



The daily cardinal. Vol. LXXXV, no. 160 Fall 1975

Madison, Wisconsin: University of Wisconsin, [s.d.]

<https://digital.library.wisc.edu/1711.dl/YSX6ORO7MD6K38E>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

THE DAILY CARDINAL

The University of Wisconsin-Madison

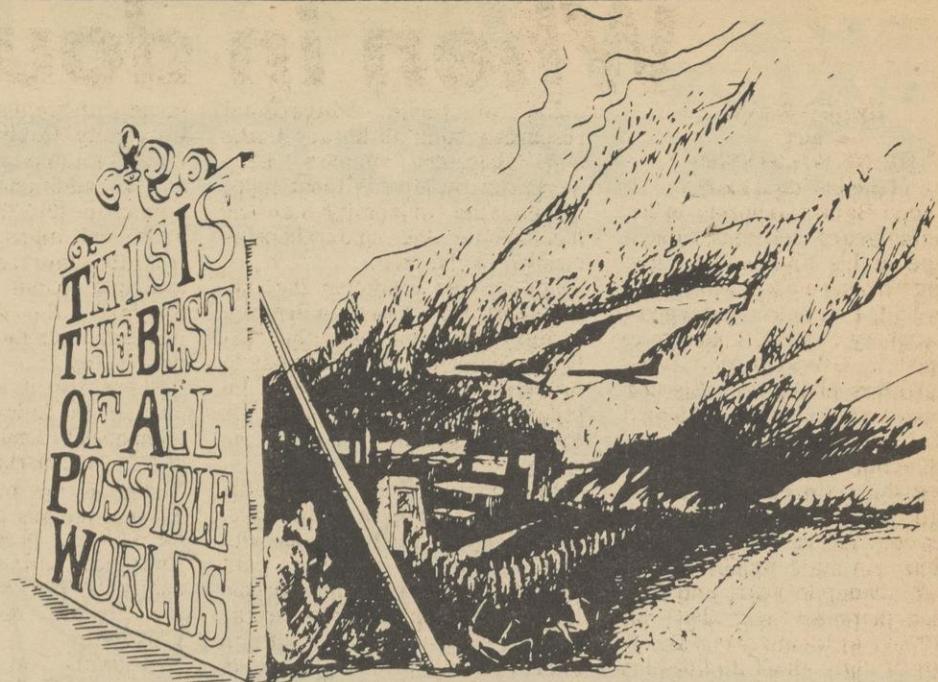
VOL. LXXXV, No. 160

Fall, 1975

Orientation Issue



★ BOURGEOIS UNIVERSITY ★



Education of the people, by the people, for the corporations

This article was written by members of the Madison Union for Radical Political Economics (URPE) Collective. URPE works to provide an alternative analysis of economics, and to relate economics to broader political and social issues. URPE meets on alternate Mondays in the Memorial Union (See Today in the Union for time and room.) URPE is also organizing a series of study groups to read and discuss Marx's Capital this fall. For more information call Mark Schultz, 255-4037 or Jim Hammond, 241-0237.

By THE UNION FOR RADICAL POLITICAL ECONOMICS

Special to the Cardinal

Welcome to the University of Wisconsin, land of guidance counselors' dreams and training ground for corporations.

Contrary to the myths of the university as a hallowed place of wisdom, truth and knowledge, it is actually a factory for producing research and skilled workers needed by our economic system, capitalism. Universities are also used to keep youth off the streets and out of job lines.

YOU LEARN FAST that the student is here for the university and not the other way around. Sure, some people work extra hard and actually make something out of it. For most students, though, getting a useful and meaningful education is about as easy as getting a secure job in the present economy.

You can learn a lot, however, if you don't limit your education to the classroom. Find out what the community has to offer and learn what's really happening. You're here to help change the world, not forget that it exists.

THE ROLE OF EDUCATION

In any society, the primary function of education is to mold youth into the prevailing culture. Grade school children are taught that the actions of President Kennedy during the Cuban missile crisis were heroic; visiting policemen lecture on "We Are Your Friends;" the Kiwanis Club sponsors Essays on Democracy.

