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Intelligence operations haunt U.S.

In the past few months, the public has been battered with new information on the illegal operations being carried out by the nation's security forces.

One of the agencies responsible for making this information public is the Fifth Estate, a Washington D.C. group that publicizes the clandestine activities of the CIA, FBI, and other federal agencies. Fifth Estate is dedicated to exposing any corruption in the agencies, checking violations of civil rights, and curtailing the creation of a police state that threatens the country should the activities of these agencies continue or expand into a network.

Doug Porter is a member of the Fifth Estate. While in Madison last week as part of a three-day CIA symposium sponsored by WSA and TakeOver, Porter laid out the details of domestic surveillance—the collection, production, analysis and operations of various agencies within the United States that routinely spy on American citizens. The following article was written from an interview with Porter, and it draws on excerpts of Porter's Wednesday night presentation.

by JAN FALLER
of the Cardinal Staff
"We want to create an illusion that there is an FBI agent behind every mailbox."

—FBI
To the Federal Bureau of Investigation, the agent behind every mailbox may be an illusion. But that illusion becomes all too real in terms of the money spent

surveillance activities include the National Reconnaissance Office (NRO), Military Intelligence (MI), Internal Revenue Service (IRS), Drug Enforcement Administration (DEA), National Security Agency (NSA), and, the FBI and CIA.

Porter reported that FBI field office files stolen by the Citizen's Commission to Investigate the

with murder, rape robbery and theft.

Only one per cent dealt with organized crime.

THE METHODS THESE agencies use cover a full spectrum, from a simple infiltrator to massive, technological programming. But each level has its definite threats. While the use of infiltrators has been responsible for a grass-roots paranoia among individuals within targeted organizations, the use of technology—computerized systems, wiretapping—is leading to a state of technofascism—mass surveillance and disruption of what certain agencies consider politically subversive forces in operation today.

For example, the Fifth Estate recently uncovered the establishment of an organization called TAD-40, a surveillance agency that was actually a branch of the

..."all overseas phone calls are monitored by computers sensitized to the words Marx, Castro, National Liberation..."

on domestic-intelligence gathering in the United States—some 6 billion annually, the paranoia it creates and the violations of civil liberties that take place in the process.

"There are 64 federal agencies which gather information and partake in domestic surveillance of American groups and individuals," Doug Porter said. "And they employ some 150,000 people in field work alone." Groups renown for their political

Federal Bureau of Investigation revealed that 40 per cent of the files dealt with political activity groups, 14 per cent with draft resisters and military, 45 per cent

See the Cardinal TV insert

THE DAILY CARDINAL

VOL. LXXXV, No. 125

The University of Wisconsin-Madison

Monday, March 24, 1975

2nd District Corporate or community lawyer?

By MARY JO ROSS
of the Cardinal Staff

Corporate or community lawyer? As weeks have passed in the campaign for the city's second aldermanic seat, the issue for many has come down to the type of person each candidate is.

The differences between Harold Langhammer, whose firm selects clients on a political basis, and Donald R. Murdoch, who is currently specializing in corporate law, are most evident in their work and backgrounds.

ON THE ISSUES, there is a good deal of similarity between the two. They both advocate

neighborhood preservation measures in the face of MATC expansion, day care, and improved services for the elderly. They differ on rent control, traffic and city tax solutions.

Langhammer, 31, 1252 Sherman Ave., is a native of Madison. He is a partner in the firm of Frankel, Langhammer, and Pines, and offers his services free to the United Farm Workers, Child Development, Inc., and the NAACP.

"My whole involvement in community groups and who I have chosen as a lawyer to represent vastly differs from my opponent," said Langhammer. "In my firm there is a political decision to put whatever talents we have on the side of people who need help, not those who can pay," he said.

MURDOCH'S FIRM, DeWitt, McAndrews, and Porter, handles a lot of insurance company and other corporate business, said Langhammer.

Murdoch, 32, 435 N. Paterson St., is presently practicing business and corporate law. He returned to Madison in 1973 after a stint in Washington, D.C., during the Nixon Administration. During those years, he worked in the White House, Office of Economic Opportunity, Commerce Department, and Cost of Living Council.

Murdoch says he derived valuable experience "in the substance of government" while working in Washington, yet he does not advertise it in the campaign. "I try to downplay it—it's a diversion from the questions at hand," he said, "which is representation for the second district."

"I feel if anybody got screwed by Watergate it was me," said Murdoch. He said he feels it unfair that so many people fail to see a difference between former President Nixon and the man he worked for, Donald Rumsfeld (currently chief of the White House Staff.) Murdoch says Rumsfeld is a "guy who couldn't be more honorable."

LANGHAMMER BELIEVES

the work Murdoch did in Washington points out "very great differences in political philosophy" between them. "I couldn't ever conceive of myself working for Nixon," he said.

On the issues, there is a good deal of congruence between the candidates' positions. Both stress the importance of keeping the neighborhood's Emerson and Lapham schools open.

Both are wary of the impact that MATC's expansion might have on the district. Murdoch stresses the importance of "careful construction" of the new facility. Plans must be made to provide housing, transportation, and parking space, he said, or the district might be "practically living in a parking lot."

LANGHAMMER SAYS HE would not approve plans for construction until MATC comes forward with these proposals.

The candidates cannot agree on rent control. "Since 55 to 60 per cent of the people are renters, we should make a study of all rent control alternatives available to the city," said Langhammer.

Murdoch calls rent control "the dumbest idea known to man." He said it was "the quickest way to deterioration," as it defers needed maintenance work by landlords who would rather not put out for repairs if they cannot pass the cost on to the tenant. "It has a perverse economic effect," said Murdoch. "It creates all manners and means of circumvention."

BOTH CANDIDATES ARE concerned about the heavy traffic on Johnson and Gorham Streets. Langhammer proposes strict enforcement of speed limits. Murdoch opts for rerouting or two way traffic to discourage use.

Both are dissatisfied with the city's present tax system, as it is too reliant on property taxes. Murdoch would like to see the city initiate a very discriminating and careful program of industrial recruitment. Additional industries would provide a greater share of the city's taxes, he said.

Langhammer thinks that the

(continued on page 2)



photos by Michael Kienitz

Reminiscent of the late 60's, the chant of "Ho-Ho-Ho Chi Minh" once again floated down State St. as 500 demonstrators gathered to protest U.S. military aid to Cambodia, South Viet Nam, and Ethiopia last Saturday afternoon. Also playing to the Tourney crowd in town for the weekend, demonstrators also chanted, "Basketball, Basketball, that's not all."

Speakers described the U.S. government continuing aid "against the will of the American people and against the people in those countries." A letter from the exile government of Cambodian Prince Norodom Sihanouk and the Khmer Rouge was read, thanking the Madison people for attending the rally.

There will be a forum on U.S. aid, imperialism and national liberation in Eritrea, South Vietnam and Cambodia tonight at 7:30 in the Union Play Circle.

'An FBI man behind every bush'

(continued from page 1)

and interfered with their signaling over the citizen's band communications, a radio bank that truckers use to keep in contact with each other.

Another intelligence-gathering operation employed by the National Security Agency is the monitoring of all overseas phone calls made by U.S. citizens by computers sensitized to the words Marx, Castro, National Liberation, and atomic weapon and drug usage words.

HISTORY

THE HISTORY OF domestic intelligence gathering dates back to 1936, when Franklin D. Roosevelt employed the FBI in intelligence-gathering on left movements. But collection in itself was relatively innocuous, and was at that time not used to confront American citizens.

"In 1956," Porter said, "the FBI was given operational capability, and the result was something called the COINTELPRO (Counter-intelligence program)."

Under the COINTELPRO, the FBI became heavily involved in trying to check the Communist "menace" at home. It infiltrated both the Communist Party (CP) and the Socialist Labor Party with a paranoia that has probably been unmatched in history.

"BY 1960, ONE out of every 5.8 members of the Communist Party was an FBI informant," Porter said, "and at that point Hoover sent out a memorandum that said 'stop infiltrating,' because it was 'too hard to tell spies apart.'"

Providing an insight into clandestine operations mentality, Porter revealed that during the fade-out of the CP following McCarthyist persecution, the CIA made an active effort to keep the Communist "menace" alive by purchasing 3,000 subscriptions of the *Daily Worker*, a CP publication, so they could continue

to "spy on the spies." In the following years, these agencies used their CP informants as stepping-stones into other leftist organizations.

"spy on the spies." In the following years, these agencies used their CP informants as stepping-stones into other leftist organizations.

"From there," Porter said, "agencies have gone in to more black groups, anti-war groups, labor. It's hard to find out how far they've actually gone, but you can take Watergate as an example of the level of paranoia to which they have extended."

DURING THE civil rights movement, the FBI, ordered by Atty. Gen Robert Kennedy to work on voter registration, spent more time gathering data on civil rights leaders and KKK members.

And while the FBI was busy data-gathering, the CIA was busy blackmailing. Porter referred to an incident in which Lyndon B. Johnson attempted to check Martin Luther King by retaining a tape of King in a Stockholm brothel. The brothel set-up was arranged by CIA agents, and the entire incident was instrumental on forcing King to withhold his viewpoints on the Vietnam escalation.

Documents released by the Fifth Estate on the COINTELPRO revealed it to be operating in several areas—espionage, the New Left, disruption of white hate groups, the CP-USA, black extremists, and the Socialist Worker's Party. One month before Martin Luther King was killed, Director Hoover issued a memorandum to the agency that called for COINTELPRO to counter the rise of a "Black Messiah" in the United States.

THE FIFTH ESTATE has been instrumental in getting the House and Senate committees to investigate COINTELPRO ac-

tivities, and has also been researching FBI involvement in the death of Black Panther leader Fred Hampton, Porter said.

TERRORISM

Whereas the intelligence used to shout "communist" as a justification for their supposed actions in the name of national security, their main justification for intelligence-gathering today is "terrorism."

"What Clarence Kelley and Saxbe have been saying in their speeches is that terrorist organizations have big plans to celebrate the Bicentennial," Porter said. So far, the Law Enforcement Assistance Act has set aside \$1 million to deal with terrorist groups during 1976.

"THE FIFTH ESTATE and the People's Bicentennial Commission have checked our communicado's with these groups," Porter said, "and we've yet to find one reference to any planned terrorism."

"The real terrorist groups—SLA, the Weathermen—are rare and hard to infiltrate," said Porter. "So the law sees a connection between terrorists and groups like the Revolutionary Union, Vietnam Veteran's against the War, the Socialist Worker's party and the CP. What they're really doing is using terrorism as an excuse to infiltrate any group they consider a politically subversive force."

In order to achieve this goal, the FBI itself has resorted to terrorist tactics, or linked up to terrorist groups. When Porter lived in San Diego his house was fired upon, and his car firebombed while he worked as an investigative reporter to uncover the Secret Army Organization, a terrorist group that targeted community groups. Six months later, when Porter and the local police department cracked the case, it was revealed that the SAO budget was coming from the FBI. Porter and others now have a lawsuit against both the FBI and the CIA in California.

RED SQUADS

ACCORDING TO PORTER, the agencies which "spy on more American citizens than anyone else, and are best at it," are the local police departments. Under the Safe Streets Act of 1970, the Nixon Administration created the Law Enforcement Assistance Adm (LEAA) and expanded the use of "Red Squads." Red Squads—general-intelligence gathering organizations as opposed to criminal—created a localized phenomena in intelligence-gathering.

"Nixon saw the 'Red Squads' as the backbone of domestic counter-insurgency," Porter said. "He standardized the data-gathering procedures, and created a domestic-intelligence network through his program." In Madison, 'Red Squads' would most likely operate under Special Operations Section, and Metro Narcotics Division.

Local Red Squads rely on informants inside organizations, and general informants, your local bartender, for example.

"He may not think of himself as an informant when he gossips with a local officer," Porter said.

