



# **The daily cardinal. Vol. LXXXVI, No. 51**

## **November 4, 1975**

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# Free food issue !



Photo by Bob Chiang



## THE DAILY CARDINAL

VOL. LXXXVI, No. 51

The University of Wisconsin-Madison

Tuesday, November 4, 1975



### Pizza poll

## Searching for the pie in the sky

The Daily Cardinal's annual test of gluttony and perseverance—otherwise known as the Pizza Contest—has decided upon Rocky Roccoco's as the best pan style pizza, and Pizza Pit as the best thin crust pizza.

The contest, which included only delivered pizzas, was decided by an expert panel of editors and business staff with the aid of kibbitzing general staff people.

THERE WERE TWO pizzas in the pan style category. Rocky's, which won overwhelmingly last year, squeaked through with only 55.6 per cent of the vote. Gargano's was close behind with 44.4 per cent.

"Rocky's crust was a little too thick and the cheese was too bland, but good tasting," said one judge. "Gargano's had lots of good tomato sauce," said another judge, "but that's about all."

Rocky's poor showing was attributed by many to a decline in quality, rather than an improvement in Gargano's culinary talents.

The surprise of the contest was the judges' decision on the best thin crust pizza. With four pizza's in the running for the first place honor, Pizza Pit won 50 per cent of the judges' vote. The other three were barely close. Gargano's thin crust received 20 per cent of the vote — a tie with Gino's pizza. Luigi's pizza got only 10 per cent.

"PIZZA PIT has an authentic urban flair the others lack," noted one judge, and another commented that, "Pizza Pit mushroom was one of the better pizzas. Maybe it was a little greasy, but it had a lot of good mushrooms and a good crust."

"Pizza Pit was greasy, but it came fast and it was hot," said another judge.

and good, the tomato sauce was more gluey tasting and the dough doughier."

"Gargano's was by far the most distinctive," said one judge. "It had spicy sauce, thick cheese, and what can I say about the pepperoni, it was, well, it complimented the whole pizza."

But others disagreed with this astute observation.

"GARGANO'S WAS poor, the crust was soggy and it was not spicy enough," said one judge.

"Gargano's crust was too thin," said another judge, and the loosest opinion concurred: "It was much too greasy, the cheese zipped right off my pizza."

Luigi's came in last place; only one person voted for its' standing as a pizza.

"Luigi's is number one," said this judge, "mostly because it was not too anything. Not too thick, not too tomatoey, and not too greasy. So it's Luigi's." But no one else agreed.

According to most recent estimates, the Cardinal spent \$73 on pizza. To date no one is sure how much money was spent on alkalseltzer.

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**"It was much too greasy, the cheese zipped right off my pizza."**

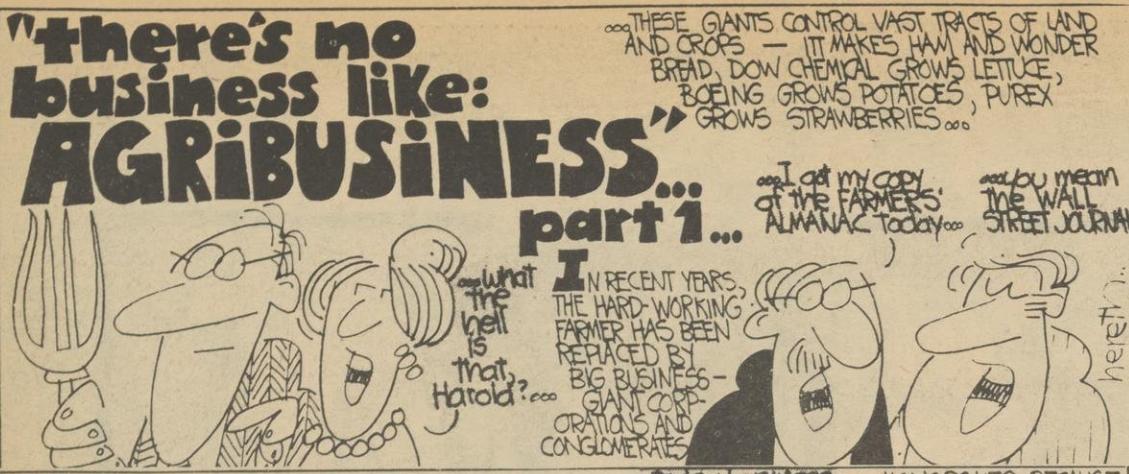
**"...an authentic urban flair."**

Comments about the other pizzas in this category ranged from top compliments to bottom of the barrel cuts.

"Gino's ran a close second. It was very spicy, but a bit too greasy. With a little less grease it would have been a draw between it and Pizza Pit."

"GINO'S WAS GREASY, otherwise OK."

"Gino's was the second best because it's cheese was not as spicy



MANY OF THE AGRIBUSINESS GIANTS GOT THAT WAY THROUGH A PROCESS CALLED VERTICAL INTEGRATION, WHERE A COMPANY IS INVOLVED IN MORE THAN ONE PHASE OF AN INDUSTRY. DEL MONTE, FOR INSTANCE, GROWS, TRANSPORTS, CANS, STORES, DISTRIBUTES AND SELLS PINEAPPLES... NEARLY A FOURTH OF U.S. AGRICULTURAL PRODUCTION IS VERTICALLY INTEGRATED, AND THE TREND IS INCREASING...

VERTICAL INTEGRATION IS ESPECIALLY EFFECTIVE IN DRIVING COMPETITORS OUT OF BUSINESS AND CREATING

...THERE'S NO BUSINESS LIKE

## AGRIBUSINESS... part 2...

THE AMERICAN FOOD INDUSTRY—A \$150 BILLION OPERATION—is the largest in the world. AND FOR THE AGRIBUSINESS GIANTS, HANGING ON TO A LARGE PIECE OF THE ACTION IS ACCOMPLISHED IN PART THROUGH THE GENEROUS HELP OF THE GOVERNMENT... SOME PROGRAMS THAT FILL AGRIBUSINESS POCKETS INCLUDE:

OTHER FEDERAL LAWS ALLOW THINGS LIKE TAX FARMING, WHERE A CORPORATION CAN AVOID TAXES BY INVESTING IN LAND, SELLING IT, AND PAYING ONLY HALF THE TAX NORMALLY DUE BECAUSE OF THE CAPITAL GAINS RATE, AND WATER FRAUDS, WHERE CORPORATE FARMERS GET THE GOVERNMENT TO BUILD RESERVOIRS AND CANAL SYSTEMS...

BY MOVING OPERATIONS OVERSEAS, CORPORATIONS REAP EVEN BIGGER PROFITS BECAUSE OF LOWER WAGES AND THE GOVERNMENT ENCOURAGES THIS WITH VARIOUS TAX BREAKS... WHEN DEL MONTE ABANDONS ITS MOLOKAI, HAWAII PLANTATION, UNEMPLOYMENT ON THAT ISLAND ALONE COULD RISE TO 60%, WHICH IN TURN WOULD HAVE A TREMENDOUS EFFECT ON THAT STATE...

...THERE'S NO BUSINESS LIKE

## AGRIBUSINESS... part 3...

WE'VE SEEN HOW GIANT CORPORATIONS AND CONGLOMERATES HAVE TAKEN CONTROL OF THE FOOD INDUSTRY AND HOW THEY ARE AIDED BY THE GOVERNMENT... BUT WHAT DOES ALL THIS MEAN TO YOU AND I, THE CONSUMERS? FOR ONE THING, IT MEANS HIGHER PRICES. FOOD PRICES RISE WHEN CORPORATIONS ARE POWERFUL ENOUGH TO MANIPULATE COSTS ON ALL LEVELS OF FOOD PRODUCTION. ACCORDING TO CONFIDENTIAL 1972 FTC STUDY,

IN ADDITION TO LEAVING THE CONSUMER WITHOUT ANY CONTROL OVER THE TYPE, QUALITY AND PRICE OF FOOD AVAILABLE, MONOPOLY CONTROL OF THE FOOD INDUSTRY HAS CAUSED LOSS OF JOBS THROUGH OVERSEAS MOVES AS WELL AS MECHANIZATION...

**The Daily Cardinal**  
Founded April 4, 1892

THESE GIANTS CONTROL VAST TRACTS OF LAND AND CROPS—IT MAKES HAM AND WONDER BREAD, DOW CHEMICAL GROWS LETTUCE, BOEING GROWS POTATOES, PUREX GROWS STRAWBERRIES...

I IN RECENT YEARS, THE HARD-WORKING FARMER HAS BEEN REPLACED BY BIG BUSINESS—GIANT CORP ORATIONS AND CONGLOMERATES

...TODAY BUSINESS... when are concerned with every facet of the business... of making money... MONOPOLIES, BECAUSE A VERTICALLY INTEGRATED COMPANY CAN AFFORD TO TAKE LESS PROFIT IN ONE OPERATION, WHERE THERE IS COMPETITION, BY OVERCHARGING IN ANOTHER OPERATION...

RALSTON PURINA, FOR EXAMPLE, VERTICALLY INTEGRATED POULTRY PRODUCTION IN THE 60'S AND LEFT THOUSANDS OF INDEPENDENT CHICKEN PRODUCERS DEVASTATED...

**NEXT WEEK:**  
HOW AGRIBUSINESS GETS A LITTLE HELP FROM THEIR FRIENDS...

FARM SUBSIDY PROGRAM—INITIALLY A WAY TO HELP SMALL FARMERS BY KEEPING PRICES UP SO THEY COULD STAY IN BUSINESS, THE PROGRAM PAYS FARMERS TO KEEP LAND OUT OF PRODUCTION... TODAY THE GOVERNMENT PAYS \$4 BILLION YEARLY NOT TO GROW FOOD, BUT MOST OF THIS MONEY ENDS UP IN THE FARM CORPORATIONS. THE LARGEST 5% OF FARMS GET MORE CASH SUBSIDIES THAN THE SMALLEST 60%, SO THE GOVERNMENT IS ACTUALLY HELPING THESE CORPORATIONS TO DRIVE THE SMALL FARMER BANKRUPT...