More subtly, America's mass schooling teaches us about class in society. While the firemen and men are the heroes of grade school primers, by the time one graduates from high school one realizes that the businessman is more respected than the blue-collar worker. Institutionalized education not only teaches us about these divisions, but helps determine who shall be the businessman and who shall be the factory worker.

THE EDUCATION in class structure starts in the public school system. Since cities are structured along these same class lines, working-class kids in one neighborhood go to one school—often with poor facilities, high teacher turnover and lower academic standards—and the middle and upper-class kids go to a higher-standard school.

Working-class kids are usually "tracked" along vocational lines, while middle-class kids are usually put in the

college-prep slots. Parents who want to assure a "quality" education for their kids (i.e. a minimum of working-class and minority students) can always resort to private schools.

The class bias doesn't stop with high school. For those who can go to college, there's everything from Ivy League to State Universities (with the central campus carrying the most prestige) to the technical schools. It's no mistake that Nelson Rockefeller went to Ivy League Dartmouth.

Classroom education also prepares youth to be good workers. The individualistic demand of get-good-grades prepares students for the get-a-good-job—it's-your-fault-if-you-don't-the-rest-of-the-world-be-damned pressure that capitalism puts upon adults. Competition for grades in school is replaced by competition for money and material rewards in work.

THE SCHOOL SYSTEM also trains students not to rebel against irrational, alienating work. If you can write a meaningless 20-page paper, you'll make a perfect bureaucrat writing 20-page meaningless memos.

THE CORPORATE UNIVERSITY

Technical skills are required to run modern industry and corporations want to minimize the cost of training workers. Wherever possible, the costs of training workers are made public by having the government rather than individual corporations pay for them.

In order to sustain economic growth, capitalism constantly requires new investment. New technology is also necessary for the maintenance of capitalism and it requires large expenditures for research and development. To minimize the research costs and maximize profits for corporations, it is important to have universities and government agencies undertake the production of new technology.

Much university and government research is aimed at producing highly-sophisticated technology. This primarily benefits large corporations with the financial and technical resources to make use of it.

THE CRISIS OF HIGHER education is, in part, a contradiction between the goals of corporations (training workers and producing new technology) and the costs of reaching these goals in a time of inflation and recession.

Your education is largely financed by state and local taxes. These taxes are all "regressive." That is, low-income people pay proportionally more than high-income people. The burden of the costs of education fall on the poor and the working class, while most of the benefits go to the upper-income groups and the corporations.

The political battle between those who benefit most from the present educational institutions and those who pay, is part of the basis of a potential taxpayers' revolt in this country.

Of all the research grants which the

Madison campus received in September, 1974, more than one-tenth were directly from the Defense Department. Several million dollars a year, from the U.S. military, support projects such as the Institute for Environmental Studies' investigation of climate patterns and the Army Mathematics Research Center's advanced mathematical modelling of weapon systems and anti-guerrilla warfare strategies.

THE HUGE MULTINATIONAL corporations whose corruption and international political crimes have emerged in the press in the last few months, are also represented in the daily life of the University of Wisconsin.

Dow, Exxon, Shell and many others contribute research funds for projects they want undertaken. (Corporations and foundations are the largest contributors to UW.)

Job recruiting for the giants has been more difficult. ITT, for example, has cancelled its appointments for the last two years when student opposition to their illegal subversion of the elected Chilean government scared them away.

Several years ago, prolonged student struggles fought against the influence of corporations like Dow, a prime manufacturer of napalm for the Vietnam war. In 1975, the University's research life is still dominated by the same corporations, the military, and other government contracts. No wonder students are dissatisfied with the quality of teaching. Most of the natural and social scientists who teach are primarily occupied with improving their reputations in the research world by doing the project that the dominant institutions of American capitalism require.