IF PEOPLE WANT to investigate security agencies in the country they should start with the local police departments. For example, a group in New York began filming the front of the local police department in an effort to recognize possible informants. Porter himself was instrumental in publishing a complete list of the San Diego Red Squad.

The importance of investigating



photos by Michael Kienitz

Doug Porter, an investigator for the Fifth Estate

local agencies, Porter says, is that too many people have come to take a "metaphysical" approach to things, rather than investigating before they draw conclusions.

"There is too much paranoia," Porter said. "And it is increasing. If there were as many spies in this country as everybody thought there were, there would be more spies than not spies."

"IT'S POSSIBLE FOR us as citizens to take control of our lives," Porter said, "by taking an interest in security agencies in this country and demanding to know about their activities. If we're ever going to bring America out of the stone ages, every community should have an organization working on community rights."

Porter suggests that people take advantage of the Freedom of Information Act, which requires federal agencies to release information unless they can demonstrate a need for main-

taining it's secrecy. (see box.) "And if you find out you've been spied on," Porter urged, "sue the bastards."

THE FIFTH ESTATE offers their assistance to any group that would like to start monitoring their local security forces. In their publication entitled "Don't Read This Out Loud," they state that "an atmosphere of government openness and citizen access must be created in America if we are to maintain our status as free citizens in a democratic society. What little secrecy is necessary for the maintenance of society must be pragmatically decided upon by the entire public and not just an elite few." They can be reached at P.O. Box 647, Washington D.C., 20044.

There is also a local effort underway to form an organization to assemble information on the clandestine activities within the Madison Police Department. A meeting will be announced in the near future.

Freedom of Information Act

Under the Freedom of Information Act all Federal agencies are required to publish descriptions of their methods of operation upon request. All files of an agency must be open to the public, with the exception of; those classified by Executive Order; internal personnel rules; those exempt by federal law; trade or commercial and financial secrets; internal memos on pending matters; medical and personnel files; investigatory files.

If the agency refuses to turn over any document, you can appeal, without being required to demonstrate a need for the document. You also have the right to go to Federal Court for the documents following appeal, whereby the burden of proving the material's secretiveness falls on the agency in question. Unlike most Federal cases that take years to get underway, these cases must be taken up immediately.

The Freedom of Information Act has been used successfully in the past, most notably by Carl Stern, who was able to make public COINTELPRO documents.

For further information, contact the Community Law Office, 256-9304, 256-9594.

2nd District

(continued from page 1)

"spread of non-taxable property needs to be stopped," citing the University as the main culprit in taking from the city but not giving enough back.

Both would like to see institution of a city income tax.

MURDOCH SEES THE main issue in the race as one of "Effectiveness—who's doing to get it done. It undergirds all of them (the issues)." In this respect he feels himself preferable to Langhammer. "The concerns of most voters are not cosmic issues," he said. "I have a stronger appreciation of what the nuts and bolts of problems are." Accordingly, Murdoch is running on the issue of Ombudsmanship,

and pledging the voters that he will get action on stump removal, street repair, and lighting.

Langhammer contends that the lack of efficacy people have over "controlling their own neighborhood and their own city" is the issue foremost in the minds of the voters.

"Making the city a more just and humane place to live requires a program that grows from the grass roots of the community and ultimately requires, at all levels, coercing the oppressive economic structure to function for the people and not for profits," he said. "Being 'effective' is knowing what the problems are."

Langhammer is stressing his familiarity with the areas where he grew up in his campaign. He has received the endorsement of the district's present alderman, Joseph Thompson. Thompson's wife has been instrumental in the Langhammer effort.

What the initials mean

NSA—created under the Dept. of Defense in 1952 under the jurisdiction of the Secretary of Defense. Active in Vietnam counter-insurgency programs

DEA—Created by Department of Justice in 1973 to control narcotics and related drug abuse.

FBI—created in 1908 by the Atty. General to investigate all violations of federal laws unless designated to another organization. Includes espionage, sabotage, other subversive activities, and crime.

CIA—created in 1947 by National Security Council to coordinate intelligence activities of other governmental depts. in the interest of national security. It supposedly has no internal security function, yet keeps files on millions of Americans.

IRS—created to administer and enforce Internal Revenue laws. Tracks down tax resistors

MI—broad term for agencies within the military branches—Army, Navy, Air Force, Marine. The largest of all intelligence agencies.

NRO—commercial economic intelligence-gathering organization.

AN OPEN CHALLENGE TO ZIONISTS ON CAMPUS...

The Revolutionary Student Brigade and The Revolutionary Union challenge the Zionists in Israeli Forum to an open debate around the current situation in the Middle East, Apr. 10. We welcome the People's participation in the debate.

UNITED FRONT FORUM

The United Front announces an open forum on U.S. aid, imperialism and national liberation in Cambodia, Eritrea and Vietnam at 7:30 tonight in the Play Circle of the Memorial Union. There will be speakers and an open discussion. Admission is free.

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Brief

The Menominee Warrior Society, the Restoration Committee, and the People's Committee will testify on Menominee finances before the Menominee Indian Studies Committee in Room 421 South of the State Capitol today starting at 10 a.m. The public is invited to attend.

Supporters of the Warrior Society are encouraged to take part in a potluck supper at Wil-Mar Neighborhood Center, 953 Jenifer, after the hearing, and a panel discussion at 7:30 at St. John's Lutheran Church 322 E. Washington Ave.

U.W. PHILOSOPHY CLUB

On Friday March 21 there will be a meeting of the UW Philosophy Club in the Rosewood room in the Memorial Union. Anyone interested in Philosophizing or just heckling is welcome.

PEOPLES BICENTENNIAL PATRIOTS!! Help mobilize against the Tories. Madison people's Bicentennial Commission holds weekly meetings on Sunday at 7:30 at the campus YMCA, 306 N. Brooks.

PASSOVER IS COMING First Seder Wednesday, March 26

Hillel has Haggadot to lend
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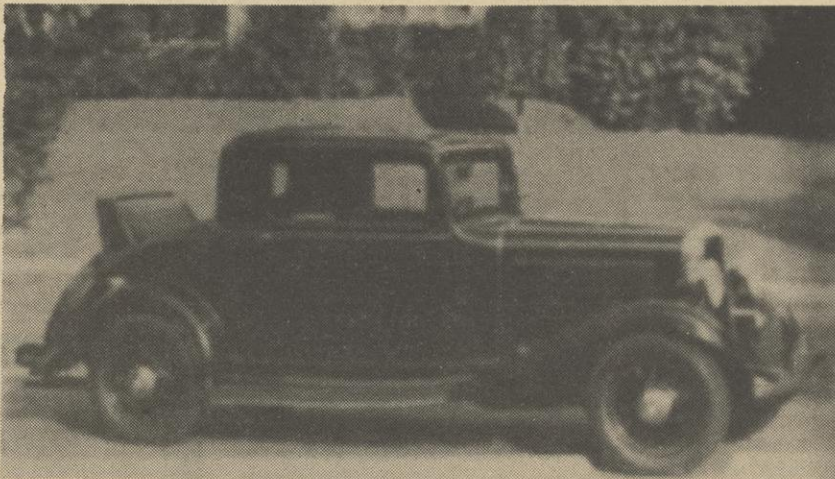
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Letters

To the editor:

Evidence obtained from the Police and Traffic Departments throws new light on the traffic problems of the near east side. Sixth District Alderman Michael Christopher, prodded by influential lakefront residents associated with the Marquette Neighborhood Association, instituted an experimental re-routing scheme to take most of the traffic off of Spaight and Rutledge Streets and shunt it to Williamson Street. This is in addition to the increased load on Williamson generated by the Atwood Avenue By-pass—also supported by Christopher and the lakefront interests.

Perhaps supporters of the Marquette Traffic Plan were not familiar with the composition of Williamson Street. 85 per cent of the buildings on that street have residential uses—64 per cent are entirely residential. And the large proportion of neighborhood oriented businesses attracts a great deal of local foot traffic.

Practically overnight Williamson Street experienced a 17 per cent increase in automobile traffic. This resulted in a tragic increase in pedestrian accidents since the introduction of the Marquette Traffic Plan. For the past few years the statistics have looked like this: 1971: one pedestrian accident, 1972: two pedestrian accidents, 1973: two pedestrian accidents.

In 1974 there were only one such accident...until November, when, with the implementation of the Marquette Plan, there were three in one month. Then in January of this year, four more pedestrians, three of them elderly residents, were struck by automobiles. One of these will be institutionalized for the rest of his life. To sum-

marize, there have been more pedestrian accidents on Williamson Street in the last four months than in the preceding three and one-half years. Meanwhile, there has been no decrease in the much lower accident rates for the lakefront streets.

Clearly the justification for the Marquette Plan is not humane, but political: to shift the traffic burden from those with influence to those without. And seen from this angle the Plan has been a definite success.

The lower income residents of Williamson Street were poorly organized and not prepared to combat the seasoned political expertise of members of the Marquette Neighborhood Association. Belatedly, they distributed petitions demanding additional stoplights on Williamson. This request was denied by the Transportation Commission despite the drastic statistics and the more than 1,000 signatures in support.

The Transportation Commission should reconsider its decision on the basis of the evidence we have presented. Traffic lights may not be a solution in themselves, but they could improve the situation by breaking the traffic flow. Meanwhile we can only be disappointed in the performance of Christopher, who saw to it long ago that there would be funds to implement the Marquette Plan, but who neglected to set aside money for traffic lights. By the time the petition campaigning propelled Christopher into action it was too late. From our point of view, however, it is still quite possible to install these lights; pay for them with money designated for the Marquette Traffic Plan, which has been proven divisive, discriminatory, and callously destructive.

Dan Taylor

PAUL SOGLIN

The Daily Cardinal endorses Paul Soglin for mayor—not for what he's done, but for what his opponent promises to do.

The Cardinal did not endorse any candidate in the mayoral primary. We said Paul Soglin was the most qualified, but "we can't endorse a candidate who runs a typical incumbent, don't-speak-about-the-issues campaign."

Paul has not changed much since then. But because Henry Reynolds candidacy poses such a potential threat to the safety, peace of mind, comfort, protection, and civil liberties of the citizens of Madison, we find we must endorse a candidate who often will not speak to the issues.

Soglin's record as mayor is mixed. He has accomplished much, and there is much he hasn't done.

In our endorsement editorial Wednesday, we analyzed Soglin's actions over the past two years from this perspective. That editorial will be reprinted prior to spring break.

FBI writes leftist leaflets

By JOHN GRUCELSKI
of the Cardinal Staff

While national hearings and the local symposium focused on the CIA last week, its sister-snooper, the FBI, was revealing its longtime interference with the Socialist Workers Party (SWP).

For Pete Camejo, campaigning in Madison Thursday as the party's presidential candidate, it was an opportunity to share an inside look at the "mentality of the FBI."

FOR EXAMPLE, a 1970 memo to the Director of the FBI from the New York office: 'Enclosed for the Bureau is a copy of an unsigned leaflet entitled 'Fly United', mailed ... with prior Bureau authority. The leaflet is designed to cause disruption in the peace movement ... (it) has been marked 'obscene' because of its contents ... written in the jargon of the New Left, necessitating the use of a certain amount of profanity.'

This memo is contained in 3000 pages of documents from the FBI's counterintelligence program, COINTELPRO. The documents were made public Wednesday by the SWP, in connection with its \$27 million suit filed, in 1973, against the FBI, CIA, US attorney general, and 40

individuals and agencies.

Files from the CIA, Secret Service and other agencies, and 6000 more pages of COINTELPRO memos and investigative files are due later.

Camejo showed the Cardinal the "Fly United" leaflet which depicts two ducks copulating in midflight. One is labelled the SWP. The other represents "New Mobe", the New Mobilization Committee to End the War in Vietnam.

THE TEXT BELOW THE duck says, "Dig it. It's time to pull the chain, brothers and sisters. If the peace movement in Amerika is to survive, the crap influence of the Socialist Workers Party and its bastard youth group—Young Socialist Alliance—must be flushed from New Mobe once and for all..."