SURPLUS FOOD PURCHASES—BUYING SURPLUS CROPS THAT WOULD NORMALLY GLUT THE MARKET, AMOUNTS TO ANOTHER GIVEAWAY TO OSCAR MAYER, RALSTON PURINA, SWIFT, DOLE AND OTHERS WHO SHARE MORE BILLIONS EACH YEAR...

...IT SAYS: "We're moving the factory to the Philippines—but cheer up, you can keep JACK LORDE..."

**NEXT WEEK:**  
IS EVERYBODY HAPPY?...

13 FOOD LINES ARE OVERPRICED BY \$211 BILLION BECAUSE OF MONOPOLY POWER.

FOOD QUALITY HAS ALSO UNDERGONE A CHANGE. INEXPENSIVE CHEMICAL ADDITIVES TAKE THE PLACE OF NATURAL FLAVOR, AND OFTEN MAKE OUR FOOD LESS NUTRITIOUS AND EVEN DANGEROUS TO EAT...

...give us this day our daily SODIUM PROPIONATE, PROPYLENE GLYCOL MONOSTEARATE, MONOGLYCERIDE...

BREAKING UP THE MONOPOLIES INTO SMALLER "MORE COMPETITIVE" COMPANIES WILL NOT PROVIDE A LASTING SOLUTION TO THESE PROBLEMS. BECAUSE OF THE VERY NATURE OF THE PROFIT SYSTEM, WEALTH WILL CONTINUE TO BE CONCENTRATED IN THE HANDS OF A FEW. COMPANIES WILL CONTINUE TO GROW AND SWALLOW OTHERS. A SYSTEM BASED ON THE NEEDS OF PEOPLE RATHER THAN PROFIT IS CLEARLY THE ONLY ALTERNATIVE TO FURTHER MANIPULATION BY THE AGRIBUSINESS GIANTS...

INFORMATION IN THIS SERIES IS FROM AN ARTICLE IN THE FEB. 16 1974 EDITION OF LIBERATION NEWS SERVICE

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## Russian grain deal

# A drop in the agribusiness bucket

By DOLLARS AND SENSE

Union of Radical Political Economics

In mid-August the U.S. Department of Agriculture announced a three-year agreement to sell at least 14 million tons of grain and soybeans a year to Japan. Though a 10-million ton sale to the Soviet Union had politicians, grain speculators, and some union leaders in an uproar, no one batted an eye over the sale to Japan. Most newspapers didn't even bother to report it.

If a 14-million-ton export deal isn't news, why such a fuss over the Russian purchases? Much of the answer can be found in the July price statistics. Food prices had just risen 2 1/2%—that's equivalent to 25% a year—placing them 11 1/2% above the previous July. Double-digit inflation in food was back, and somebody had to be the scapegoat.

THE RUSSIANS ARE always convenient for that purpose, and old cold-warriors from George Meany to Jerry Ford were quick to take advantage in their different ways. The trouble is, this year's grain sale to the Soviet Union has nothing to do with the summer jump in food prices, and not too much to do with the ones that will follow.

Big exports of grain are a normal part of U.S. agricultural policy. On the average, the grain companies export 60% of the wheat crop, 50% of the soybeans, and 20-25% of the "feed grains" (corn, oats, barley, and sorghums).

But the Soviets buy large amounts of U.S. grain only occasionally, to supplement bad harvests at home. The first time this happened was in 1972; this year is the second.

Last year, for instance, the U.S. exported over 60 million tons of grain; sales to Russia were only 2.2 million tons. The biggest customers were Japan (over 10 million tons of wheat and feed grains), the Netherlands (4 1/2 million tons of feed grains), and India (almost 4 1/2 million tons of wheat). U.S.-supported dictatorships in Brazil, Iran, Korea, and Chile together accounted for another 4 1/2 million tons of wheat.

THIS YEAR'S GRAIN crop, according to the September government figures, is some 40 million tons larger than last year's so it could easily accommodate larger exports to Russia.

Still, the longshoremen who for a time refused to load grain bound for Russia remember, like many other working people hard-hit by inflation, the zooming prices which followed the 18-million-ton sale to Russia in 1972. 1971-72 marked the beginning of a crash government program to increase agricultural export earnings. But the main factor driving up prices in 1972 was not so much the size of the sale as the fact that, at the same time, the government was artificially reducing the size of the crop.

In that year, farmers were paid not to grow grain on 62 million acres, while only 47 million acres of wheat were harvested. Though some subsidy programs are still in

effect today, the withheld acreage program has been shelved in order to maintain the export push in the face of public pressure. Because much more land is being farmed this year, the grain crop is one third larger than 1972.

This is not to say the grain deal will have no effect on prices. Grain prices are determined on the commodity exchanges in Chicago, where big grain dealing companies and rich speculators buy and sell promises to deliver such-and-such an amount of grain on a certain date.

WHENEVER NEWS indicating an unexpected increase in demand (like a new export deal) or decrease in supply (like a drought) reaches the traders in Chicago, they start competing for these "future contracts", and prices go up. Many of the family wheat farmers have already sold or signed contracts for their crops, of course, so they don't benefit from this increase.

In late June, wheat futures were selling for three dollars a bushel—about one dollar less than a year before. Speculation in response to news of the Russian sale drove the price up to just above four dollars by mid-August. As of mid-September, both wheat and corn prices were back up to last year's levels, but no higher. What's more, the U.S. and Russia are currently working on agreements that will stabilize the tonnage of grain purchased from year to year, and reduce the effects of speculation.

Most of the food price increases of the last year and a half have little to do with farm prices anyway. Between January 1974 and May 1975, the prices farmers received for the ingredients of an average market basket of food actually declined somewhat (1.3%) due to the end of the 1973 farm boom and the onset of recession. Yet retail prices climbed almost 9%.

The truth of the matter is that the food industry is more and more monopolized by giant companies which transport, process, and market the food—and often grow it as well. Even when over-all farm prices drop and consumers spend less money on food, these agribusiness companies hold the line on retail prices.

AND WHEN HARD times ease a little bit, the agribusiness companies are the first ones standing in line for our dollars. The big July price increases which brought back double-digit inflation were in beef, pork, poultry, and fresh vegetables. Among those raking in bigger chunks of our family budgets were such corporations as Greyhound (Armour Meats), Ralston-Purina (chickens), Boeing Aircraft (potatoes), and Tenneco (green vegetables).

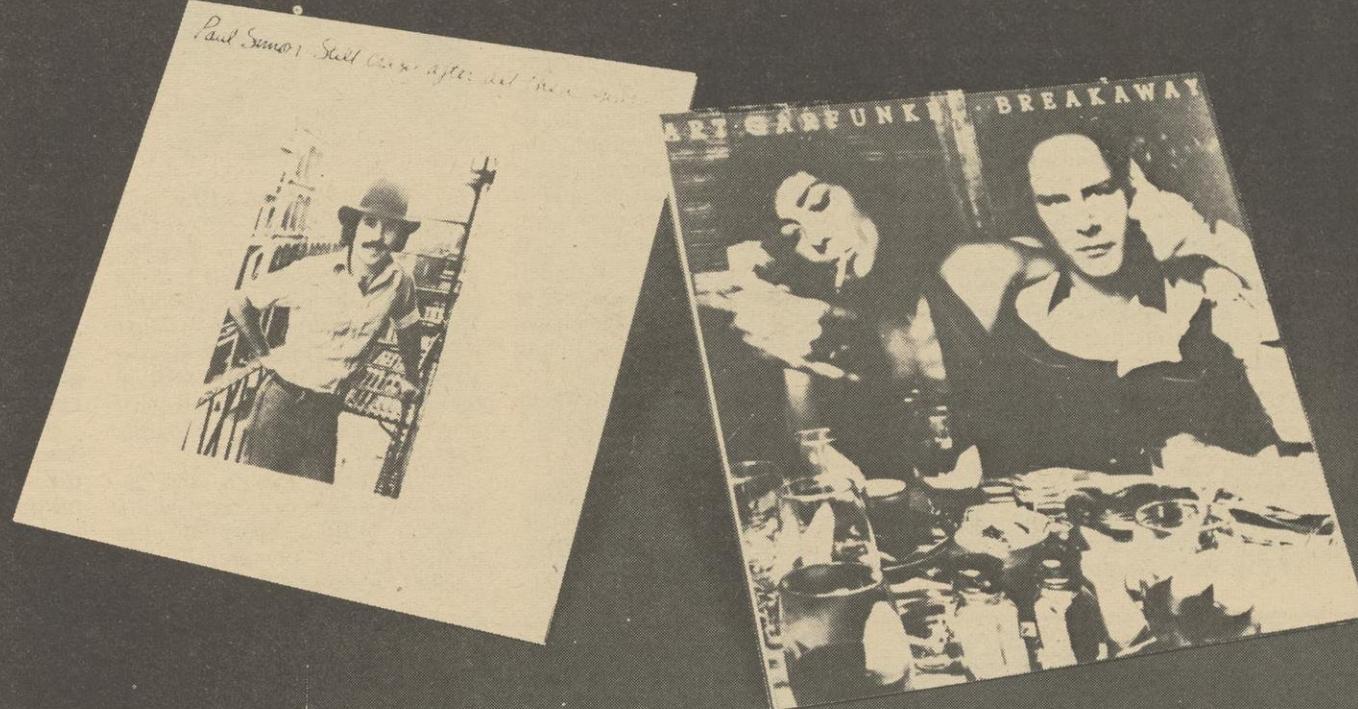
The beef industry, it turns out, had been setting the scene for a big price boost since last winter. In an effort to cut feed costs until business became more profitable, processors and ranchers had been placing fewer and fewer cattle in feedlots. One large feeder, the Stratford Company of Texas, told Business Week this summer it had

(continued on page 11)

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# New Simon! New Garfunkel! Even some new Simon & Garfunkel!



