lance and his wife are not only longstanding personal and political pals of the Carters but, like Jimmy and Rosalynn, people who display their religion. When Lance was under investigation and standing trial for alleged banking violations, he and his wife have both said, it was religious faith that sustained them until he was acquitted.

Ferraro and Lance also happen — not accidentally — to symbolize the two voting groups whose disaffection in recent campaigns has cost the party what had been considered its "natural majority" status. Democrats have been losing at the national level because of defections by second-generation ethnic Catholics in the northern metropolitan areas and by Southern whites, particularly white males.

Both groups, the political scientists say, have been driven out of the Democratic coalition by the Democrats' identification with social policies and groups they regard as threatening to

their status. Mondale is not about to turn his back on affirmative action other programs designed to help blacks or Hispanics. But he is trying to say — by pushing forward Ferraro and Lance — that he understands and recognizes those who are made uneasy by them.

The tactic is purposely blatant. Ferraro is a very ethnic ethnic — a brash, fast-talking New Yorker. Lance is a most a caricature of a "good old boy" Dixie politician, all folksy charm and chatter.

A nervous minority of delegates here think Ferraro may be a loose cannon on the decks of the Mondale campaign, and a vocal majority believe that the symbolism of the Lance appointment is all wrong.

But both choices really do reflect Mondale's view of his political needs: what is obviously an uphill struggle against Reagan. This is no time for subtlety. He reminds me of the chorus director in high school who clearly said that his ensemble was under-rehearsed for a rapidly approaching concert. "If you can't sing good," he said, "sing loud."

## Profits: American business striving for bottom line

By ART BUCHWALD  
Columnist for  
The Los Angeles Times Syndicate

I went to my favorite haberdashery in Boston, Efram Weinreb & Son, and was surprised to see a new sign over the store — Roger Weinreb & Father.

When I walked in, I found Efram back in the stockroom rearranging boxes.

"I see you changed the name of the store."

"I didn't change it. My son Roger did," he replied. "He's now president of the company."

"Roger?" I said. "But I just went to his graduation at the Harvard Business School in 1980. I remember how proud you were when he got his MBA. You told him you were going to make him a full partner, but I had no idea you were going to appoint him president."

"Frankly, neither did I. Roger started out in the mailroom, and then worked himself up to underwear and socks. After two weeks he became restless so I made him vice president of merchandising. Before I knew it, he put in a whole new computer system, renovated all three floors, added a ladies' line, and found a way of earning 13 percent interest over the weekend on our cash flow by paying our suppliers through our bank in Hong Kong. Roger said the one thing he learned at Harvard was you either expand or die."

"How old is Roger?" I asked.

"He's 28. He came to me about eight months ago and said he felt he wasn't moving fast enough up the ladder. He told me most of the kids who graduated in his class were already chief executives of their companies

and he didn't want to wait until he was 32 years old before he reached the top."

"Did you point out you were only 49 years old?" I asked.

"I did mention it, and he said, 'No wonder you're burned out. Maybe it would be a good time to slow down, and hand the torch to the yuppies who have the management skills that are required to deal with the future.'"

"Young Harvard MBA's don't mince words," I said. "Did you tell him this business was your whole life, and your dream had always been for you and Roger to work as a team?"

"Yes, and he said from the family standpoint he understood it, but as an executive of a corporation he had to think of the stockholders first."

"What stockholders? I thought you owned the store."

"I forgot to tell you. Roger took us public last year. He told me it was the only way he could raise enough capital to buy out Brooks Brothers."

"He's trying to buy Brooks Brothers?"

"Either that or Bloomingdale's. I didn't understand the details, except that he plans to use Roger Weinreb as a holding company to threaten takeovers of other companies. His roommate, who is 27, is now an investment banker who specializes in leveraged buyouts, whatever the hell that means."

"Okay, I can understand Roger wanting to get ahead, but why would he change Efram Weinreb & Son to Roger Weinreb & Father?"

"Roger said if we wanted to be in the big time we had to change our image, and the name Efram Weinreb

was too associated in our customers' minds with the late Seventies. I don't want to be too hard on him though. He worked out a 'Golden Parachute' deal with me before we went public. He said I could stay on at my present salary as a consultant and have an office until I reached 55."

"Did he say you had to work in the stockroom?"

"No, that was my own choice. It's easier to work back here than to explain to everyone why we changed the name of the store."

"I think Roger's an ingrate."

"I don't blame him and I don't blame Harvard. I understand the first thing they teach you at any top business school is that if you have to choose between net profits and your own flesh and blood, you go for the bottom line."

## Reagan's rights record attacked

By HELEN THOMAS  
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United Press International

WASHINGTON — President Reagan says his commitment to civil rights is "firm and far reaching."

He also told his black appointees that "contrary to a lot of demagoguery that we're hearing, our administration has moved with vigor and vision on this front."

But the administration's record does not completely bear out this dedication to the promotion of equal rights for minorities, according to a bipartisan panel of former government officials.

The private panel, called the Citizens' Commission on Civil Rights, issued a 184-page report urging Reagan to reverse what it described as "open hostility or lukewarmness" toward affirmative action programs.

The group said that affirmative action remedies, with the backing of sev-

eral past administrations, led to significant improvement in the occupational status of minorities and women.

"Beginning in 1981, the executive branch reversed its position," said panel chairman Arthur Flemming, former secretary of health, education and welfare and a former chairman of the U.S. Commission on Civil Rights.

"Our strongest recommendation is that President Reagan re-examine his position of opposition to affirmative action policies developed and implemented by his five predecessors," the report said.

It said the administration's stance "has encouraged opposition and decreased the protections of the law available to persons who have been subjected to discrimination."

The president has been philosophically opposed to busing and quotas, believing that the racial injustices would be solved through education,

employment, bringing blacks into the mainstream.

But the drive to wipe out discrimination against minorities in American society has represented a turbulent part of the nation's history.

The Justice Department, with Assistant Attorney General William Bradford Reynolds as point man, has tried to overturn many court rulings and to push for new policies in the civil rights arena.

Reynolds announced that he intended to use the high court ruling in the Memphis police case barring layoffs of senior whites over minorities to challenge many already existing affirmative action programs.

However, the administration has chalked up several victories before the high court, including an important sex discrimination case in which the justices decided that civil rights laws apply only to specific educational programs receiving federal funds.

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