The names of "SWP shits" are listed; readers are given the address of New Mobe to write to.

On the memo, the names of the agents involved and the initials of those who approved the "Fly United" leaflet are inked-out. The FBI defended such obliteration of names—and even of whole sentences—by saying it had to protect its investigative methods and sources, Camejo said.

"The FBI admits it has found no evidence of illegal activity in 36

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April 1 _____, 19 75 _____
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Madison, Wisconsin
I hereby certify that I am a citizen of the United States and have been a legal resident of the State of Wisconsin and of the _____ Ward of the _____ District of the City of Madison, County of Dane, for ten days next preceding; that I am a duly qualified elector therein; that I expect to be temporarily absent from such legal residence and cannot appear at the polling place on said date. I, therefore, hereby apply for official mail ballots to be voted by me at such election.
Dated _____, 19 _____ Signed _____
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(Street No. and Name)
MAIL BALLOTS TO: _____
STREET NO. & NAME _____
CITY OR TOWN _____
CLIP AND MAIL to the City Clerk's office, Room 103, 210 Monona Av., Madison, WI., 53709. Do it today.

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District Four CAROL WUENNENBERG
District Five RONEY SORENSEN
District Six MICHAEL CHRISTOPHER
District Eight BOB WEIDENBAUM
District Nine RICH GROSS
District Twelve JOHN KLUSINSKE
District Fourteen DEL BEAVER

COUNTY BOARD

District Four JORGEN GODERSTAD

SCHOOL BOARD

KAREN SESSLER STEIN
CITY REFERENDA

YES; YES

committee of the victims to go through their files and pick out what is relevant, before it goes to the shredder."

The federal judge presiding over the damage suit also barred the FBI from a recent SWP convention in St. Louis. That decision was overturned because the FBI said the identity of agents on a campaign committee would be revealed, Camejo said.

The 35 year-old Camejo, a Berkeley student activist in the 60's, ran unsuccessfully for Edward Kennedy's Senate seat in 1970.

He was arrested February 3 on charges of disorderly conduct and "criminal trespass" while trying to present a Bill of Rights for Working People to President Ford's economic conference. On March 11, he was arrested and threatened by Houston, Texas, police, who later called the affair a "comedy of errors."

CAMEJO AND HIS RUNNING MATE Willie Mae Reid may have dim prospects in 1976, but Camejo said, "Our goal is not so much to win the office as to win people." Reid is also challenging Richard Daley's machine as a candidate for mayor of Chicago.

Besides some "basic human rights" outlined in the Bill of Rights for Working People, Camejo is running on five key points:



PETE CAMEJO

- immediate cutting of the war budget and starting of emergency public works programs,
- creation of a cost-of-living escalator clause in all labor contracts,
- full enforcement of laws granting equality for minorities and women,
- ending of all CIA and FBI harassment of the Left, and
- ending of imperialistic policies, including support for dictatorships in Cambodia and South Vietnam, and CIA involvement in Chile, Portugal and other countries.

THE DAILY CARDINAL'S TV GUIDE

For the week of March 24 to March 30

Mephisto, master of late night horror

Catching comedy and absurdity together

By BRIAN BRANAGAN
of the Cardinal Staff

"Make no mistake about it: I am Mephisto, the Big M, the king of Weekend horror flicks," he says, and then he adds in a soft inquiring voice not at all characteristic of a king: "Do you think anybody watches me?"

Mephisto is indeed a king, but what is perhaps even more interesting about him is his over-estimated sense of self-importance. Here is a guy on TV that thinks he knows what he's doing and where he's going. And considering he's the only late night horror movie host in town, it's remarkable how little control he has over his situation.

A visit to the set of Lenny's Inferno is like walking into Bedlam. The script is often prepared between takes with little input from Mephisto. "Hey, guys, I've got a great idea," he chuckles as he warms up to his producer. "Let's throw a bucket of water on Vladimir."

"That's a good idea," the producer replies in a cold monotone. And then he shouts to the stage crew, "Get a bucket of water for Vladimir to throw on Mephisto in the next take."

Six years ago Mephisto was just another nebish from Swampton sitting in his decrepit castle training rotifers and collecting nudibrank. He found that his BA in candle-making from Quasimodo U. wasn't worth a whole lot. There he was like alot of other college grads, over-trained and under-employed.

But then fours years ago, while sitting in his favorite saloon, Lefty's Bottom of the Barrel Bar, he was discovered by a crazy man carrying a portable TV looking for a socket.

This chance occurrence changed Mephisto's life, for the man with the TV was Crazy TV Lenny, who needed a star for a late night program to promote his stereo store. Mephisto was perfect. Within a week he was featured in Lenny's Inferno on Friday nights on Channel 15. The critics panned it but the audience bought the stereos and he has been employed ever since.

"I'm really grateful that it happened to me just like it did to Lauren Bacall — one of those overnight things. I don't think I could bear the idea of a casting couch, especially with a cockroach like TV Lenny. Six years ago I never would have thought that anything so great could happen to me. Here



photo by Brian Branagan

"I am Mephisto, the Big M, the king of weekend horror flicks."

I am an important person on the tube, just like Ted Baxter. I get to watch all the free horror movies I can and all I got to do is talk about the pretty buttons and dials on the stereos that Lenny brings in."

Does Lenny pay Mephisto anything for his work? "Hell no who needs money? My massive ego gets stuffed to the gills every week." Mephisto — a star?

Indeed, it's hard to imagine. Meeting him, one wonders how such an ugly face could bring adulation from a television audience. But it does happen.

Between takes Mr. M is a handed a letter. "Look," he shouts cheerfully. "I've got another fan letter. That makes two this

year." He rips open the large envelope, giggling like a little child. As he pulls the massive piece of paper, his attention becomes focused on the crudely scrawled block letters; 'Mephisto is a Dope'. "Fan mail from some flounder," he chuckles to himself.

"What originally turned me on, got me interested in show business was church. When I was little I was thrilled to go to the services. But the appreciation of absurd comedy didn't come until I was in my teens. If you can catch anarchy and comedy together, it's one of those few rare gems of life. And to add pomposity! Whenever I see

that in a playback tape, then I'm really happy.

"I've been working as a TV emcee for less years than Frazier Thomas and I'm probably more of a success. But success is not my first priority, projecting the absurdity of TV is. I mean where else will you find an anti-commercial or see the floor crew have as much fun as our audience."

"I've worked hard at it. You don't know how difficult it is to come up with refreshing new ways to be silly. After all, you can only put an ax through a television tube every month."

"I suggested to Lenny that we do a comparison strip down between a dual and a Lenco turntable on the show. He looked at me kinda strange when I told him that Vladimir and his trusty ax would take the stereo components apart right on the air. I guess he didn't like the idea of all those fine machined cams cluttering up the set."

For all of his overbearing comments and ugly looks, Mephisto remains the simple and unintelligent fellow he always was. My favorite color is basic black," he noted in a late night TV magazine. "My wardrobe is the same smock, pants, boots and crooked beard that I've always had," he said. "My hobbies are about as simple as that, too."

"I've learned not to clutter up my life with unimportant things since I've become a star, I enjoy a good ogre-baiting match as well as some home-cooked fricassee of beaks and claws."

Mephisto learned not to over-extend his mental boundries several years ago when it was discovered he had been bought off with an IOU during a non-election year battle. Like a latter day Bizzaro Superman, Mephisto conceals his identity and returns to the square world where he masquerades as a station executive for WMYV, the forward television station.

But Crazy TV Lenny isn't crazy. In five years he turned a faltering stereo business into one of the strongest stereo outlets in the state.

"I wanted the show just to be a lot of fun to watch," "Crazy TV Lenny" Len Mattioli said. "The commercials are refreshingly different. Of course there is a hard sell message but who can get serious about stereo components at 12:30 at night."

Obviously no one. But at 12:30 the next day, floor salesmen at American TV and Furniture are clamouring around the cash register.



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your Lifestyle
in lots of
Casual Sport Clothes
and
an array of
Denim and Gauze

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Monday Tuesday Wednesday Thursday

| | |
|--|---------|
| 5:00 News | 3 |
| Hogan's Heroes | 9 |
| Hogan's Heroes | 15 |
| I Love Lucy | 18 |
| ABC News | 27 |
| 5:30 NBC News | 15 |
| CBS News | 3 |
| Bewitched | 9 |
| Electric Company | 10,21 |
| Dick Van Dyke | 18 |
| That Girl | 27 |
| 6:00 News | 3,15,27 |
| Andy Griffith | 9 |
| American Institutions | 10 |
| That Girl | 18 |
| Living Married | 21 |
| 6:30 Know Your County Board Candidates | 6 |
| Mondo Video | 4 |
| Truth or Consequences | 3 |
| Dick Van Dyke | 9 |
| Washington Straight Talk | 10 |
| Lucy Show | 15 |
| Beverly Hillbillies | 18 |
| Target: The State | 21 |
| To Tell the Truth | 27 |
| 7:00 The White Seal | 3 |
| Movie: "The Runaway Barge" | 15 |
| Rookies | 27 |
| Ultimate Questions | 6 |
| Movie: "The Mast of Dimitrios" | 9 |
| Menominee | 10,21 |
| Bowling Game | 18 |
| 7:30 Madison Mayor Candidates | 6 |
| Dr. Seuss: "Horton Hears A Who" | 3 |
| 8:00 Mitzi and a Hundred Guys | 3 |
| S.W.A.T. | 27 |
| Sculpture in the Open | 10 |
| Movie: "A Midsummer Night's Dream" | 18 |
| Ravel: Centennial | 21 |
| 8:30 Movie: "Crossfire" | 15 |
| Romantic Rebellion | 10,21 |
| 9:00 Medical Center | 3 |
| Caribe | 27 |
| FBI | 9 |
| Firing Line | 21 |
| Aldermanic Candidates | 6 |
| 9:30 Interface | 10 |
| Aldermanic Candidates | 6 |
| 10:00 Is the Energy Crisis Contrived? | 3,15,27 |
| News | 10 |
| Arabs and Israelis | 21 |
| Your Future is Now | 18 |
| 10:15 Perry Mason | 3 |
| 10:30 Movie: "Second Chance" | 15 |
| Johnny Carson | 27 |
| Wide World Mystery | 6 |
| Part 2 | 9 |
| Movie: "O.S.S." | 10 |
| World Press | 21 |
| ABC News | 18 |
| 11:15 Medix | 18 |
| 11:45 News | 15 |
| 12:00 Tomorrow | 9 |
| 12:40 News | 15 |
| 1:00 News | 15 |