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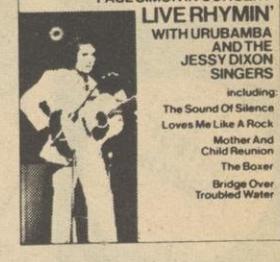
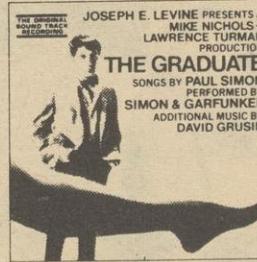
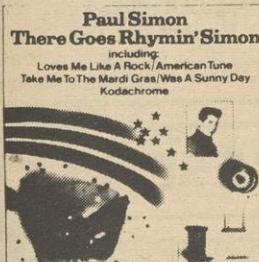
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# Nitrites sizzle bacon

By MARCIA NELESEN  
and  
STEVE KERCH  
of the Cardinal Staff

The possibly dangerous effects of cancer-causing compounds formed in fried bacon as noted in a recent United States Department of Agriculture (USDA) committee report, has again focused public attention on nitrate and nitrite additives in meat.

As early as 1971, Norway banned the use of nitrites and nitrates as coloring additives in recognition of the potential health hazard they presented. Although the same risks were known in the United States, very little action against nitrates as food additives has been taken.

**NITRATES ALONE** are essentially harmless. However, in the human body, nitrates can often be converted to nitrites, (or nitrosamines) which pose a much greater danger.

"Nitrosamines are among the most potent carcinogens we know and are certainly the most widely active group of carcinogens," said Dr. William Lijinsky in a 1971 Ralph Nader report on food safety. "They (the nitrosamines) seem to be most effective in eliciting tumors when they are applied in small doses over a long period of time."

Lijinsky is a cancer researcher at Oak Ridge National Laboratory.

Nitrates and nitrites serve two purposes as meat additives. They act as coloring agents, giving meat a red appearance, and nitrates serve as a protecting agent against botulism bacteria.

BY FEDERAL regulation, nitrates and nitrites cannot be used in fresh meat because the coloring properties of the additives would obscure the actual freshness of the meat. But cured meats, such as hot dogs, luncheon meat, corned beef, bacon and certain sausages, do contain nitrates and nitrites.

The USDA was in the process of considering further regulation recommendations from its Expert Panel on Nitrites and Nitrosamines when the bacon scare began two weeks ago. The conclusions of the USDA report are not new, however.

The Food and Drug Administration (FDA) in the December issue of its Consumer pamphlet reported results of several nitrosamine tests. The tests showed that bacon, after it had been cooked, showed significant amounts of nitrosamines. Nitrates, then, are in the position of being both potentially very dangerous and very

beneficial in specific cases. Because nitrates possess a limited ability to control botulism, their use has become common in the meat processing industry and attempts to limit or end their use have met with much resistance.

GEOFFREY WOOLFORD of the University Meat and Animal Science Laboratory said, "I know of no other chemicals to replace nitrates." He said experiments are being done using beet juice and other chemicals to keep the red color of the meat and prevent botulism.

The use of the chemicals was also defended by Harry Backer, vice-president of Corporate Relations at Oscar Mayer, Co. He said that although tumors have been found in experimental rats in Germany, the dosage of nitrates the rats received was equivalent to a human intake of 48,000 pounds of fried bacon per day. Rats fed the equivalent of 15,000 pounds of bacon per day have so far shown no sign of cancer and are living out their full life span. Becker said. "There is more nitrite in your saliva than in processed meat," he concluded.

ACCORDING TO BACKER, Oscar Mayer is in full compliance with current FDA and USDA regulations concerning nitrates.



## TRICKS IS FOR KIDS

NEW YORK (LNS) — Never let it be said that the U.S. Department of Agriculture isn't looking out for the kids of this country. The department has just published *The Thing the Professor Forgot*, a story book on nutrition for children which "tells the story of good eating habits in pictures and rhyme."

Funny thing, though, the 20-page booklet was developed by the General Mills Corporation, the company that produces Trix, Lucky Charms and Count Chocula

cereals. Nutrition experts have long maintained that these cereal goodies and others like them, loaded with sugar, have almost no nutritional value and contribute significantly to children's tooth decay. In addition, they encourage bad eating habits at an early age.

But the agriculture department doesn't seem fazed in the least, for the booklet, "along with a message on good nutrition," will be promoted on about 40 million General Mills cereal boxes in the next few months.

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CORNER OF LAKE & UNIVERSITY

# Corner stores cornered

By Charlie Rappeneck  
of the Cardinal Staff

The small, corner grocery store has been caught in a steadily increasing economic squeeze for several decades. Many have been forced to go out of business. Those that remain are forced to face the pressures of competition from large supermarkets and inevitable changes in food-buying habits.

The local grocery store is not a difficult business to start. The money required to set it up is not high. But once in business, it's tough going. The corner store is usually a borderline operation. Sales are barely high enough to turn over a profit and market fluctuations further complicate

**TOM KEYES RAN** a small grocery for five years before finally getting out of the business. He recalls that it was a good living and honest buck. But finally the hours and the work involved caught up to him. When he found someone who wanted to buy up the business, he was happy to leave.

"It was good for a while, but it just wasn't worth it to keep it up," he said.

Keyes outlined some of the problems inherent in a small grocery. One is theft.

"People come in and steal stuff a lot. But even if I catch them, what can I do? I don't have time to spend in court. Those bigger places, they have people who they pay just to do that."

**THE SIZE OF THE OPERATION** is another problem.

A small store can't buy the same volume as a larger store, so it can't get the volume discounts available to large purchasers. Because of small sales volume, a larger markup is required to turn over an adequate profit. The resultant higher prices make it harder to compete.

The small grocery also faces less easily anticipated obstacles.

"Say your refrigerator dies on you," Keyes explained, "do you realize how much it costs to get somebody to fix it? 15 bucks an hour. If it takes the better of a day, it can hurt."

**KEYES GROCERY WAS** located on the corner of Paterson and Johnson streets. The neighborhood around it has been evolving into a student area as more students live further from campus. This influx of students has tended to shift demand from staples like flour and potatoes to TV dinners and Chef Boy-R-Dee.

"Times change," says Keyes. "The day before Thanksgiving used to be a great day, with people all coming in to get stuffing and rice and the like, but now it's a really slow day. Everyone goes home."

Directly across the street from Keyes' old place is George's Grocery. George Conlin has been in business not for five, but for 30 years. A short, stout man with

white hair, he is quite proud of his business.

"Business? Business is great!" Conlin asserts. "Yessir, it's been getting better every year."

**HIS OPTIMISM IS** surprising in a year of economic troubles, but he felt good about the present and positive for the future.

"I feel that all the stores that are going to fail already have. Sure, the supermarkets have cut in on a lot of our business, but I'm still here, and I employ six others as well."

"I've got good connections. I know who to buy from, and what to buy," Conlin explains.

His store is certainly a reflection of the changed neighborhood. Junk cereals, Swanson Dinners and La Choy abound on the shelves.

**AFTER SO MANY YEARS** in business, Conlin has acquired the capital to withstand the week to week and year to year fluctuations in the market. Staying power, as Conlin put it.

The corner grocery? As the saying goes, it ain't what it used to be. Roles have changed, and the supermarket system is getting harder to buck. Local groceries are becoming rarer all the time, but they are not a totally endangered species. At least not while there are people like George Conlin around.



photo by Karen Spencer

The small corner grocery -- gone the way of 7-11.



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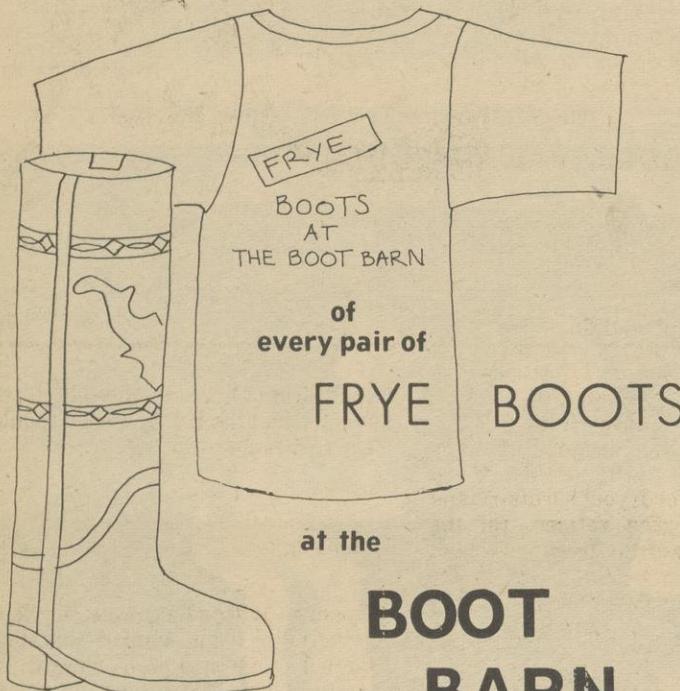
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## Food for stomach and wallet

By ANDREA SCHWARTZ  
and PAM BAUMGARD  
of the Fine Arts Staff

Among students everywhere, the search goes on, forever down down down to find the best meals at the lowest prices. After years of prowling the streets in quest of cheap food, we came up with the following list of the most for the least in the campus area.

We set limitations. No fast food joints. We were not after plastic-wrapped hamburgers, no matter how low the price. We also did not want to eat in a way that made us constantly aware of how broke we are — like buying hard-boiled eggs and two slices of bread at Gordon Commons and making an egg salad sandwich with the free mayonnaise.

We looked for places where we could lay back, have our coffee cups refilled again and again, get smiled at by the waitress, and leave the table with bulging stomachs and pitifully low checks.

WONG'S CAFE, at 310 E. Wilson St., serves both Oriental and American food at amazingly low prices. It looks like a bar, or a greasy egg joint, with its hot pink neon sign and horseshoe-shaped formica counter. But it's really down-home comfort flavored with snow pea pods and water chestnuts.

The Chinese food is the cheapest in town. Specialties are chop suey and chow mein, unexciting fare, but Wong's also has such delicacies as Sweet and Sour Pork and Egg Foo Young. The chow mein and chop suey is all in the \$1.75 price range, and that includes two fat hunks of French bread, a scoop of white rice, and a heaping, steaming plateful of the main attraction.