THE GOVERNMENT CONNECTION

The most important link in the University-Corporate-Government structure is the work connection between University research projects and foreign and domestic policies formed and activated by Congress or the President. Government, as well as corporate funding, receive the rewards of University faculty labor. Blue ribbon commissions on everything from crime in America to labor unrest in Bolivia are compiled by certain University faculty members. They do the research. They evaluate the results. They even make the recommendations. But, more important, policy decisions are made on the basis of these investigatory projects. The final policy put into action is not always in the interest of all concerned. Usually, the results of research projects are interpreted and formed into programs that will assure the maintenance of the present structure of wealth and power.

UNIVERSITY ECONOMICS: AN APOLOGY FOR CAPITALISM

The problem with university education is not always that you don't learn, rather it's what you learn and how you learn it. A typical course is studded with "pure" facts and crowned with a halo, emblazoned with the words "scientific correctness."

Students are taught to unquestionably accept these "pure" facts, to learn what is "scientifically correct," but never to question it. A look at the UW Economics Department offers a perfect example of this learn-don't-question attitude.

It is no accident that material covered in Econ 101 or Econ 103 (often the only econ courses students take) bears little resemblance to the economics that we see and feel everyday. You won't learn why all the American oil companies raised their prices on the same weekend.

This is because most economics professors continue to adhere to a model of competitive capitalism where the profit-motive leads to the best of all possible worlds. (Remember that next time you see a well polluted river.)

YOU WILL LEARN that consumers decide what products are produced by their "dollar votes." Your professors will also tell you that workers and managers are really equals when it comes to deciding wages and working conditions. Keep that in mind next time you apply for a job or choose between McDonald's and Burger Chef for your lunch.

In reality, this country is divided by class conflicts, as demonstrated by frequent worker strikes and protest. In the classroom, reality is forgotten and professors assume harmony exists throughout society. In a similar way, the econ professors often refer to the "public interest" or the "common good," as if the interests of the government and the people were the same. Ford's oil taxes are just one example of how the government usually sides with corporations, not people.

Economics is not a "pure" science precisely because it is a social science where values play an important role. Economists are reluctant to discuss any questions raised by students concerning, for example, the distribution of income. Their stock response is that this is a question of equality and therefore is beyond the scope of "scientific" economics. In addition, they treat capitalism as if it were the only choice for society, ignoring the alternative world of socialist economics.

When graduate students offered to fill a vacant lecture module in Econ 101 last year with a critique of standard economics, they were refused by the Econ Department.

AS A RESULT OF this narrow-mindedness of the econ department, students are forced to find their own alternative. They must connect other information and relate it to the real world.

Luckily, there are alternative sources of information. Look into movement groups in Madison that present workshops or lectures on the economic crisis. Find the one or two professors who step out of the academic framework and realize what may be wrong with our economy is capitalism itself. Though these professors may not be in the econ department, they are to be found. There are also alternative newspapers and magazines that deal with economic issues.

Arms up; rape is on the rise

By JULIE BROOKS
of the Cardinal Staff

A few weeks ago there was one rape and one near-rape reported on the Madison campus. No one tries to estimate how many more went unreported. But, according to a recent report by Prof. Herman Goldstein and Barbara Haney, July was the holiday for rapists and other sexual perverts. August, according to the statistics, is the month that the second highest number of reported rapes occur. (See graph.)

These warm days breed the usual cat calls and whistling workmen. These physically harmless verbal attacks can be regarded by their victims as offending or flattering.