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|--|-----------|
| 5:00 News | 3 |
| Movie: "Give My Regards to Broadway" | 6 |
| Hogan's Heroes | 9 |
| ABC News | 27 |
| I Love Lucy | 18 |
| Hogan's Heroes | 15 |
| 5:30 CBS News | 3 |
| NBC News | 15 |
| Bewitched | 9 |
| Electric Company | 10,21 |
| Dick Van Dyke | 18 |
| That Girl | 27 |
| 6:00 News | 3,15,27 |
| EMJC Community Calendar | 4 |
| Andy Griffith | 9 |
| Basic Economics | 10 |
| That Girl | 18 |
| 6:30 Truth or Consequences | 3 |
| Church Women United | 4 |
| Cable Notebook | 6 |
| Dick Van Dyke | 9 |
| Assignment America | 10 |
| Lucy Show | 15 |
| Beverly Hillbillies | 18 |
| Target: Madison | 21 |
| To Tell the Truth | 27 |
| 7:00 Your Doctor Answers | 3 |
| Job Scene | 6 |
| Adam-12 | 15 |
| Movie: "Huckleberry Finn" | 27 |
| Hee Haw | 9 |
| Solar Energy | 10 |
| Bowling Game | 18 |
| American Pie Forum | 21 |
| 7:30 M.A.S.H. | 3 |
| Madison City Council | 6 |
| Movie: "The Disappearance of Flight 412" | 15 |
| Ascent of Man | 10,21 |
| 8:00 Spring Event '75 with Oral Roberts | 3 |
| Bonanza | 9 |
| Movie: "Decision Before Dawn" | 18 |
| 8:30 Movie: "Hurricane" | 27 |
| Milwaukee Symphony | 10 |
| History of the Motion Picture | 21 |
| 9:00 Barnaby Jones | 3 |
| OVA Theater | 4 |
| Police Story | 15 |
| FBI | 9 |
| Monty Python's Flying Circus | 21 |
| 9:30 Festival Films | 21 |
| 10:00 News | 3,9,15,27 |
| Milwaukee ARC | 10 |
| Police Science | 21 |
| 10:15 Perry Mason | 18 |
| 10:30 Movie: "Firehouse" | 3 |
| Johnny Carson | 15 |
| Movie: "The Night of the Hunter" | 9 |
| Showcase | 10 |
| ABC News | 21 |
| Movie: "Sylvia" | 27 |
| 11:15 Make Room for Daddy | 18 |
| 11:45 News | 18 |
| 12:00 Tomorrow | 15 |
| 12:20 News | 9 |
| 12:50 Outer Limits | 9 |
| 1:00 News | 15 |
| 1:50 It Pays to be Ignorant | 9 |

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|---|-----------|
| 5:00 News | 3 |
| Hogan's Heroes | 9 |
| ABC News | 27 |
| Hogan's Heroes | 15 |
| I Love Lucy | 18 |
| Rainbow In The Mirror | 6 |
| 5:30 CBS News | 3 |
| NBC News | 15 |
| Bewitched | 9 |
| Electric Company | 10,21 |
| Dick Van Dyke | 18 |
| That Girl | 27 |
| Cable Journal | 6 |
| 6:00 News | 3,15,27 |
| Andy Griffith | 9 |
| American Institutions | 10 |
| That Girl | 18 |
| Man And His Environment | 21 |
| 6:30 Truth or Consequences | 3 |
| Dick Van Dyke | 9 |
| Cityside | 10 |
| Lucy Show | 15 |
| Beverly Hillbillies | 18 |
| Target: The State | 21 |
| To Tell the Truth | 27 |
| Polar Oceanographer | 4 |
| The 29th Day | 6 |
| 7:00 Peanuts | 3 |
| Little House On The Prairie | 15 |
| That's My Mama | 27 |
| Movie: "Battle Hymn" | 9 |
| To Be Announced | 10 |
| Bowling Game | 18 |
| Badger Sports | 21 |
| County Executive Report | 6 |
| Bashford Church Service | 4 |
| 7:30 The Easter Promise | 3 |
| Movie: "The Girl Most Likely To..." | 27 |
| Behind The Lines | 10 |
| Selling America | 21 |
| Aldermanic Candidates #5&6 | 6 |
| Against The Grain | 4 |
| 8:00 Lucas Tanner | 15 |
| Theater In America | 10,21 |
| Movie: "Harry Black And The Tiger" | 18 |
| Aldermanic Candidates #7&8 | 6 |
| 8:30 Passover | 6 |
| What Rights For Students? | 4 |
| 9:00 Tony Orlando And Dawn | 3 |
| The Law | 15 |
| Get Christie Love | 27 |
| FBI | 9 |
| Aldermanic Candidates #9&10 | 6 |
| OVA Theater | 4 |
| 9:30 Movie: "Platinum High School" | 6 |
| 10:00 News | 3,9,15,27 |
| Spring Event '75 with Oral Roberts | 18 |
| 10:30 Movie: "Gold Of The Seven Saints" | 3 |
| Johnny Carson | 15 |
| Wide World Special | 27 |
| Movie: "The Razor's Edge" | 9 |
| 11:00 Play Bridge With The Experts | 10 |
| Make Room For Daddy | 18 |
| abc news | 21 |
| 11:30 News | 18 |
| 12:00 Tomorrow | 15 |
| 1:00 News | 15 |
| 1:25 News | 9 |
| 1:55 One Step Beyond | 9 |
| 2:25 Biography | 9 |

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|------------------------------|-----------|
| 5:00 News | 3 |
| Hogan's Heroes | 9 |
| I Love Lucy | 15 |
| Hogan's Heroes | 18 |
| ABC News | 6 |
| Triumph Over The Cross | 3 |
| 5:30 CBS News | 15 |
| NBC News | 9 |
| Bewitched | 10,21 |
| Electric Company | 18 |
| Dick Van Dyke | 27 |
| That Girl | 6 |
| 6:00 News | 3,15,27 |
| Andy Griffith | 9 |
| Basic Economics | 10 |
| Family Renegades | 18 |
| That Girl | 21 |
| Wild Flower: The Wood | 3 |
| 6:30 Truth or Consequences | 9 |
| Dick Van Dyke | 10 |
| Consumer Survival Kit | 15 |
| Lucy Show | 18 |
| Beverly Hillbillies | 21 |
| Target: Madison | 27 |
| WIAA Gymnastics | 4 |
| Mysterious Land | 6 |
| Women | 3 |
| 7:00 The Waltons | 15 |
| Movie: "Pier Of Foxes" | 27 |
| Bill Moyers Journal | 9 |
| Ironside | 10 |
| Bowling Game | 18 |
| Aldermanic Candidates | 21 |
| 7:30 Karen | 6 |
| Aldermanic Candidates | 4 |
| 8:00 Perry Come | 3 |
| Mac Davis | 27 |
| Streets Of San Francisco | 10 |
| Necromancer | 21 |
| Movie: "The Night Of He | 6 |
| Movie: "The Night Of He | 4 |
| Aldermanic Candidates | 15 |
| Mondo Video | 10,21 |
| 8:30 Aldermanic Candidates | 18 |
| 9:00 Smithsonian Institution | 6 |
| Petrolia | 9 |
| Harry O | 4 |
| FBI | 3 |
| On Location | 15 |
| Cable Notebook | 27 |
| OVA Theater | 9 |
| 9:30 Sailing In Newland | 6 |
| 10:00 News | 3,9,15,27 |
| Washington Straight Ta | 4 |
| Wisconsin Openers | 18 |
| 10:15 Perry Mason | 3 |
| 10:30 Movie: "Someone Behi | 15 |
| Johnny Carson | 27 |
| Wide World Special | 9 |
| Movie: "A For T | 10 |
| ABC News | 18 |
| Live On Six | 21 |
| 11:15 Make Room For Daddy | 18 |
| 11:45 News | 15 |
| 12:00 Tomorrow | 9 |
| 12:20 News | 15 |
| 12:50 One Step Beyond | 9 |
| 1:00 News | 15 |
| 1:20 Biography | 9 |

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Monday

7:00 **THE RUNAWAY BARGE** 15
Pilot for possible series on Mississippi tugboat. Made for TV. (1975) Until 8:30.

7:00 **THE MASK OF DIMITRIOS (BW)** 9
Great old mystery with Peter Lorre and Sidney Greenstreet in rare starring roles. Watch for Lorre at the climax. With Zachary Scott. Directed by Jean Negulesco. (1944) Until 9:00.

8:00 **A MIDSUMMER NIGHT'S DREAM (BW)** 18
Interesting Hollywood adaptation of the Shakespeare play. With James Cagney, Dick Powell, Olivia de Havilland, Joe E. Brown, Mickey Rooney, Hugh Herbert. Directed by Max Reinhardt, William Dieterle. (1935) Until 10:15.

10:30 **SECOND CHANCE** 3
Wall street stock broker buys a Nevada ghost town and tries to turn it into a utopia. A running dog is a running dog is a running dog. With Brian Keith, Elizabeth Ashley, Juliet Prowse. Directed by Peter Tewksbury. Made for TV (1971) Until 12:00.

10:30 **O.S.S. (BW)** 9
The people who brought you the CIA... Agents on mission in France, unaware that D-Day is rapidly approaching. With Alan Ladd, Geraldine Fitzgerald. Directed by Irving Pichel. (1946) Until 12:40.

Tuesday

7:00 **HUCKLEBERRY FINN** 27
Social criticism is downplayed and

humor and adventure emphasized in this family-oriented film version of Mark Twain's novel. Ronnie Howard (remember Andy Griffith) still hasn't quite grown up in his role as the title character. With Antonio Fargas, Jack Elam, Merle Haggard. Made for TV. (1975) Until 8:30.

7:30 **THE DISAPPEARANCE OF FLIGHT 412** 15
Was it a freak accident—or UFOs? Can Glenn Ford find out? Made for TV (1974) Until 9:00.

8:00 **DECISION BEFORE DAWN (BW)** 18
A realistic World War II thriller about a Nazi P.O.W. who returns to Germany as an American spy. With Oskar Werner, Richard Basehart, Gary Merrill, Hildegard Knef. Directed by Anatole Litvak. (1951) Until 10:15.

8:30 **HURRICANE** 27
Newsreel footage of storms adds realism to this story of residents of a small Gulf Coast town and their reactions as a hurricane approaches. 10:30 **FIREHOUSE** 3
Richard Roundtree plays a black rookie fireman who has problems gaining acceptance in a previously all-white fire department. With Vince Edwards. Directed by Alex March. Made for TV. (1974) Until midnight.

10:30 **NIGHT OF THE HUNTER (BW)** 9
Charles Laughton's only attempt at directing is quite successful in this account of a psychotic rural preacher who wants a hidden cache of money bad enough to kill for it. With Robert Mitchum, Shelley Winters, Lillian Gish. (1955) Until 12:20.

10:30 **SYLVIA (BW)** 27
Bad girl Carol Baker turns good, only to have her fiancé (Peter Lawford) hire an investigator (George Maharis) to dredge up the

details of her past. With Joanne Dru, Vivica Lindfors, Edmond O'Brien, Aldo Ray, Ann Southern. Directed by Gordon Douglas. (1965) Until 12:35.

Wednesday

7:00 **BATTLE HYMN** 9
True story of Air Force chaplain in Korea who aids orphaned children. With Rock Hudson, Dan Duryea. Directed by Douglas Sirk. (1956) Until 9:00.

7:30 **THE GIRL MOST LIKELY TO...** 27
"Ugly duckling made beautiful by plastic surgery seeks revenge on those who made her life miserable." Scripted by Joan Rivers, this sexist poop about ugly duckling transformed lays egg. With Stockard Channing, Edward Asner. Directed by Lee Phillips. Made for TV. (1973) Until 9:00.

8:00 **HARRY BLACK AND THE TIGER** 18
Jungle confusion. With Stewart Granger, Barbara Rush. Directed by Hugo Fregonese. (1958) Until 10:00.

9:30 **PLATINUM HIGH SCHOOL (BW)** 6
Mickey Rooney discovers his son's death at high school wasn't accidental. With Terry Moore, Dan Duryea, Yvette Mimieux, Conway Twitty. Directed by Charles Haas. (1960) Until 11:30.

10:30 **GOLD OF THE SEVEN SAINTS** 3
Fur trappers chased around Utah by bandits in search of gold nuggets. With Clint Walker, Roger Moore. Directed by Gordon Douglas. (1961) Until 12:45.

Thursday

7:00 **PRINCE OF FOXES (BW)** 9
Intrigue in 16th century Italy. With Tyrone Power, Orson Welles. Directed by Henry King. (1949) Until 9:00.

8:00 **THE SIGN OF THE CROSS** 18
Another C.B. DeMille bible epic. This is an apochraphal tale of Nero's persecutions of Christians. With Fredric March, Charles Laughton, Claudette Colbert. (1932) Until 10:15.

8:00 **GATE OF HELL** 21
Good Japanese film set in the 12th century, deals with a woman who will not submit to the conqueror of her homeland. Directed by Teinosuke Kinugasa. (1954—Japanese) Until 10:00.