It's hot, it's filling, and the flavor is fair. Very edible, although not exactly an exquisite experience for a gourmet palate.

But there is a secret at Wong's, and that is that their best buy and some say best food is not Chinese at all, but the American dishes hidden at the bottom of the menu. Get this: 40¢ hamburgers ("big, fat, and juicy," the waitress who is an institution in her own right, told us), 35¢ grilled cheese, and a roast beef dinner, with salad, potatoes, vegetable and beverage, for \$1.25.

Incredible. But only open weekdays from 11:45 till 7:30. If you come on a day they're closed because the waitress is sick, it's worth the walk back the next day.

Or even again the day after.

Breakfast at the WASHINGTON HOTEL, 636 West Washington Avenue, can well prove to be both a psychically and financially pleasurable experience. Its snappy formica decor lends an air of hometown Ma and Pa kitchens replete with fat slices of pie under plastic domes. The waitresses are perky — a feat which must be difficult to master when one's workday begins at 4 a.m. and ends at 7 p.m. — and the service is quick.

The customers are mostly working class men. The day we ate there a good many wore red and blue cotton peaked caps. One particularly amiable gentleman

(continued on page 14)

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# Gourmet goodies for gas and gastritis

By GERALD MULAK  
of the Cardinal Staff

**The A&P Two-Man Landing and Exploratory Expedition Diet.** (A third team member circumnavigates the supermarket parking lot in a '57 Ford.) Recommended utensils: two spoons, a hand-operated can opener, two soda straws, and a Tensing Norgay 82-compartment Everest blizzard parka. Experienced foragers have been known to wolf down a quart of Welche's grape juice and eight cans of crab meat inside of 45 seconds. "That's one small can of tomatoes for the grocery cart, one giant filet mignon for my inside coat pocket."

**Cyrillic Alphabet Soup.** This is a great family lunch for a snowy Saturday afternoon. Dish it up in bowls and watch the kids spell out their favorite ukase. Serve with hot Gulag and Orthodox sundaes.

**Gaza Strips.** A religious dish. Broil in oil, top with Suez sauce, and give tanks to the Lord.

**Philologist's Pot Pie.** A venerable meal that goes back to the days of Chaucer. As well as furthering the arts of homeopathy and autopsy, the pot pie forms the basic line of inquiry in modern phenomenology, e.g., "What the hell is in this stuff?" and is the inspiration for Kant's categorical imperative, "I wouldn't eat that if I were you." The pot pie also gave rise to the Euthyphro question: "Is this a piece of beef because it's really beef, or is it a piece of beef because the box says it's beef?" In addition, it is the basis of the famous Swanson's Syllogism, i.e.:

Major premise: All pot pies contain rodent hairs and insect parts.

Minor premise: This thing on my plate is a pot pie.

Conclusion: Therefore, let's order out for some Chinese food.

The pot pie is the subject of some famous doggerel. Limited space precludes an exhaustive treatment, but gourmets will be familiar with such lines as "Peas, porridge hot, peas porridge cold, peas porridge in the pot, forty-five months old" as well as the verse fragment, "Mersey doats and doesey doats and bits of poison ivy..."

**Birge Hall Meat 'N Greens.** This subsistence diet was developed by a squad of botany students after the failure of the Teaching Assistant's Association to approve a strike vote. It's a harsh regimen that should be taken up only by committed devotees. To gain the optimum benefits of this dish, it is suggested that the following mantra be sung before each meal: "Yummy yummy yummy, I've got lab specimens in my tummy." The meat portion consists of sorted and rinsed amoeba nuclei. The greens are motile colonies of Volvox aureus. They should be fresh, so pick your own. Preparation requires access to a dissecting microscope. Some hungry grad students can shuck five amoeba per minute. Gourmands may want to salt the dish with Ulothrix zoospores. This is the only meal we know of that exhibits a positive phototropism. Leftovers should be placed under a gro-lux light and given two mgs. dilute 5-10-4 garden fertilizer.

**The Vice-Presidential Diet.** For the very few who want to serve their country, this meal is available only in the Executive Office Building. Reservations must be endorsed by a major party. The serving procedure is immersed in great tradition and ritual. Every five months, a man from Baltimore comes up, puts a paper lunch bag on your desk, and slides across a note that reads, "Here it is." You slide back a note that says, "Thanks." This inspired the famous cooking epigram: "If you can't stand the heat, go down to Federal Court and plead nolo contendere." This dish is also known as Harding stew and pig-in-a-trough. It's said to be a great favorite in Gerald Ford's kitchen cabinet.

**Weltanschuuang.** A famous German recipe. The basic ingredients include two cups of Goethe's milk, one teaspoon of Spengler's allspice, the juice of two fresh Menckens, four tablespoons of Wagner's schmaltz, and a dash of fustian. Pour the ingredients into a large Einstein and sprinkle in a few pieces of Alsace-Lorraine. This is the perfect dish for an informal dinner in your lebensraum.



graphic by LNS

of harboring Dirksen's disease, this is one farm product the F.D.A. never should have let out of Minnesota.

Rehash.

**Woodrow Wilson Casserole.** Perfect for a Sunday night dorm supper, this dish consists of French spaghetti, English bagels, German pizza, Polish corn on the cob, a couple pieces of Turkey, and Japanese-fried chicken. The recipe is designed to satisfy all parties. Serving suggestions: Fighting invariably breaks out twenty minutes before dessert, so eat fast and get the hell out.

**Mutiny on the Bounty (Bligh Pie).** Upon request, the British Consulate in Chicago will send you a captain in good standing with the Board of Admiralty. He'll lock you in your bedroom, feed you hardtack and spam, steal your grog rations, fill the bathroom with breadfruit trees, and beat you senseless if you protest. This is the origin of the surfing expression: "Hang ten. Flog the rest."

**Humphrey Dogs.** The official sausage of the Democratic National Convention, by golly. They're full of suet, fat, baloney, chemical extenders and fertilizers. They can be reheated every four years, but they tend to get greasy in California. Suspected

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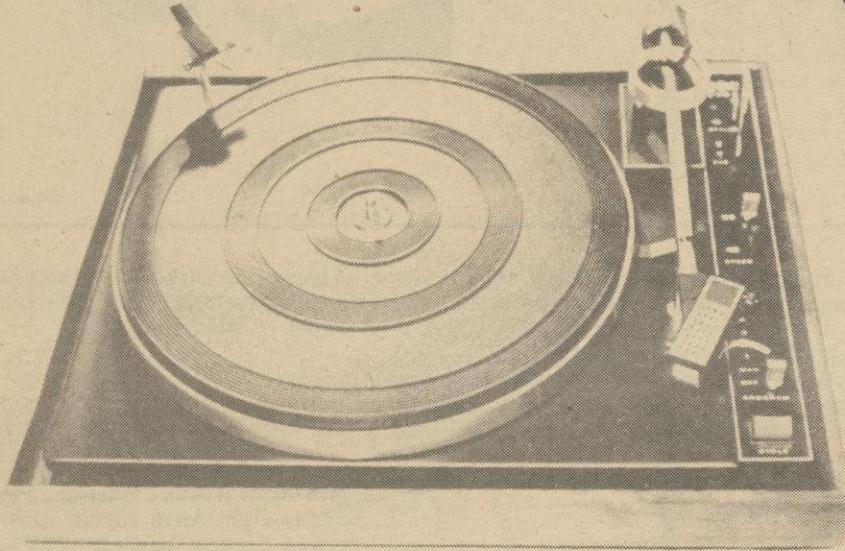
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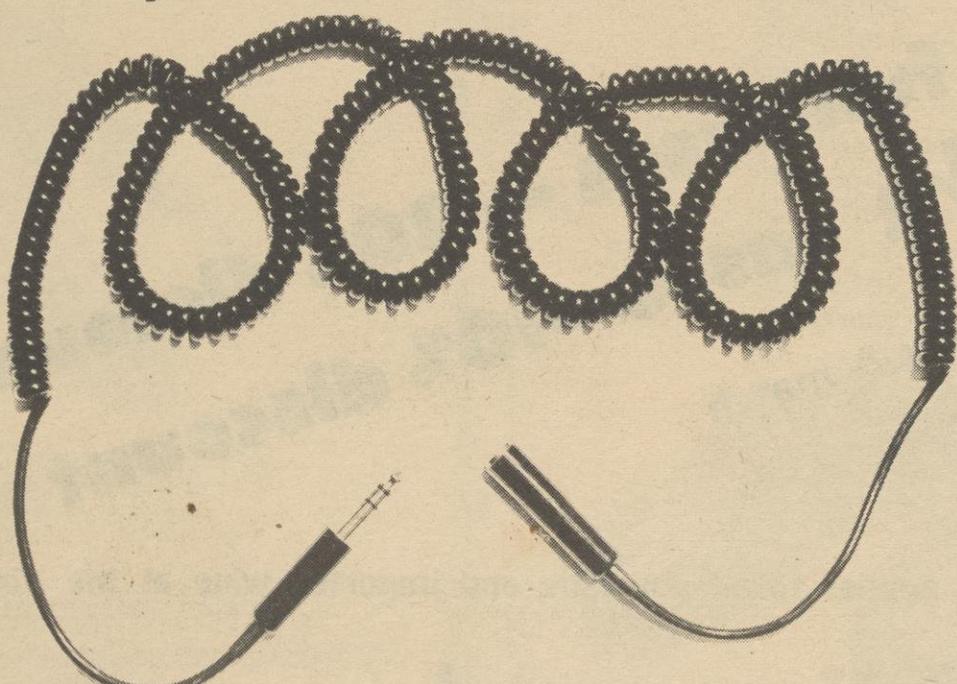