10:30 **SOMEONE BEHIND THE DOOR** 3
Brain surgeon tries to make amnesiac commit murder for him. With Charles Bronson, Anthony Perkins (1971) Until 12:25.

10:30 **A GUIDE FOR THE MARRIED MAN** 9
Snickering sexism with an all-star cast. Funny, if your sensibilities aren't too easily offended. Starring Walter Matthau, Robert Morse, Inger Stevens. Directed by Gene Kelly. (1967) Until 12:20.

Friday

7:00 **LILLIES OF THE FIELD (BW)** 12
Nice film of handy man Sidney Poitier building convent for a group of nuns. Directed by Ralph Nelson. (1963) Until 9:00.

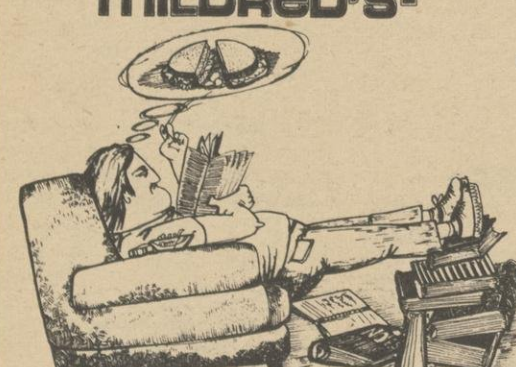
8:00 **THE GREATEST STORY EVER TOLD** 12
First of tonight's bible epics, this chock full of all-star cameos, such as John Wayne as the Roman soldier guarding Christ on the cross. "True this man is the Son of God." With Max Von Sydow, Charlton Heston (course), Telly Sevalas, etc. etc. Directed by George Stevens. (1965) Until 10:00. Part II on Saturday at 8:00.

8:00 **THE SILVER CHALICE** 12
Low grade bible epic, this is Paul Newman's first movie, and one for which he later publicly apologized. With Virginia Mayo, Jack Palance. Directed by Victor Saville. (1954) Until 10:30.

8:30 **FORCE FIVE** 3
Gee-whiz... a group of ex-offenders put their specialized skills to work solving crimes. A pilot for a proposed series. Lord have mercy. Made for TV (1975) Until 10:00.

10:30 **QUO VADIS** 12
Good epic of Nero's Rome. With Robert Taylor, Deborah Kerr, Peter Ustinov. Directed by Mervyn Leroy. (1951) Until 1:55.

10:30 **THE ROBE** 9
Another good epic, this one about the Roman soldier who won Christ's robe in game of lots at the foot of the cross. Needless to say, it freaks him out. With Richard Burton, Jean Simmons, Victor Mature, Michael Rennie, Dawn Adams. Directed by Henry



MILDRED'S-

Mon-Fri. Lunch

11:30 a.m.
2:30 p.m.
Evening
6:00 p.m.
2:00 a.m.

Sat.
Lunch 11:30 a.m.
2:30 p.m.
Late Snack
10:30 p.m.
2:30 a.m.


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Uncle Barky's



Tubular Trivia



Uncle Barky keeps his promise, and lunches with the first tubular trivia contest winner, Nancy Ciezki, 115 E. Gorham.

photo by Brian Branagan

Thursday Friday Saturday Sunday

| | | | | | | | |
|------------------------------------|-----------|---|-----------|--|----|--|---------|
| 11:00 News | 3 | 5:00 News | 3 | 11:00 Harlem Globetrotters | 3 | 11:00 Celebrity Parade for Cerebral Palsy (cont.) | 15 |
| Hogan's Heroes | 15 | Hogan's Heroes | 9 | Jetsons | 15 | Face The Nation | 3 |
| I Love Lucy | 18 | ABC News | 27 | Mister Rogers | 21 | Wisconsin Outdoors | 27 |
| Hogan's Heroes | 9 | Hogan's Heroes | 15 | These Are The Days | 27 | 11:30 Interfaith | 3 |
| ABC News | 27 | I Love Lucy | 18 | 11:25 Schoolhouse Rock | 27 | Community 75 | 27 |
| Triumph Over The Cross | 6 | Passover | 6 | 11:26 In The News | 3 | 12:00 CBS Sports Spectacular | 3 |
| 3:00 CBS News | 3 | 5:30 CBS News | 3 | 11:30 Fat Albert and the Cosby Kids | 3 | Dick Rogers | 27 |
| NBC News | 15 | NBC News | 15 | Go! | 15 | 12:30 Faith For Today | 27 |
| Bewitched | 9 | Bewitched | 9 | Villa Alegre | 21 | Know Your Candidates | 6 |
| Electric Company | 10,21 | Electric Company | 10,21 | The Treehouse Club | 27 | 1:00 NBA Basketball | 3 |
| Dick Van Dyke | 18 | Dick Van Dyke | 18 | 12:00 CBS Children's Film Festival | 3 | Hill Number One | 27 |
| That Girl | 27 | That Girl | 27 | Movie: "Night of the Following Day" | 15 | 2:00 National Women's Free-style Skiing Championship | 27 |
| 10:00 News | 3,15,27 | 6:00 News | 3,15,27 | The Pick Rodgers Polka Show | 18 | 2:30 American Sportsman | 27 |
| Andy Griffin | 9 | Andy Griffin | 9 | Sesame Street | 21 | 3:15 Howard Cosell | 27 |
| Basic Economics | 10 | Aviation Weather | 10,21 | Dick Rodgers | 27 | 3:30 Heritage Classic | 3 |
| Family Reorganization | 21 | That Girl | 18 | 12:30 The Big Blue Marble | 27 | Wide World Of Sports | 27 |
| That Girl | 18 | Truth Or Consequences | 3 | Agriculture Today | 3 | World Press | 21 |
| Wild Flower The Woodlands | 6 | Dick Van Dyke | 9 | 1:00 That Good Ole Nashville Music | 18 | 4:30 Behind The Lines | 21 |
| 10 Truth Or Consequences | 3 | Black Perspective On The News | 10 | Jim Thomas Outdoors | 18 | 5:00 Sixty Minutes | 3 |
| Dick Van Dyke | 9 | Lucy Show | 15 | Electric Company | 21 | Directions | 27 |
| Consumer Survival Kit | 10 | Beverly Hillsbillies | 18 | American Bandstand | 27 | Great Decisions | 21 |
| Lucy Show | 15 | Target: The State | 21 | 1:30 World of Survival | 3 | 5:30 Zoom | 21 |
| Beverly Hillsbillies | 18 | To Tell The Truth | 27 | Stan Bran Outdoors Calling | 15 | Movie: "The Wizard Of Oz" | 15 |
| Target: The State | 21 | Aldermanic Candidates #20&21 | 6 | The American Angler | 18 | Know Your County Board Candidates | 6 |
| WIAA Gymnastics | 27 | Comedy Special | 3 | The Last of the Mohicans | 21 | 6:00 News | 3 |
| Mysterious Land | 6 | Sanford And Son | 15 | College Basketball 2-semi-finals | 15 | Quest For Adventure | 27 |
| Women | 4 | Night Stalker | 27 | Sportman's Friend | 18 | Arabs And Israelies | 21 |
| The Waltons | 3 | Movie: "Lillies Of The Field" | 9 | Nova | 21 | Madison Lacrosse | 6 |
| Movie: "Pigeons Of Foxes" | 9 | Washington Week In Review | 10,21 | Sportman's Friend | 27 | 6:30 The Waltons | 3 |
| Bill Moyer Journal | 10,21 | Bowling Game | 18 | 2:30 Women's Tennis Association | 3 | Six Million Dollar Man | 27 |
| Inside | 15 | Wisconsin Outdoors | 6 | Movie: "Fighting Trouble" | 18 | Nova | 21 |
| Bowling Game | 18 | 7:30 We'll Get By | 3 | Pro Bowlers Tour | 27 | 7:30 Movie: "Ten Commandments" | 27 |
| Aldermanic Candidates #11&12 | 6 | Chico And The Man | 15 | 3:00 The Romantic Rebellion | 21 | NBC Mystery Movie: "McCloud" | 15 |
| Karen | 27 | Wall Street Week | 10,21 | 4:00 Heritage Classic | 3 | Masterpiece Theater | 21 |
| Aldermanic Candidates #14&15 | 6 | Crucifixion Of Christ | 6 | TBA | 18 | 8:30 American Parade Sojourner | 3 |
| Perry Como | 3 | 8:00 We'll Get By | 3 | Woman | 21 | Bill Moyer's Journal | 21 |
| Mac Davis | 15 | Movie: "The Greatest Story Ever Told, Part One" | 15 | Wide World of Sports | 27 | 9:00 Lucy Show | 15 |
| Streets Of San Francisco | 27 | Hot L Baltimore | 27 | 4:30 Without Warning | 21 | 9:30 Good Times | 3 |
| Necromancy | 10 | Masterpiece Theater | 10,21 | 5:00 Zoom | 3 | \$25,000 Pyramid | 27 |
| Movie: "Thorn Of The Cross" | 18 | Movie: "The Silver Chalice" | 18 | All Star Wrestling | 18 | Candid Camera | 15 |
| Movie: "Thorn Of Hell" | 21 | Triumph Of The Cross | 6 | Civilisation | 21 | Kup's Show | 21 |
| Aldermanic Candidates #16&17 | 6 | 8:30 Movie: "Force Five" | 3 | 5:30 CBS Evening News | 27 | 10:00 News | 3,15,27 |
| Mondo Video | 4 | Odd Couple | 27 | Reasoner Report | 27 | 10:30 CBS News | 3 |
| Aldermanic Candidates #18&19 | 6 | 9:00 Baretta | 27 | 6:00 Hee Haw | 3 | It's Your Life | 27 |
| Smithsonian Institution Special | 6 | FBI | 9 | News Service Report | 15 | Tonight Show | 15 |
| Petrocelli | 15 | Cityside | 10 | Hee Haw | 18 | 10:35 Echoes From Calvary | 27 |
| Harry O | 27 | Consumer Survival Kit | 21 | Washington Week in Review | 21 | 10:45 Movie: "Will Success Spoil Rock Hunter" | 3 |
| On Location | 10 | Movie: "Young Mr. Lincoln" | 6 | Outdoor Sportsman | 27 | 11:05 It Takes A Thief | 27 |
| Cable Notes | 6 | OVA Theater | 4 | 6:30 Sports and Travel World | 6 | | |
| OVA Theater | 4 | 9:30 Menominee | 10 | Wild Kingdom | 15 | | |
| Sailing In New England | 6 | Book Beat | 21 | Wall Street Week | 21 | | |
| 10:00 News | 3,15,27,9 | 10:00 News | 3,15,27,9 | Green Acres | 27 | | |
| Washington Straight Talk | 21 | Your Future Is Now | 21 | 7:00 All in the Family | 3 | | |
| Wisconsin Outdoors | 6 | 10:30 Movie: "Quo Vadis" | 3 | Emergency | 15 | | |
| Perry Mason | 18 | Johnny Carson | 15 | Porter Wagner | 18 | | |
| Movie: "Someone Behind The Door" | 15 | Wide World In Concert | 27 | 7:30 The Jeffersons | 3 | | |
| Johnny Carson | 15 | Movie: "The Robe" | 9 | Sailing In Newfoundland | 6 | | |
| Wide World of Sports | 27 | Sculpture In The Open | 10 | Wilburn Brothers | 18 | | |
| Movie: "A Day For The Married Man" | 9 | Perry Mason | 18 | 8:00 Mary Tyler Moore | 3 | | |
| ABC News | 21 | ABC News | 21 | Springtime | 6 | | |
| Live Or Six | 6 | 11:00 Romantic Rebellion | 10 | Movie: "The Greatest Story Ever Told, Part II" | 15 | | |
| Make Room For Daddy | 18 | 11:30 Police Surgeon | 18 | Movies: "King of the Zombies" | 18 | | |
| News | 18 | 12:00 Movie: "The Mole People" | 15 | Why Me, Tom Krolik? | 21 | | |
| Tomorrow | 15 | News | 18 | Movie: "Ten Commandments" | 27 | | |
| One Step Beyond | 9 | Christophers | 27 | 8:15 Escape to Moorea | 6 | | |
| News | 15 | 12:20 700 Club | 10 | 8:30 Bob Newhart | 3 | | |
| ography | 9 | 1:05 News | 15 | Movie: "Ten Commandments" | 27 | | |
| | | 1:15 News | 15 | Downtowns Are For People | 21 | | |
| | | 1:35 Movie: "Horizons West" | 9 | 9:00 Carol Burnett | 3 | | |
| | | 1:55 Porter Wagoner | 9 | The Afro-American Experience | 21 | | |

| | | | | | |
|------------------------------------|-----------|--|----|--|---------|
| 11:00 News | 3 | 11:00 Harlem Globetrotters | 3 | 11:00 Celebrity Parade for Cerebral Palsy (cont.) | 15 |
| Hogan's Heroes | 15 | Jetsons | 15 | Face The Nation | 3 |
| I Love Lucy | 18 | Mister Rogers | 21 | Wisconsin Outdoors | 27 |
| Hogan's Heroes | 9 | These Are The Days | 27 | 11:30 Interfaith | 3 |
| ABC News | 27 | 11:25 Schoolhouse Rock | 27 | Community 75 | 27 |
| Triumph Over The Cross | 6 | 11:26 In The News | 3 | 12:00 CBS Sports Spectacular | 3 |
| 3:00 CBS News | 3 | 11:30 Fat Albert and the Cosby Kids | 3 | Dick Rogers | 27 |
| NBC News | 15 | Go! | 15 | 12:30 Faith For Today | 27 |
| Bewitched | 9 | Villa Alegre | 21 | Know Your Candidates | 6 |
| Electric Company | 10,21 | The Treehouse Club | 27 | 1:00 NBA Basketball | 3 |
| Dick Van Dyke | 18 | 12:00 CBS Children's Film Festival | 3 | Hill Number One | 27 |
| That Girl | 27 | Movie: "Night of the Following Day" | 15 | 2:00 National Women's Free-style Skiing Championship | 27 |
| 10:00 News | 3,15,27 | The Pick Rodgers Polka Show | 18 | 2:30 American Sportsman | 27 |
| Andy Griffin | 9 | Sesame Street | 21 | 3:15 Howard Cosell | 27 |
| Basic Economics | 10 | Dick Rodgers | 27 | 3:30 Heritage Classic | 3 |
| Family Reorganization | 21 | 12:30 The Big Blue Marble | 27 | Wide World Of Sports | 27 |
| That Girl | 18 | Agriculture Today | 3 | World Press | 21 |
| Wild Flower The Woodlands | 6 | 1:00 That Good Ole Nashville Music | 18 | 4:30 Behind The Lines | 21 |
| 10 Truth Or Consequences | 3 | Jim Thomas Outdoors | 18 | 5:00 Sixty Minutes | 3 |
| Dick Van Dyke | 9 | Electric Company | 21 | Directions | 27 |
| Consumer Survival Kit | 10 | American Bandstand | 27 | Great Decisions | 21 |
| Lucy Show | 15 | 1:30 World of Survival | 3 | 5:30 Zoom | 21 |
| Beverly Hillsbillies | 18 | Stan Bran Outdoors Calling | 15 | Movie: "The Wizard Of Oz" | 15 |
| Target: The State | 21 | The American Angler | 18 | Know Your County Board Candidates | 6 |
| WIAA Gymnastics | 27 | The Last of the Mohicans | 21 | 6:00 News | 3 |
| Mysterious Land | 6 | College Basketball 2-semi-finals | 15 | Quest For Adventure | 27 |
| Women | 4 | Sportman's Friend | 18 | Arabs And Israelies | 21 |
| The Waltons | 3 | Nova | 21 | Madison Lacrosse | 6 |
| Movie: "Pigeons Of Foxes" | 9 | Sportman's Friend | 27 | 6:30 The Waltons | 3 |
| Bill Moyer Journal | 10,21 | 2:30 Women's Tennis Association | 3 | Six Million Dollar Man | 27 |
| Inside | 15 | Movie: "Fighting Trouble" | 18 | Nova | 21 |
| Bowling Game | 18 | Pro Bowlers Tour | 27 | 7:30 Movie: "Ten Commandments" | 27 |
| Aldermanic Candidates #11&12 | 6 | 3:00 The Romantic Rebellion | 21 | NBC Mystery Movie: "McCloud" | 15 |
| Karen | 27 | 4:00 Heritage Classic | 3 | Masterpiece Theater | 21 |
| Aldermanic Candidates #14&15 | 6 | TBA | 18 | 8:30 American Parade Sojourner | 3 |
| Perry Como | 3 | Woman | 21 | Bill Moyer's Journal | 21 |
| Mac Davis | 15 | Wide World of Sports | 27 | 9:00 Lucy Show | 15 |
| Streets Of San Francisco | 27 | 4:30 Without Warning | 21 | 9:30 Good Times | 3 |
| Necromancy | 10 | 5:00 Zoom | 3 | \$25,000 Pyramid | 27 |
| Movie: "Thorn Of The Cross" | 18 | All Star Wrestling | 18 | Candid Camera | 15 |
| Movie: "Thorn Of Hell" | 21 | Civilisation | 21 | Kup's Show | 21 |
| Aldermanic Candidates #16&17 | 6 | 5:30 CBS Evening News | 27 | 10:00 News | 3,15,27 |
| Mondo Video | 4 | Reasoner Report | 27 | 10:30 CBS News | 3 |
| Aldermanic Candidates #18&19 | 6 | 6:00 Hee Haw | 3 | It's Your Life | 27 |
| Smithsonian Institution Special | 6 | News Service Report | 15 | Tonight Show | 15 |
| Petrocelli | 15 | Hee Haw | 18 | 10:35 Echoes From Calvary | 27 |
| Harry O | 27 | Washington Week in Review | 21 | 10:45 Movie: "Will Success Spoil Rock Hunter" | 3 |
| On Location | 10 | Outdoor Sportsman | 27 | 11:05 It Takes A Thief | 27 |
| Cable Notes | 6 | 6:30 Sports and Travel World | 6 | | |
| OVA Theater | 4 | Wild Kingdom | 15 | | |
| Sailing In New England | 6 | Wall Street Week | 21 | | |
| 10:00 News | 3,15,27,9 | Green Acres | 27 | | |
| Washington Straight Talk | 21 | 7:00 All in the Family | 3 | | |
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| Perry Mason | 18 | Porter Wagner | 18 | | |
| Movie: "Someone Behind The Door" | 15 | 7:30 The Jeffersons | 3 | | |
| Johnny Carson | 15 | Sailing In Newfoundland | 6 | | |
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| Movie: "A Day For The Married Man" | 9 | 8:00 Mary Tyler Moore | 3 | | |
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| Live Or Six | 6 | Movie: "The Greatest Story Ever Told, Part II" | 15 | | |
| Make Room For Daddy | 18 | Movies: "King of the Zombies" | 18 | | |
| News | 18 | Why Me, Tom Krolik? | 21 | | |
| Tomorrow | 15 | Movie: "Ten Commandments" | 27 | | |
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| ography | 9 | Movie: "Ten Commandments" | 27 | | |
| | | Downtowns Are For People | 21 | | |
| | | 9:00 Carol Burnett | 3 | | |
| | | The Afro-American Experience | 21 | | |
| | | 9:30 Movie: "The Four Skulls of Jonathan Drake" | 18 | | |
| | | Elizabeth R | 21 | | |
| | | 10:00 Action News | 3 | | |
| | | Movie: "Platinum High School" | 6 | | |
| | | 10:05 Celebrity Parade For Cerebral Palsy | 15 | | |
| | | 10:30 Movie: "The Best Things In Life Are Free" | 3 | | |
| | | Movie: "Nobody Lives Forever" | 27 | | |
| | | 11:00 Washington Debates for the 70's Indexing and Inflation | 18 | | |
| | | 12:00 Channel 18 News | 18 | | |
| | | 12:20 700 Club | 18 | | |
| | | ABC Weekend News | 27 | | |
| | | 12:30 Rifleman | 3 | | |
| | | 12:35 Movie: "Black Devils of Kali" | 27 | | |
| | | 1:50 With This Ring | 27 | | |

| | | | | | |
|----------------------------------|-----------|-------------------------------------|----|--|---------|
| 11:00 News | 3 | 11:00 Harlem Globetrotters | 3 | 11:00 Celebrity Parade for Cerebral Palsy (cont.) | 15 |
| Hogan's Heroes | 15 | Jetsons | 15 | Face The Nation | 3 |
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| Wisconsin Outdoors | 6 | Emergency | 15 | | |
| Perry Mason | 18 | Porter Wagner | 18 | | |
| Movie: "Someone Behind The Door" | 15 | 7:30 The Jeffersons | 3 | | |

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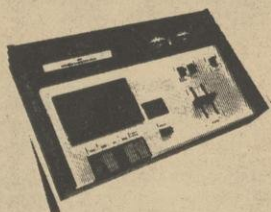
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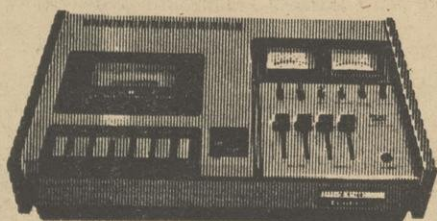
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TEAC 360's

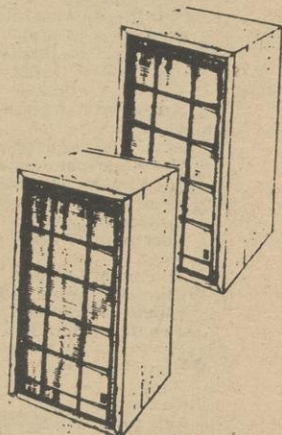
The TEAC 360's is the best deck around with extra convenience features like peak level indicators tape run indicator, 3 separate bias and equalization settings, built-in FM multiplex filter for FM recording. Plus so many more features that space won't allow for. Take a look at its nearest competition The Advent 201 The 360's TEAC only

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| SPECIFICATIONS | TEAC 360's | Advent 201 |
|-----------------------|---------------------------|--------------------|
| WOW +Flutter | .07 .07 | .15 .15 |
| Signal to noise | 50 60 w Dolby | 48 54 w Dolby |
| Frequency Response | 30-15 +3 DB | 35 14.5 +2 DB |
| Motor | Hysteresis Synchronous | A.C. |
| Transport Controls | Full Push Button | Multiple Switching |
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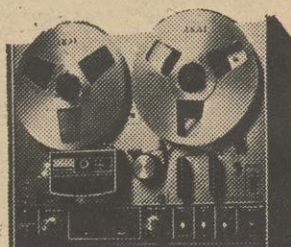


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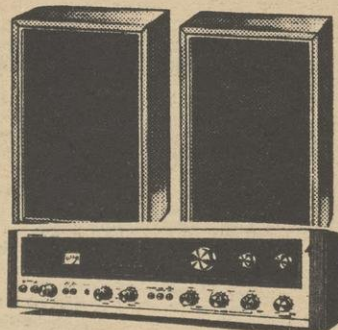


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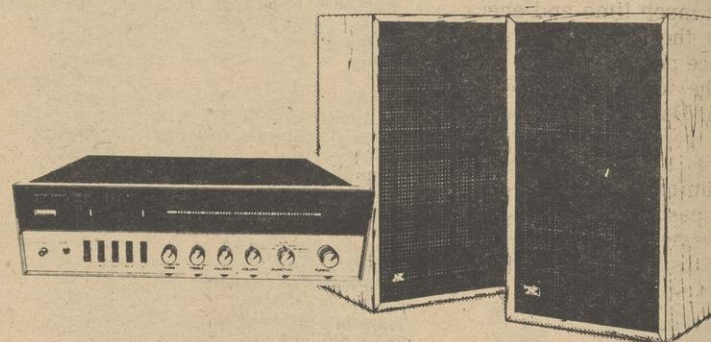
PIONEER QX-646

TREND

The Pioneer QX646 4-channel receiver with AM/FM stereo tuner, speaker switching for 6 speakers, CD-4, SQ & QS circuitry for maximum flexibility, plus many inputs to facilitate 4-channel tape and all your existing stereo equipment. Included also is pair of Trend formula 2 speakers, which feature 10" back loaded woofer for deep solid bass and the Phillips high frequency compression drive. The complete package only

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Harmon/Kardon

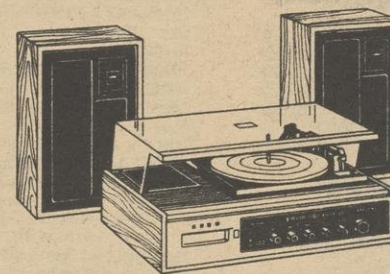
TREND BSR



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Movement in tribute

By BRIAN BRANAGAN
of the Fine Arts Staff

Good dancers hold a special regard for the one teacher who taught them the skills of their craft. Last weekend, these skills of movement, phrasing and rhythm were excellently demonstrated by the students, friends and colleagues of Louise Kloepper in a series of Galla concerts honoring her influential dance instruction on the occasion of her retirement as Chairman of the UW Dance Dept.