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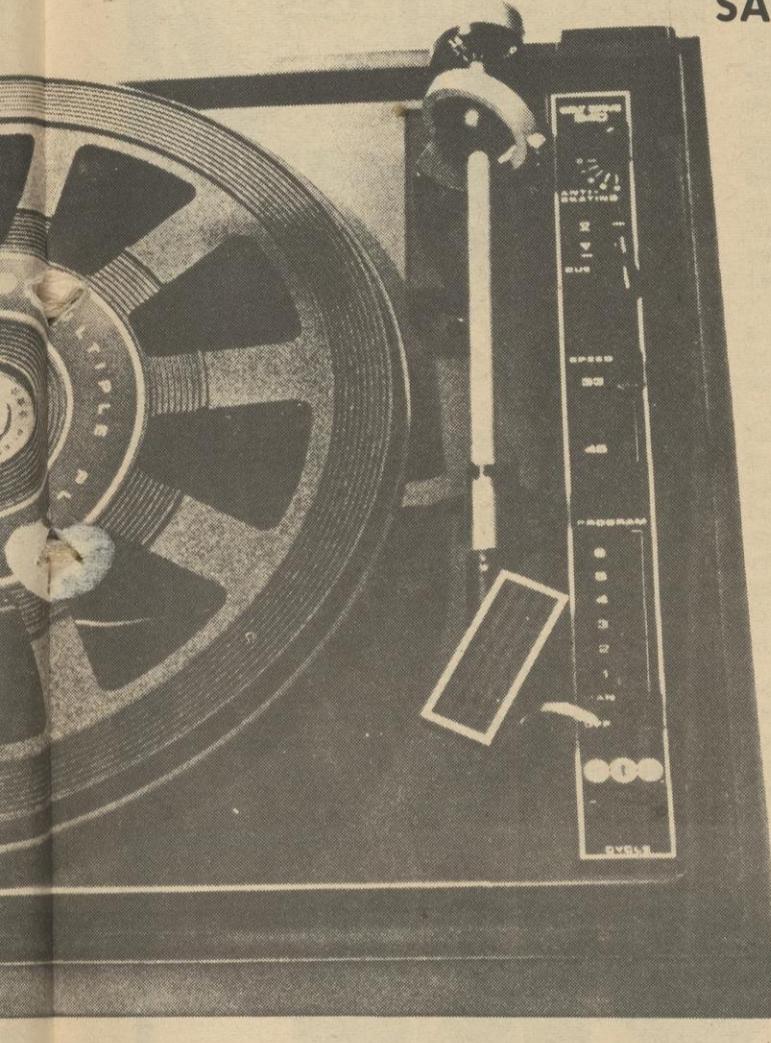
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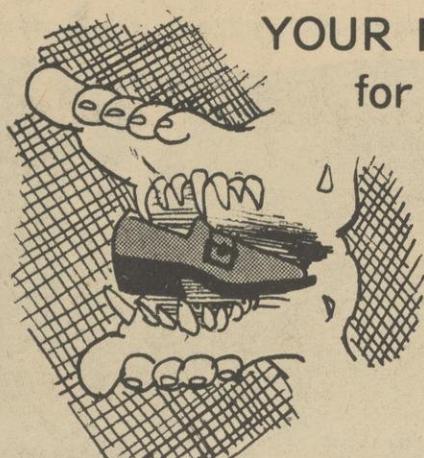
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# **Wis. farmers: caught in a scape-goat crunch**

By RICHARD CAMERON

of the Cardinal Staff

High prices and economic turmoil in the last two years have created a lot of scapegoats in American minds. Greedy oil sheiks, trade unions, welfare chiselers and the American farmer are some of the most often-mentioned.

Particularly in the last two years, the farmer has gained enmity of the American consumer as food prices have shot up at a higher rate than many other common consumer goods. Pictures of profit-gouging farmers form in the minds of millions of America's each week as they line up at the check-out line.

ARE THESE pictures accurate? From most indications they are not. If one considers the average farm family in America today one would find that most farmers are barely making ends meet.

According to a recent publication by the U.S. Department of Agriculture (USDA) the average family farmer loses money five years for every one that he makes a profit.

An NFO study by Doune Agriculture Service found that an average well-run dairy farm received nowhere near the milk prices needed to pay for production costs. According to their report, farmers in 1967 were receiving about \$4.30 per hundred weight of milk but costs showed they needed at least \$6.05 to break even.

In other words they worked one-and-a-half days a week for nothing or about three months out of every year. Little has changed since then NFO spokesmen say.

Recent research reports by the UW-Extension Agriculture Department put the percentage of poverty stricken farmers in the state around 12 per cent with some counties as high as 30 per cent. And that's only if one uses the official poverty line established by the federal government of \$3,415 for a family of four. More realistic figures, according to Extension reports, would put the percentage of farmers in poverty at around 17 per cent. Poverty for farmers over 63 is an astounding 56 per cent.

MANY FARMERS HAVE reacted to their troubles by simply folding up and selling their farms. The more strong-willed have organized, particularly via the NFO.

Since its birth in 1955, the NFO has had the sole purpose of getting higher prices for farm goods and

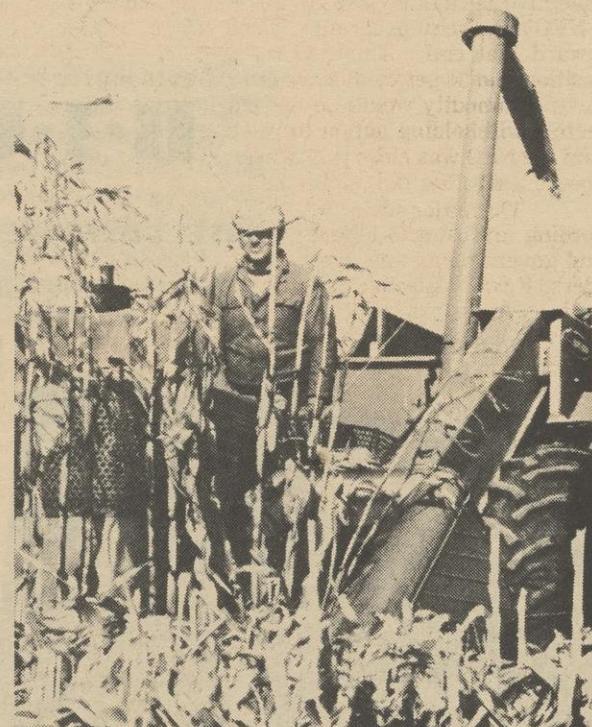


Photo by Bob Chiang

has relied on collective bargaining as the means of getting them. The milk strike of 1967 was their first major action.

In order to increase demand for milk and raise prices to the point where dairy farmers could make a small margin of profit, NFO dairy farm members agreed to withhold their milk. Almost immediately the government and the milk processors fought back and a court injunction effectively broke the

More recently, the mass slaughter of calves before TV cameras was staged in order to emphasize the plight of farmers. The event did manage to gain a lot of publicity (some bad) but did not succeed in getting higher prices.

(continued on page 11)

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## Wis. farmers

(continued from page 10)

DANE COUNTY NFO representative Jerry Koster termed the action a "success in that we gained the public's attention" but stressed that the main work for the NFO is to continue to organize so that collective bargaining can have a chance of success.

NFO's current program "Think 30" is geared toward that end. Think 30 refers to the NFO's position that 30 per cent of the producers of any one farm commodity would be needed to wage an effective withholding action to raise prices. Koster said the NFO was close to that per cent in milk, cheese and other dairy products.

The major obstacles to NFO organizing according to Koster is farmer apathy, lack of unity, and government and corporate pressures on farmers. Koster also cited the large Coop corporations such as American Milk Producers Inc., the Farm Bureau and Land O'Lakes as main culprits.

"The coops began as an organization for the farmers but now they're involved in the retail business and it's in their best interests to hold down the prices they pay farmers."

LOCAL-AREA FARMERS seemed to be in agreement with Koster's opinions. In a random survey of over a dozen farmers within 20 miles of

Madison all agreed that the large co-ops in the state were not on their side.

"They aren't doing the farmers any good anymore," said Oyvind Wickem of Stoughton. "They're only interested in making a profit."

Most of the farmers were also critical of the UW Extension system agricultural program.

Asked what they wanted out of the UW program many farmers said they simply wanted some guidance on the complex technology and farming methods that have been created in the last 20 years. (See related story on p. 15)

ALTHOUGH ALL the farmers contacted were not avid supporters of the NFO most agreed that collective bargaining was probably the solution to low prices. Some were doubtful that farmers could be effectively brought together, however.

Paul Schlimgen of Mt. Vernon, a member of the NFO said farmers often supported the organization only when times were hard.

"Prices for hogs have been high this year and many of the farmers don't think they need us. But come next year when prices go down they'll be howling for unity and bargaining," said Schlimgen.

## Grain

(continued from page 2)  
only 50,000 head of cattle in its 150,000-capacity lots.

The shortage of fattened beef began to pay off with higher prices in May. After July's 5.5 per cent jump, beef prices stood 10 per cent above last year, despite hard times.

As to chicken, the Agriculture Department had predicted confidently early in the month, "If beef prices increase, so will broiler prices." In other words, as long as no other meat gets cheaper, chicken buyers will have to keep buying chicken, whatever it costs. Sure enough, poultry prices rose 9 1/2 per cent in July.

THE CHICKEN business is one of the most corporate-controlled in all of agriculture. Ninety-seven

per cent of broiling chickens are hatched, slaughtered, and marketed by major corporations. Among them are Pillsbury, Ralston-Purina, and Continental Grain — all of which control their own feed supplies.

Yesterday's chicken farmers have been reduced to contract employees of the corporations. They must maintain their own farms, but they fatten the companies' chicks, according to the companies' rules, for a company payment of about two cents a pound. The workers in chicken slaughterhouses are no better off. Mostly black women, they average under \$4000 a year with no union, no regular work schedule, and no sick pay.

Fresh vegetables — up an incredible 17 per cent in July — have not yet reached this point; "only" 51 per cent of them are produced on large ranches or by farmers

working under contract to big marketing corporations. Among the "ranchers" are United Brands, owner of the nation's largest lettuce ranch (where the United Farm Workers just overwhelmingly won a representation election), and Gulf and Western, which grows tomatoes. One of the biggest contract operators is Tenneco, the gas and oil corporation.

Meat and vegetable prices seemed to be settling down in August, but the Agriculture Department still predicted that autumn prices might well rise 10 per cent from a year earlier. Food prices in all areas bear watching. If they do continue to rise, don't look for Russians under the bed. Thanks to a \$3-billion-a-year agribusiness advertising budget, the real culprits are all household names.

## We've got it!

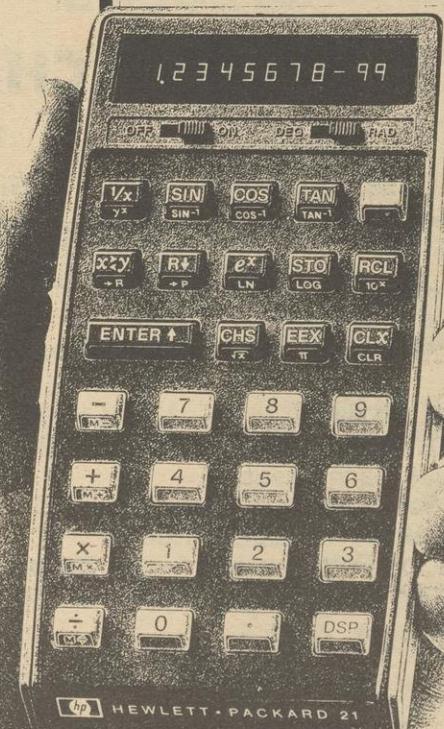
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# Workers deserve a break today . . .

(LNS)—McDonald's, the nation's eleventh largest private employer, has 3000 outlets where 150,000 people work. Most of the workers are under 21. Few are paid much more than the minimum wage.

On the other hand, McDonald's Corporation head Ray Kroc is one of the fifteen richest individuals in the country, worth half a billion dollars. His entire wealth is based on McDonald's. Kroc estimated in 1971 that 60 to 70 owner-operators of outlets were millionaires, and that some operators could turn a before-taxes profit of \$50,000 to \$75,000 a year.

**MCDONALD'S PROFIT RESTS** on keeping wages low, and the company knows it. In 1972 Ray Kroc made a \$255,000 donation to Richard Nixon's re-election campaign. Soon after his re-election, Nixon amended a proposed minimum wage law so that, while the minimum for most workers was raised to \$2.20 an hour, it stayed the same (\$1.80), and in some cases actually decreased, for young people. This bill promptly became known as the "McDonald's Minimum," although Nixon denied any con-

nexion between Kroc's donation and the proposed law. Congress rejected Nixon's amendment and passed a minimum wage that included young people, which Nixon then vetoed as "inflationary."

The McDonald's hamburger chain consumes each year, 315 square miles of forest land for wrapping paper, napkins, bags and straws. McDonald's uses more energy to prepare its "food" than the electrical output for the cities of Pittsburgh, San Francisco, and Washington, D.C. combined. The Center for Science in the Public Interest, a Washington public interest group, recently calculated that McDonald's expends three times the energy an average home consumer would use to prepare an equivalent amount of food.

What do the young McDonald's workers think of the company? "I hated it," says Nancy Boris, a former employee. "I hated every damn minute of it."

At one time Nancy couldn't have worked at McDonald's at all. For many years the company refused to hire women, especially teenaged women, because Ray Kroc

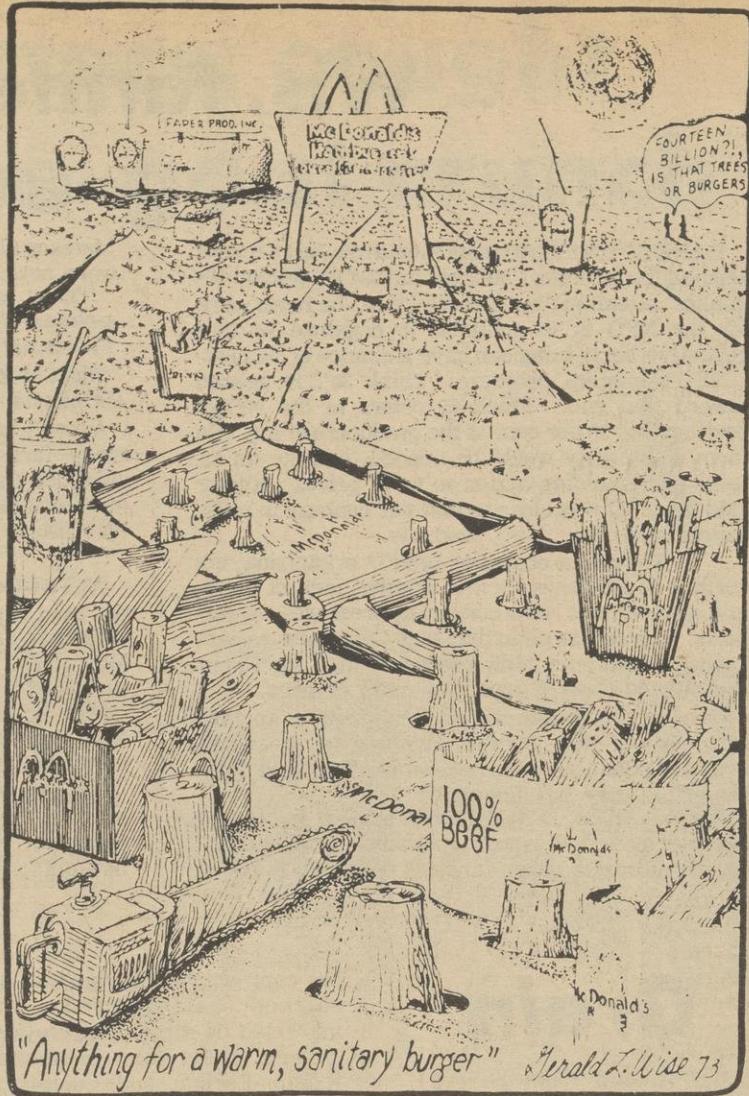
believed "they attract the wrong kind of boys." The company was forced to drop that policy by federal legislation.

**OTHER FORMS OF** discrimination remained. Nancy spent most of her time in the jobs generally filled by women—bagging french fries, cleaning the lobby and taking orders at the window. Men at the same restaurant tended to work the grill ("It takes a lot of muscle to scrape that grill properly" said one manager) and backroom, carrying boxes of food up from the basement.

"Working the window was a little better than in back because it wasn't as hot," Nancy said. "But I hated always having to smile and say 'May I help someone please?' and 'Thank you, come again.' They think it so important that their employees smile, but they don't give a shit whether you've got anything to smile about."

Whether you're cooking french fries, working the grill, dressing hamburgers, or mixing shakes, the work is monotonous though often frantic. However, "If you

(continued on page 13)



"Anything for a Warm, sanitary burger" Gerald L. Wise 73

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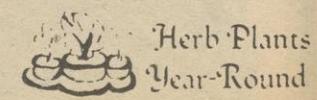
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# at McDonald's

(continued from page 12)

have time to lean you have time to clean" chant the managers.

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**HARVARD BUSINESS SCHOOL** Prof. Theodore Levitt has described McDonald's as a "machine that produces, with the help of totally unskilled machine tenders, a highly polished product. Everything is built integrally into the machine itself, into the technology of the system. The only choice available to the attendant is to operate it exactly as the designer intended."

The company tries to increase productivity by getting workers to compete. At Nancy's store, cashier's receipts were checked every hour and the manager sang out the name of whoever had the most sales. Since pay raises are based on performance it's not surprising that "there was much eager competition for this recognition, and the may-I-help-you-pleases were loud and insistant" when this "game" was being played.

Workers at McDonald's begin right at the minimum wage level—in many states, \$1.80 an hour minus social security, state taxes and federal taxes. There are no fringe benefits.

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The first two weeks are considered probationary—at the end of that time the manager has evaluated worker performance. If it's satisfactory he gives you a raise—usually 5 cents or 10 cents an hour. Otherwise you get fired. Quite a few workers are fired at this point, and each store hires more than it really needs to allow for this "weeding process".

**WHENEVER WORKERS TRY** to challenge this low wage, the company is ruthless. The employees handbook warns that you can be fired for "enticing, coercing or influencing others to fail to maintain production standards" — in other words, for union organizing. There have been a few isolated spontaneous strikes: in Boston an entire crew walked out in the middle of a rush hour. But there have been no organizing drives with widespread or longterm success, due to the rapid employee turnover, the corporation's intimidation and the little interest shown by labor unions.

Nancy realized that generally the people who liked their jobs "were ones who didn't have to be there. It was something to do. They were living with their parents and didn't have to pay for rent or food:

But for many young employees the decision to work at McDonald's grew out of necessity.

Nancy, for example, explained, "I worked 30 to 35 hours a week and took home \$50. After I paid the rent and groceries and transportation there wasn't much left."

Referring to corporate head Ray Kroc, Nancy said, "I feel like I've hated him all my life."

## Gems

By ANDREA SCHWARTZ  
of the Fine Arts Staff

**A NIGHT AT THE OPERA** (1935) Close to being the best Marx Brothers film, *Night At The Opera* is a perfectly choreographed descent into lunacy. With usual Marx Brothers fervor, Groucho introduces a certain Hermann Gottlieb (Siegfried Rumann), director of the New York Opera Company, to the wealthy Mrs. Claypool (Margaret Dumont) and has them repeatedly bow to each other, drawing all social amenities to absurdity.

At the opera, Groucho leads the way into mad disruption, further chiseling smartly at the rules of convention. Tuesday and Wednesday at 8:30 and 10:15 in 6210 Social Science.

**THE TARNISHED ANGELS** (1957) William Faulkner's *Pylon* becomes an interesting film set in 1930's South. Centering on the problems of the people who work in a traveling air circus show, it explores alienation in modern life. Tuesday at 8:30 and 10:15 in B-10 Commerce.