The showcase of appreciation was staged in the gym of Lathrop Hall. It was a refreshing change from the Dance department's standby—the old Music Hall. The audience had a clear view of the performance without having to crane their necks to see around pillars and guard rails. It also seemed fitting that the concert be given in Kloepper's second home for the past thirty years.

THE ENTIRE CONCERT was a pleasure to watch. It was obvious that much time and energy went into the production of the six dance pieces.

The first number was "Light Year-Dance 1", choreographed and performed by Susan Lundberg. Lundberg demonstrated technical control. The piece emphasized different qualities of movement. At times she was sinuous like a cat with sustained stretching movements, contrasting nicely with sharp and precise or vibrato motion. This, plus music by Ella Fitzgerald, made the piece fun to watch.

"Ceremony in Six Acts," choreographed and performed by Jan Van Dyke with Virginia Freeman, was a collage of symbols of how women relate to each other and to themselves. Throughout the piece both performers exhibited good technical control as they slowly flowed from one scene to another. The collage combined the music of Three Dog



photo by Brian Branagan

Night, Hank Williams, and Ocean Waves.

THE THIRD PIECE, "See Thru," choreographed by Guest Artist in Residence Bob Beswick and performed by UW Dance Repertory, was a visual feast. With bright lights and colorful costumes, "See Thru" had in parts the rippling effect of a stain glass window on a sunny day. The middle section of the dance juxtaposed a flowing motion with a rhythmic stomping.

Lonny Joseph Gordon opened up the second part of the show with his "Phrases for Louise." The power and grace of Gordon's dancing was a joy to watch. Gordon used the key movements of all the pieces he had choreographed since 1968, when he received his MFA. He tied

(continued on page 10)

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NAT'L BDS. 6-75 E S GRE 6-21-75

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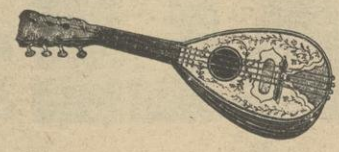
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VALKS HAUS

Dance concert review

(continued from page 9)

them all together with expert phrasing punctuated by quick exhalations and claps. At one point Gordon called out the name Louise. The ability to create a unified whole is a tribute to both the artist and his teacher.

In Beswick's second appearance of the evening he demonstrated a fine sense of the absurd in a piece choreographed and performed jointly with

Mickey McLaughlin. The two dancers worked very well together having a special on-stage communication.

The final piece of the gala concert was an Anna Nassif spectacle, "Les Noces," using the music of the same title by Igor Stravinsky. The members of the UW Dance Repertory and the Anna Nassif Dance Theatre had their work cut out for them. Nassif filled the stage with performers,

each having a detailed sub-piece interwoven with others. If this task weren't enough the entire piece was set to the complicated rhythm patterns of Stravinsky.

THE RHYTHMS OF THE music and the dance formed another web of rhythms and counter-rhythms. The addition of brilliant costumes assaulted the audience. The piece was too much to comprehend in one sitting but it was worth the effort to try. Each detail was well executed, demonstrating a solid grounding in the basic techniques of dance.

The final piece flowed into an expression of gratitude by the audience and performers for the many contributions Louise Kloepper has made to the development of dance.

Gems

Woo Who? May Wilson. A Chelsea junk sculptor leaves husband and children to live independently.

The Very Eye Of Night Ritual In Transfigured Teim Meshes In The Afternoon. Maya Deren's filmed dance. Both Woo Who? and The Very Eye Monday, 8:30 & 10:30, 6210 Soc. Sci.

Fidel (1968). Documentary of the Castro regime since the 1959 takeover of Cuba. Worthwhile. Mon., 8:00, Wilmar 953 Jenifer Steet, Tues., 7:30 & 9:30, 731 State.

Dodes'ka-den. Kurosawa's sensitive film of slum life. Mon., 8:30, B-10 Commerce.

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ACROSS

1 Vehicle

4 Musical key

9 Secret watchers

14 --- Khan

15 Meshwork for ricing

16 Slowly: Music

17 Cheese

19 Did something

20 Goes by air

21 Body part

22 Interjection of contempt

23 Close a hawk's eyes

24 Make by braiding

26 Brings in a profit

29 --- jiffy

31 African animal

32 Liner

33 Wall or Yonge

36 Continent: Comb. form

38 Ending with eth and meth

39 Acid

41 Unfamiliar

43 Verge

44 Hindrance

46 Disembarked

47 Egyptian sacred bull

49 Malt beverage

50 Raised R. Rs.

51 Portable shelter

52 Detecting apparatus

54 Blink

58 Biblical vessel

60 Clear

61 Fruit

62 Of dawn

64 Travel from place to place

66 Marry secretly

67 Roof parts

68 Mild expletive

69 Scatter

70 Stagnant swamps: Var.

71 Letter

DOWN

1 foot jelly

2 Nimble

3 Woody Asian plant

4 Electrostatic units: Abbr.

5 Kind of lumber

6 Established by law

7 Usual

8 End of the line

9 Pitcher's plate

10 Nuts

11 "A bird --"

12 It follows "printemps"

13 Turf

18 Misrepresentations

24 Thin corrosion layers

25 Terrapin hunter

27 Affect slightly

28 Rapidly

30 Ending with wide and big

33 Young herring

34 Rubbish: Informal

35 Cud chewer

37 Of the mouth

40 Units of heat

42 Solution

45 Generative

48 Zebra feature

53 Take ----- throw a fight

55 Sculptured likeness

56 Musical symbols

57 Animal joints

59 Recognized

61 Fewer

62 French pronoun

63 High: Comb. form

65 Lately made

Yesterday's Puzzle Solved:

| | | | | | | | | | | | | | | | | | | | |
|----------|----------|--------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| GAPE | WATER | AGAR | | | | | | | | | | | | | | | | | |
| OVEN | IRATE | REDO | | | | | | | | | | | | | | | | | |
| DONT | REGAL | KNOW | | | | | | | | | | | | | | | | | |
| SWERVE | SPEW | ERE | | | | | | | | | | | | | | | | | |
| TAILS | ENACTED | | | | | | | | | | | | | | | | | | |
| HARPOONS | TIO | | | | | | | | | | | | | | | | | | |
| IRA | LOOTS | LOSES | | | | | | | | | | | | | | | | | |
| LINK | PURER | PLAT | | | | | | | | | | | | | | | | | |
| LATER | TIMES | IYA | | | | | | | | | | | | | | | | | |
| PEI | PILASTER | | | | | | | | | | | | | | | | | | |
| CASTERS | SARAH | | | | | | | | | | | | | | | | | | |
| AVE | LAPS | PINERS | | | | | | | | | | | | | | | | | |
| BARE | MINUS | ERIC | | | | | | | | | | | | | | | | | |
| AKIN | PROSE | SEGO | | | | | | | | | | | | | | | | | |
| LEND | SEWED | TRAP | | | | | | | | | | | | | | | | | |

UNITED Feature Syndicate

Al Rudd

(continued from page 12)

said. "Because I wasn't too impressed with myself." Neither was the sellout crowd when Rudd mistakingly passed back to a teammate who was on the back court side of the half court line.

POWLESS, whose contract runs out after next season, hopes Rudd can step right into the Badgers' starting line up and lead Wisconsin to a winning season. But coming from the man who recruited the likes of Tom Agardy and Bob Hinga, Rudd's rave reviews seemingly have to be taken with about 18 grains of salt.

The public relations build up of Rudd appears to have left the young man in a strange predicament. If he comes here and helps Wisconsin become a winner, he will be Al the Savior. If not, he will be Rudd the Dud.

DAILY LUNCH SPECIAL

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1/3 lb. burger, fries
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KAREN SESSLER

STEIN

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auth. & Paid for by Karen Sessler Stein for
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page 11—Monday—March 24, 1975—the daily cardinal.

How much profit does the average U.S. company make on each sales dollar?

(check one) A. ☐ 45¢ B. ☐ 28¢ C. ☐ 12¢ D. ☐ 5¢

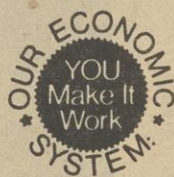
And where do profits go?

If you compare what the majority of Americans think corporate profits are, with the bottom line of the typical corporate financial statement, you will see that the public holds profound misconceptions about this vital subject

The adjoining message from the April Reader's Digest sums up opinions and the facts about profits. It shows what happens to them. And it shows how the profit potential can give innovators the incentive needed to create or expand business. That leads to more jobs and more earnings all around.

Read on (even if you checked letter D above). It can be well worth the investment of your time.

Reader's
Digest



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We all should know "them" better, for they play a vital role in everything we do



We've been hearing a lot about "Them" lately. Often bad things. About how big they are. They've been cursed in the streets, reviled in Congress, condemned in the press. They are often overestimated. They are seldom understood.

We all should know them better, for their handiwork is everywhere — though we may not realize it.

—They built a factory in a riot-torn section of Watts, Calif., then helped it along until it was a \$10-million-a-year business owned largely by its employees.

—They helped to remodel a home for troubled youngsters in Leavenworth, Kan., and to fix up a recreation center for school dropouts and drug victims in Dallas.

—They created a million new jobs in the United States last year.

—They pour \$325 million into education each year and another \$144 million yearly into the arts. Their total outlay for charity each year is about \$1 billion.

—They put \$85 million into a new steel-making process that prevented a steel mill in Pennsylvania from closing down, saving 2000 jobs.

—They give federal, state and local governments more than \$41 billion in annual tax revenues.

Who are "they"?

Profits. The money earned over and above the expenses of operating our American business and industry. If industry were not profitable, not only would companies soon go out of business—with dire consequences to employees and stockholders—but a great variety of social and humanitarian activities would simply go by

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the board. It is a corporation's continued profitability that allows it to regularly put money into, say, public TV or the local symphony, and at the same time create new technology and new jobs.

Profits are not, as some people seem to think, clutched in the hands of a few cigar-smoking tycoons. There are 30 million stockholders in this country who count on them; 33.5 million workers whose retirement funds, invested in stocks and bonds, depend on them; 365 million life-insurance policies in force in the United States that depend to a great degree on dividends that profits produce.

Profits are far more, of course. They are one of man's primary incentives. Long after factories have been built and payrolls and fringe benefits paid, profits keep lights burning in offices, in laboratories, in men's minds, spurring the almost indefinable mix of new products and ideas called progress. Paper shufflers and chart devisers in a centralized economic bureaucracy do not invent automatic transmissions, fresh-frozen foods, kidney machines, double-knit fabrics or wonder drugs. Men in the market-place do. Stimulated by the prospect of profit, they find harder steel, brighter color television, sharper razor blades, quieter air conditioners.