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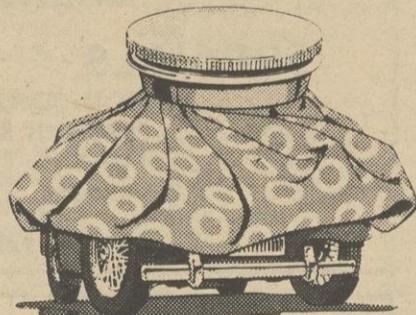
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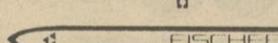
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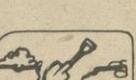
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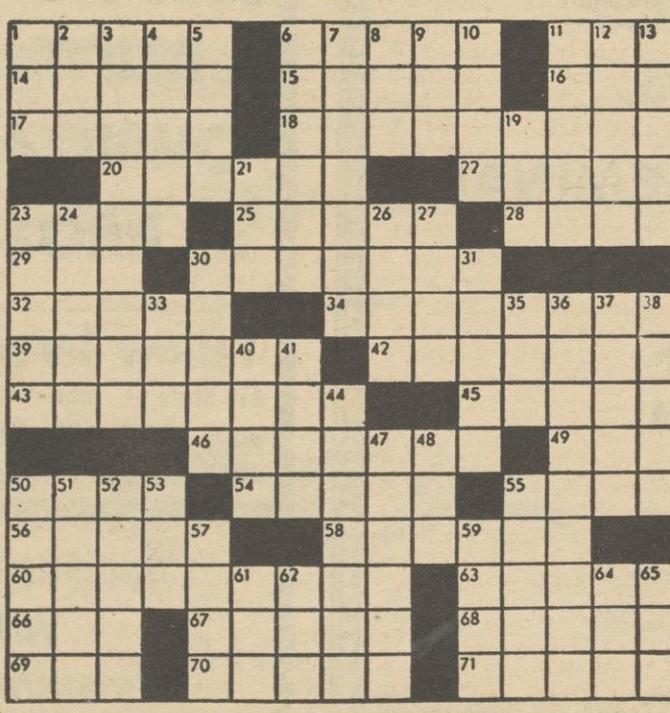
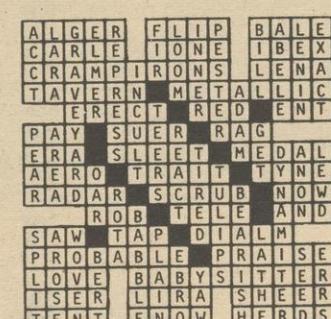
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ACROSS	63	Assumed name
1 "----- Macabre"	66	Consumed food
6 ----- Moore of the comics	67	"Common Sense" author
11 Snake	68	Special jargon
14 Express feelings effusively	69	1/100 of a yen
15 Harden: Var.	70	Llamas' habitat
16 Tell a fib	71	Having a border DOWN
17 Austrian province	1	Police officer: Abbr.
18 Short garment	2	Alcott heroine
20 Put to a test: 2 words	3	Toward the Arctic
22 River of Italia	4	Romantic legend
23 Colorless	5	Wriggling
25 Religious order member	6	Reserved
28 Ship of 1492	7	Incipient
29 Of recent origin	8	Hebrew letter
30 Cooked in a way	9	Three: Prefix
32 Egg-shaped	10	24 hours ago: abbr.
34 Football official	11	Excuse
39 Shipworms	12	Warning device
42 Deduction from wages	13	----- Burka: Noted skater
43 Bound by affection	19	Relatives
45 Issues bad checks	21	Frequently: Poetic
46 Greek goddess	23	End on - ---- of harmony
49 Explosive compound	24	"----- come eleven!"
50 Narrow wood strip	26	In the thick of
54 Golf course	27	Nevada city
55 Acquires	30	Kind of auto
56 Knocked for -----	31	Adorns
58 Shred	32	To a ---: Exactly
60 Cosmetic bag: 2 words	33	35 Snow runner
61 Being important	34	36 Being
62 To act	35	37 One O.K.'d to
63 Birds' structures	36	38 Birds'



# Cheap Foods

(continued from page 6)

joked with us over who would pay his bill — he or us. We opted for him paying though the checks at the Washington Hotel are no real burden to foot. The breakfast special — two eggs, toast (whole wheat on request) and coffee — costs 85 cents. Hash browns are 15 cents extra with the special, probably the cheapest and best-sized portion in town. Coffee refills are on the house.

GINO'S at 540 State Street serves the largest salad in town but we recommend it with reservations. It is erratic. Some nights, the salad bowls (called "combination salad" — \$1.15) are heaped with greens, carrot slices and olives. On other occasions, the salad is only level with the bowl's brim and lacking, perhaps in olives. Sometimes, if a salad is split between two, three people, the persons involved will be charged 10 cents extra for separate dishes of dressing. Sometimes not. What will transpire over an evening of combination salads at Gino's is difficult, if not impossible, to predict.

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There are two bowl sizes — one for 65 cents, and the larger one for \$1.10 — and you can really pack them. The ingredients are plentiful and varied. Nice basic lettuce, cucumbers, tomatoes, green peppers, croutons, parmesan cheese and three dressings—French, thousand island and herby Italian. This is a real salad, the kind you can't get anywhere else in town without paying a mint for these "extras."

The waitperson-bartender is probably one of the all-time best. She is genuinely courteous, a pleasant switch from the usually fierce waitpeople working restaurants. Plus, she always offers Blue Horizons without your asking. Good deal.

**PORTA BELLA**, 425 North Frances Street, can provide a retreat for the Cheap. Till 6:30 each evening at the bar there is a free and delectable cheddar-wine cheese spread to top crisp crunchy crackers.

All you need buy are the drinks.

**GOEDEN'S FISH MARKET** at 529 University Avenue offers a wide and relatively inexpensive seafood menu. Fish are fried in batter and prepared with vinegar and spices. French fries are tasty and also vinegared and the onion rings are good.

The best buy is fish and chips for \$1.10.

Occasionally though, Goeden's gets greasy but overall it is worthy of attention.

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## Extension:

# failing to meet farmers' needs

But no one knows why

By DIANE REMEIKA  
of the Cardinal Staff

Fifty years after University-Extension was created to identify and solve the problems of Wisconsin's rural residents, no one is really sure whom it serves.

But there are opinions about who Extension doesn't serve. Successful family farmers say it doesn't serve them: they don't need it. County agents say it doesn't serve corporate farmers: they go directly to their own research labs and university specialists. Poverty researchers say Extension information hasn't reached the low-income farmer, and organic farmers say they have given up getting the information they need from UW-Extension.

**SUPPOSEDLY, EXTENSION SPREADS**  
University research results on agriculture and home economics to the residents of Wisconsin through publications, county agents, 4-H clubs, classes, clinics, and press releases. In turn, county agents indicate to the university research the areas they think interest their clients.

But a Wisconsin Agriculturist poll taken a year and a half ago said that more than half of the state's farmers never consciously use Extension, and only four per cent rely on it heavily for help.

Dane County Extension Agent Tom O'Connell said that he receives the most calls from small, beginning, and part-time farmers. He answers questions not only on farming techniques, but about prices, labor disputes, and tenant problems.

**"LARGE SCALE FARMERS** have more resources. They go to University specialists directly, rather than working through the county agent," he said.

But Extension is not reaching many small farmers said poverty researcher William Saupe, an Agricultural Economics professor.

"Extension has reached corporate farmers more effectively, because they are more aggressive, and Extension has always supplied the best information to the producers of the most food," he said.

**ONE OUT OF** every eight Wisconsin farm families live below the federal government's poverty level, according to Saupe. Many of these small farmers have low technological farming skills, but they don't participate in their communities and therefore have never sought assistance from Extension. Many have built themselves into a financial bind and are paying off debts too fast.

Saupe said he didn't know why small

farmers don't seek assistance, but outlined two limited experimental programs in which Extension is trying to reach them. One of the programs, which Saupe called expensive, involves a farm management agent visiting 35 small farms on a regular basis. In another program, two agricultural aides visit 60 farmers. Extension also publishes an information sheet on "Management of Smaller Farms" in various geographical areas of Wisconsin.

**IN SPITE OF** efforts like these, a report released in August by the U.S. Comptroller General chided extension services across the country for not helping the small farmer. It said that many small farmers have fallen behind technology and proper management techniques, are the victims of lowered prices, and cannot afford higher farming expenses.

Dane County National Farmers Organization (NFO) president Oliver Hannah believes collective bargaining, an area Extension research has virtually ignored is another solution to the small farmer's crunch.

"There are no county agents that will tell the farmer how to bargain collectively for a price, so the farmer can pay the cost of running a farm," he said.

**BUT POVERTY RESEARCHER** Saupe, considered to the College of Agriculture's expert on the needs of small farmers, said he didn't think collective bargaining research should be a priority because it wouldn't be helpful for small farmers. The College of Agriculture does meet regularly with the NFO and invites NFO representatives into agricultural policy classes. County agents explain the historical results of collective bargaining to farmers where they think it is applicable.

"The only way collective bargaining could control prices would be if small farmers and large farmers joined together to control a substantial part of the market," Saupe said, explaining that corporate farmers could afford to bargain for a lower price than small farmers.

Another group of farmers who are critical of the College of Agriculture and Extension are organic farmers. They charge that the University doesn't take organic farming seriously.

**CARLA KRUSE**, who has farmed all her life and now, with her husband, runs a 260 acre organic farm, including 30 dairy cows, 500 chickens, truck crops, and sheep, said she doesn't even bother to ask Extension for information.

"I know their answers wouldn't be organic-type answers. They'd be slanted towards agribusiness and chemical companies," she said.

Her husband, Harold, added, "My impression is that the University is against organic farming. Organic farmers get more information from magazines than Extension."

**YET DANE COUNTY** Horticulture agent James Schroeder says he receives as much information on organic farming as farmers request. He coordinates the farmer's market held on Madison's square every summer and fall.

Extension's research on organic methods of farming usually consist of evaluating already espoused techniques, not of searching for alternatives to methods that pose problems. There are some conservation areas of research, such as use of sewage sludge and biological pest control in apples, that are also applicable to organic farming. Extension also has published information for urban gardeners, some of which includes organic methods.

Organic farmers want more information. Large farms need more organic fertilizers than they can produce themselves, and transporting sewage sludge from urban areas is expensive and not necessarily healthy. More information needs to be developed on biological control of pests in apples, that are also applicable to organic farming. Extension also has published information for urban gardeners, some of which includes organic methods.

IN RESPONSE to interest in organic farming, the College of Agriculture recently pulled together, under the leadership of Prof. John Skinner, a "Food Facts Committee. They collected existing information on the organic approach, initiating little research of their own.

According to Skinner, they concluded that many of the claims of the organic movement were based on emotion rather than fact. For instance, he said chemicals poison the soil only when overused, and that there is no nutritional difference between plants grown organically and traditionally.

The committee recommended that the greatest production yields come from combining organic and conventional methods.

But, after examining claims about organic farming, the committee never followed the usual route of agricultural research to publish with Extension. All they did was to send copies of a University of Ohio publication on organic farming to all the county agents.

"WE KEPT THE results in-house, and let the news media handle the public side of it," Skinner said. "Most researchers here are unwilling to publish in the area of organic farming. They're unwilling to be identified with the word 'organic' when it is used to mean a system of farming."

Dane County Agent Ron Jensen said, "We have no clinics on biological control of pests, although we sponsor chemical spraying clinics. It's not a practice recommended by the agronomy department, and farmers don't ask for information about it. The University should research organic farming if it didn't have more pressing problems like alfalfa research to help fulfill the world food demand."

But other universities are finding that organic farming is not only a viable economic alternative to conventional farming, but may help solve the world energy problem.

ACCORDING TO a study completed this summer at Washington University in St. Louis, 16 corn belt organic farmers of all sizes operated with only eight per cent less productivity than traditional farms, and production costs were an average of \$16 per acre lower on the organic farms. The net incomes of the two groups of farmers were roughly equal, but the organic farms used only one-third as much energy as the traditional farms.

And there is a market for organic produce. Organic farmers in the Madison area, some of whom have good-sized commercial farms, say there is more demand than they can fill for good such as organic chicken, veal, corn, and sorghum.

Meanwhile, the University continues to research, for the most part, conventional areas of interest to researchers, and Extension continues to publish their results and wonder why it isn't reaching the small farmer.

# Illinois—the best team UW will beat



Chuck  
Salituro

There is no question that Wisconsin beat a good football team when it defeated Illinois, 18-9, Saturday.

For the first time since the South Dakota game, the Badgers put together both a good offensive and defensive performance, gaining 380 yards and holding Illinois to 326.

THE 380-YARD offensive showing was topped only by the Badgers' 439-yard output in their 48-7 victory over small-time South Dakota. The 326-yard total by Illinois was the lowest since Wisconsin held the Coyotes to 273 yards.

In fact, Saturday's game was



JOHN JARDINE

only the second time all year that the Badgers outgained their opponents.

"We put it all together," Coach John Jardine said after the victory. "The defense held them down. And the offense moved the football. You can't beat that."

"We played our best football in some instances. We played more recklessly. Overall it may have been our best game. We surely were moving the football."

"THIS (ILLINOIS) was the best team we must meet down the stretch—or at least their record said so. We beat a strong football team. The victory is more important because we beat a good football team."

If Jardine meant by that last statement that the Badgers had

not beat a "good football team" before Saturday, he was right.

Wisconsin's victory over South Dakota and its 17-14 victories over Purdue and Northwestern were important for only one reason—they were marked in the win column. They really had proved very little about the ability of this year's Badger team.

However, against Illinois, Wisconsin showed some of the ability that had been talked about before the season, especially in the offensive line. "Marek's Marauders" finally began to show the consistency that won them their acclaim.

"THAT'S THE BREAD and butter of our team," Jardine said of the offensive line. "We were moving off the ball and attacking. There were holes for Marek. The offensive line did a great job for him, and the fullbacks blocked well for him."

Defensively, the Badgers still gave up a good chunk of yardage, but they were able to do something Saturday which was unheard of earlier in the season—they made the big play.

However, in this case they refers to one person, Ken Dixon. Dixon played superman Saturday, intercepting three passes, breaking up two more and throwing Illini runners for losses on two plays.

Perhaps the key to the game was the way Dixon, single-handedly, halted Illinois' first drive after the Illini had marched easily to Wisconsin's four-yard line (75 yards in 13 plays).

DIXON CHARGED in on second and goal and stopped Jim "Chubby" Phillips for a loss of five, back to the nine. On the next play, he tipped a touchdown pass out of the hands of tight end Joe Smalzer, and the Illini were forced to settle for a 26-yard Dan Beaver field goal.

"We started out eating yards and moving down there," Illini Coach Bob Blackman said. "Then we made a couple of mistakes, and had to settle for that field



photo by Glen Erlich

SUPERMAN—Wisconsin buckman Ken Dixon moves through the air with the greatest of ease as he makes one of his three interceptions in Saturday's 18-9 Badger victory. Safety Terry Buss, who also had an interception, looks on as Dixon steps in front of Illini flanker Frank Johnson.

goal. Wisconsin came right back and scored, and then we had to change everything and play catch-up.

"If we had scored a touchdown then, I know that the game would have been different."

This certainly was a different type of performance for the Badgers' defense, even Jardine admitted that. "I really didn't," Jardine confessed when asked if he thought the Illini could be stopped. "Not from what I saw on the films and as much offense as they have. I thought they'd be

difficult to hold."

HOWEVER, DIXON revealed an ulterior motive for his inspired play. "Our defense is getting tired of people cutting us down, saying we can't make the big play," Dixon said. "The student paper (Daily Cardinal) has been down on us all the time."

As sports editor of "the student paper" I must reply that the Cardinal sports staff has only been down on the defense when it has been down...on the ground—specifically after letting up 428 yards against Michigan, 454

against Kansas and 406 yards against Ohio State.

If the players are wondering why people in Madison aren't over enthusiastic about their new goal, (a third-place Big Ten finish and 6-2 conference record) I must relate a statement that a friend of mine made.

He said after the Illinois victory, "It looks like Wisconsin has a good chance to win the rest of its games and go on and take third-place. It's fun to see them win, but there's just something missing—it's not that exciting."

I REMINDED HIM that the 23-6 defeat to Michigan and those lopsided defeats to Kansas and Ohio State probably had something to do with his lack of excitement.

If the Badgers win the rest of their games and equal last year's 7-4 record, it will indeed be a good season. However, this season will lack an exciting 21-20 victory over nationally-ranked Nebraska, and an exciting 24-20 defeat to Big Ten powerhouse Michigan.

No matter what happens from here on out, most likely Illinois will be the best team, record-wise, that Wisconsin was able to beat.

And since Illinois must now play Michigan and Ohio State, that means that the Illini, the best team that Wisconsin beat all year, will probably finish the season with a 5-6 record.

## Big Ten Race

	Big Ten	Overall
	W L T	W L T
Ohio State	5 0 0	8 0 0
Michigan	5 0 0	6 0 2
Wisconsin	3 2 0	4 4 0
Illinois	3 2 0	4 4 0
Northwestern	2 3 0	3 5 0
Purdue	2 3 0	2 6 0
Iowa	2 3 0	2 6 0
Minnesota	1 4 4	4 4 0
Michigan State	1 4 0	4 4 0
Indiana	1 4 0	2 6 0

## Soccer Club seeks recognition

By SCOTT HILDEBRAND  
of the Sports Staff

Soccer, the world's most popular sport, has always had problems in the United States. Because of the popularity of American football, it has been fighting a losing battle for recognition. The problems soccer enthusiasts face can be seen here at the University of Wisconsin.

Soccer exists at UW in the form of a soccer club. The club plays a schedule that includes not only other clubs, but also teams with intercollegiate status. A request for varsity status was made by the soccer club several years ago. It was turned down for financial reasons by the Athletic Department.

ASST. ATHLETIC Director Otto Breitenbach said, "The last time a request was made it was decided that it wasn't economically feasible and was deferred. There hasn't been a formal request from the soccer club since then."

Although this request was made during the advent of women's sports, Breitenbach said that wasn't involved in the decision.



OTTO BREITENBACH

Soccer Club Coach William Reddan says the club is waiting for the right time to petition the athletic board again. "There is no sense in petitioning every year. I can understand the athletic board's position. It takes money."

Reddan sees an alternative to varsity status in the development of the club sports program. He voices this optimism in spite of the fact that the club sports budget was cut this year.

FROM THE STANDPOINT of the soccer players, the athletic board's position is difficult to see. Co-captain Rob Bernstein asks,

"Why do we need so much money? We could solve a lot of problems without throwing a lot of money at them."

Bernstein thinks soccer must become a varsity sport at UW if the school wants to participate in what he sees as a rapidly growing sport.

"Soccer is growing all over," Bernstein said. "A lot of high schools are starting soccer programs. UW-Milwaukee, UW-Parkside, and UW-Green Bay all have varsity teams. It is beginning to catch on in the Big Ten."

"About half of our games are played against varsity teams," he said. "We have trouble getting people to play us because we are not a varsity team."

ON OCTOBER 18, the soccer club traveled to Columbus, Ohio, for the Big Ten tournament. Wisconsin lost to Indiana and Ohio State. Both of these are varsity teams. Wisconsin players saw some of the advantages to being a varsity team at this tournament.

"We were treated like kings," Bernstein said. "Ohio State has a beautiful training facility."

Although Wisconsin has access to a training room and gear, it is on a low-priority basis.

Bernstein cited several other problems. "Some players can't get out of classes for trips," he said. "This hurts when we have to go a long way."

"People are starting to come to see us play, but we have to handle our own publicity." He added, "With the added publicity varsity status would give us, good players are more likely to come to our school."

BERNSTEIN SAID the soccer team has a definite advantage when it plays on its home field, which is adjacent to the Nielsen Tennis Stadium and Parking Lot 60.

"Many visiting teams can't believe our field. We could use an initial sum for improvement of the field."

This initial sum won't come unless the soccer team renews its battle for varsity status. Until the team decides to do this, the athletic board will have one less problem to worry about.