When millions wanted electric hair-styler dryers, tremendous amounts of money, planning and machinery had to be channeled to

meet that demand by companies seeking a profit. When the dryers started rolling out, who benefited? The companies—sure. But the big beneficiaries were the consumers, first, because their demands were satisfied and, second, business competition quickly drove prices down.

Yet, while profits are so intimately tied to the lives of all of us, the public concept of them is so distorted as to be hardly a concept at all. For example, polls indicate that the majority of Americans believe business clears about 28 cents profit on every dollar it earns.

The fact is, after taxes the average U.S. company now makes a little less than a nickel profit on each sales dollar.

Certainly, in some industries the average is higher, but not very much. Mining companies, office-equipment and computer firms average between nine and ten cents on the dollar. Lumber products make around seven. Oil production and refining produce about eight. But in many industries the profit margin is much lower. Ironically, many of the lowest profit margins are in businesses that many people assume to be making "unconscionable profits" at the consumer's expense. Supermarkets, for instance, clear a little less than a penny on each sales dollar. In the retail-sales industry, the average profit per sales dollar is around two cents.

Business and industry have tried tirelessly to convey this true profit

picture. But somehow we Americans remain peculiarly unconvinced. We buy a house for \$28,000, sell it for \$40,000, then the next day condemn someone else's "pursuit of profit." We blithely forget the realities of economics and competition.

Let's look at the profit picture on a common product—a woman's

MANUFACTURER'S COST AND PROFIT

| | |
|---|---------|
| Fabrics and accessories | \$ 8.11 |
| Design and factory operations | 4.91 |
| Production wages and benefits | 6.86 |
| Administrative and sales salaries | 3.97 |
| Taxes | .98 |
| Profit from sales to retailer | .92 |
| Wholesale price to retailer \$25.75 | |

RETAILER'S COST AND PROFIT

| | |
|--|---------|
| Dress from manufacturer | \$25.75 |
| Advertising, sale markdowns, freight | 5.55 |
| Store operations | 6.20 |
| Payroll | 9.10 |
| Taxes | 2.10 |
| Profit from sales to customer | 1.30 |
| Selling price to customer ..\$50.00 | |

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dress that sells in department stores for \$50. A woman examining it might conclude she could make the same dress for quite a bit less than that amount. Provided she could get the pattern (one of hundreds submitted by the manufacturers' designers), she could indeed save money. But this dress is on the rack because the majority of women have neither the time nor the inclination to make their own.

Why does it cost \$50?

The box in the previous column gives a breakdown of costs. And it shows that a \$25.75 dress that provided jobs and made a profit for people in the garment industry ends up fulfilling a consumer desire, providing livelihood for a department store's employees, putting tax money in the public treasury and profiting the store's owners. In the process, it becomes a \$50 dress. As for that \$1.30 retail profit—well, you the consumer are the reason why it is that low. For to raise the profit margin the businessman would have to risk losing your patronage. You in the end make the decision. That's what competition is all about. And profit is the essence of competition.

For reprints, write: Reprint Editor, The Reader's Digest, Pleasantville, N.Y. 10570. Prices: 10—50¢; 50—\$2; 100—\$3.50; 500—\$12.50; 1000—\$20. Prices for larger quantities upon request.

This message is prepared by the editors of The Reader's Digest and presented by The Business Roundtable.



Chuck Salituro

Rudd a dud?

The suspense just kept on mounting. Whew!

Last Wednesday, the Wisconsin State Journal reported that when Amery concluded its bid for the Class B State High School Basketball title, big Al Rudd, the supposed savior of the Wisconsin basketball program, would reveal his college choice to a "breathless world."

TWENTY MINUTES after Amery's 54-51 defeat to Wittenberg-Birnamwood in the Class B semifinals Friday night at the Fieldhouse, the 6 foot 11 inch Rudd emerged from his team's dressing room to face a group of reporters, who by that time were blue in the face from holding their breath.

After a few seconds of friendly gawking at the 250 pound mass of basketball player, one strong-winded reporter exhaled just long enough to ask the question everyone was waiting for. "Al, will you tell us what college you're going to attend," he said, obviously dizzy from lack of oxygen.

The big guy stroked his thin, blonde fu-man-chu mustache and said, "I've signed a letter of intent, but I'll make the announcement at a pep assembly at our school Monday."

Thus, the continuing saga of Al Rudd was extended even longer. The tension was just unbearable. I don't know what I would have done without my tranquilizers to calm me down and my oxygen mask to bring some color back to my face. It sure was tough holding my breath for so long.

HOWEVER, relief is in sight, my fellow breathless Wisconsinites; I have a surprise for you all. I'm going to let you in on the world's worst kept secret—Al Rudd, "that big fellow" that Coach John Powless is always whispering about, is, now get ready for this, going to play basketball next season at Wisconsin. That's right, you can breathe again.

Rudd will officially announce his decision to attend Wisconsin in front of his hometown fans tonight. He was heavily recruited by Powless, who was the only head coach to visit him in person. Powless made the 250 mile trip to Amery, a community of 2,126 which is northwest of Eau Claire near the Minnesota border, "two or three times," according to Rudd.

"It really means a lot when the coach thinks enough of you to come and see you in person," Rudd said. "If I come here I think I'll be able to play as a freshman."

But, after Rudd's performance Friday, don't breathe too deep a sigh of relief—you might have a coughing spasm.

Against Wittenberg-Birnamwood Rudd scored 21 points, 8 in the first quarter, but only 3 in the final quarter when Amery lost the game. Rudd's offensive attack consisted of standing in the lane waiting for his teammates to pass to him for a short, easy lay-in. In the process, Rudd was called for 3 three-second violations, and could have been called for at least a dozen more.

HIS REBOUNDING Friday left a lot to be desired since he had only seven for the night despite his five-inch height advantage over Wittenberg-Birnamwood's Pete Krull, the next tallest player.

Since Tuesday, Rudd had suffered from strep throat. "I told my coach that I wouldn't be able to play the whole game," Rudd said after missing part of the second and third quarters. "I really think that you haven't seen Al play," said Amery Coach Steve Wilhelm, a member of last year's Wisconsin team. "He was sick tonight. He looked tired, like he might have been out of shape. I'd say he played at 75 per cent of what he's capable of playing."

Sick or not, Rudd was outplayed by the 6 foot 6 inch Krull. Krull ended with 23 points and 11 rebounds as he lead his team to victory. On four different occasions in the second quarter Krull drove one-on-one against Rudd, almost spinning him dizzy on the way to easy lay-ins.

"I can't say I was too impressed with their team and Krull," Rudd

(continued on page 11)

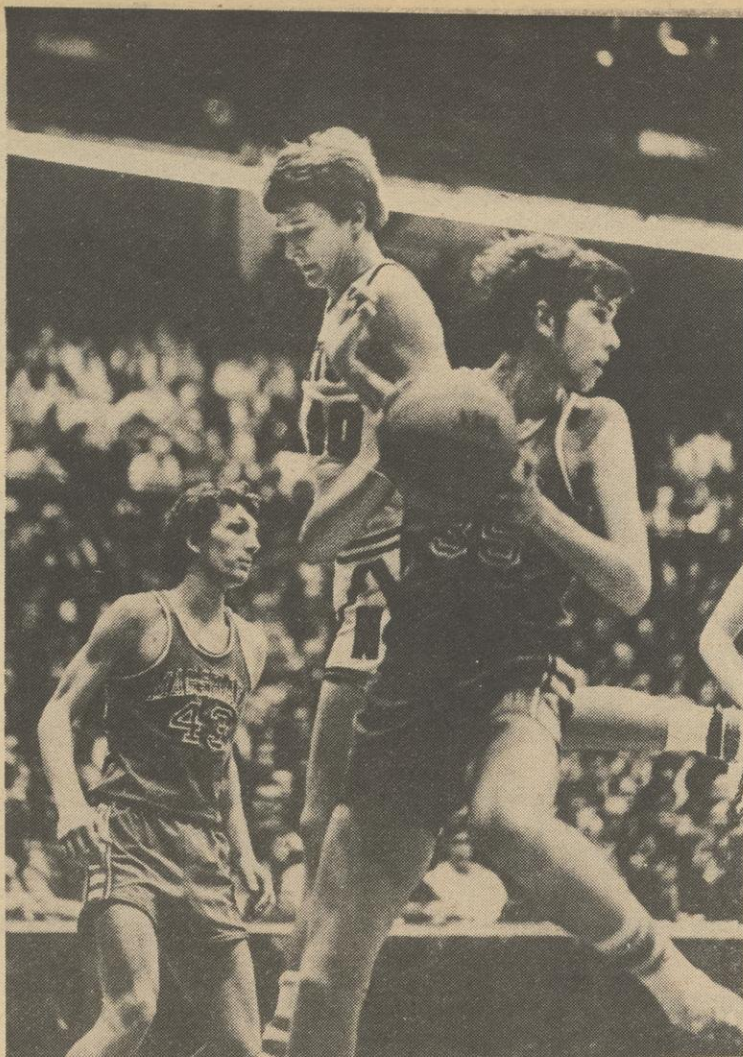


photo by Michael Wirtz

OUTLET PASS — Steve Peterson of Marshall looks down court after grabbing a rebound Saturday night in the Class A championship game of the State High School basketball tournament in the Fieldhouse. Todd Herreid of Neenah tries to avoid Peterson and Marshall's Steve Kowalkowski gets set to move. Neenah ended its hard luck string of title game defeats by beating the Eagles, 64-55.

UW band enhances image

By AL LAWENT
of the Sports Staff

The evening was one of nostalgia, yet it had an excitement all its own.

Nearly 300 people filled Mills Concert Hall Friday night to hear the first University of Wisconsin varsity band concert conducted by Professor Michael Leckrone.

THE BAND'S claim to fame is its spirited play at Badger football, basketball and hockey games and it set the tone of the evening early by beginning with "On Wisconsin" and "Hot Time in the Old Town Tonight."

Cracking a few jokes and outlining the program for the rest of the evening, Leckrone successfully prepared the audience for the informal atmosphere he had hoped would prevail.

Divided into five segments, the varsity band began with a jazz set including "American Patrol", some Count Basie and Duke Ellington numbers, and a taste of Maynard Ferguson and Stan Kenton.

The loosening up session was followed by a potpourri of sound prepared to show the band's versatility, including some country western and 1950's rock. In rapid succession came Echoes from Camp Randall, Fieldhouse Favorites, and Coliseum Classics, three separate segments of spectator favorites at football, basketball and hockey games.

THROUGHOUT the concert, the audience participated with hand-clapping and singing, which was especially strong on the "Hey Jude" and "Varsity" numbers that closed out the show. The band itself was particularly loud in banging away at whatever was available during "Maxwell's Silver Hammer."

Though the usual surroundings of noise and excitement at a sporting event was absent at the concert, the band revived the musical part of the atmosphere associated with UW sports. And the concert went a bit further by creating a setting where the music and the talent of the band could be appreciated without the usual distractions.

Women netters beat Chicago

The University of Wisconsin women's tennis team made up for its mediocre showing in singles competition with three victories in doubles competition to defeat the Chicago Excellents in a dual meet at Nielsen Stadium Sunday afternoon, 6-3.

Wisconsin and Chicago split the single competition, each winning three matches. Susan Schumacher, Wendy Bronson and Karin Bachman recorded victories for the Badgers, but teammates Joan Hedberg, Andi Fenton and Debbie Berger suffered defeats at the hands of the visitors.

In doubles competition, the Badgers had an easy time. The teams of Schumacher-Bronson, Hedberg-Fenton and Bachman-Berger won their matches.

The victory was the third of the season without defeat for the Badgers, who will return to action at home April 12 against Carleton College.

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