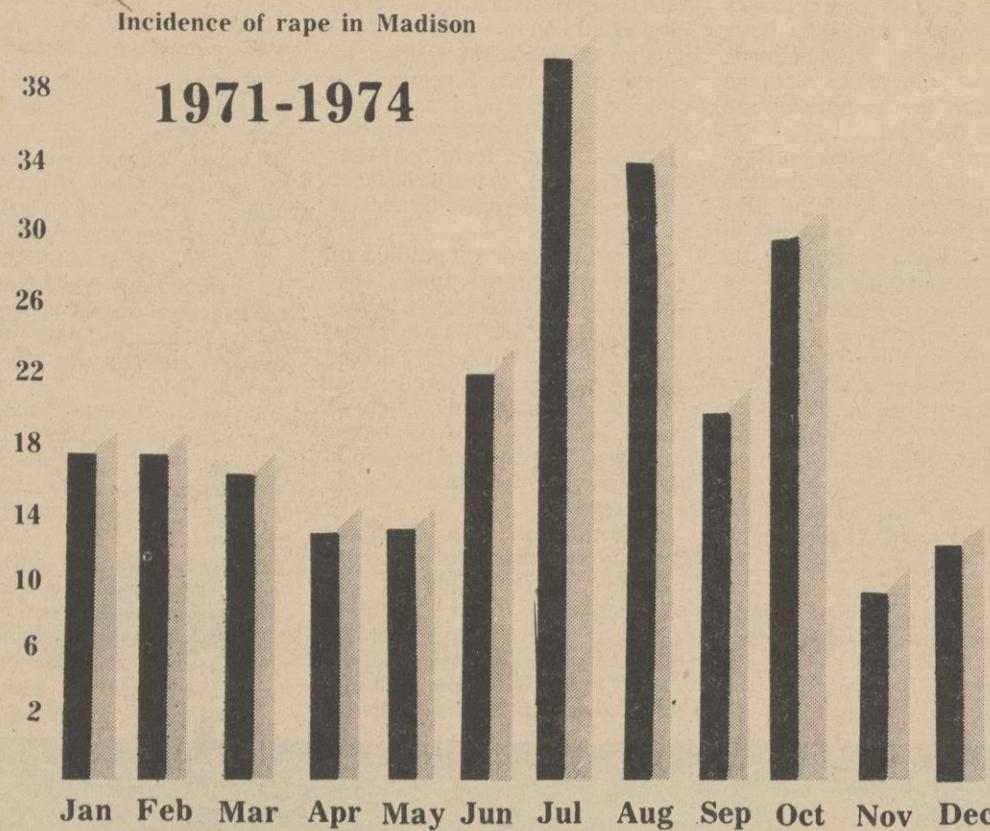
But that unspeakable four-letter word—RAPE—is quite different. According to Goldstein's study of reported rapes between January 1971 and June 1974, 31.9 per cent of Madison rapes occurs in the woman's home while she goes about normal routine.

"Initial contact" with the rapist occurred 19.1 per cent of the time while a woman was walking or biking. Women standing or hitchhiking near bars showed 13.9 per cent of the rapes. Patronizing a bar brought a woman to the rapist 11.6 per cent of the time.

BETWEEN 8:00 A.M. AND noon the study showed the lowest number of reported rapes; only nine in three years occurred in the morning. But between noon and 4 pm there were 21; between 4 and 8 pm there were 33; and between 8 and midnight there were 65 reported rapes. From midnight until 4 am 87 rapes had been reported.

Madison Police have only received three reports in May of this year compared to 1974 when they received six. But last month six rapes were reported compared to only two last year. With a 50 per cent decrease in May and a 200 per cent increase in June, it is hardly appropriate to draw any conclusions about 1975 now.

But reports this summer break the usual



myth that only braless female hitchhikers are victims of rape. On June 21 a woman was about to open the front door to her apartment and a man, armed with a knife, approached her from behind and raped her.

ON JULY 15 a 17-year old girl was pushed off her bike at 9 am on the Forest Hill Cemetery path and raped in broad daylight. A rape also took place in mid-day in a printing room of the sixth floor of the Humanities Bldg. last month.

Unconfirmed sexual attacks or rapes have been placed at the Stella Bike Shop parking lot where a woman was supposedly beaten and raped in a van; and in the

Memorial Library stacks.

There are some legal weapons women can carry to prevent rape or at least feel more secure. Rape Crisis Center (251-RAPE if you ever need them) suggests the following for the those long hot summer nights: carry a lit cigarette (especially while hitching), carry a plastic lemon filled with ammonia to squirt on the assailant's

eyes, an umbrella or a hat pin. Cheap heavy rings, worn on the inside of your fingers can help too. A common weapon is simply a set of keys (always have your key out when you approach your home) slipped between the

fingers ready to thrash at a face.

THERE ARE ALL the usual rules too. Get a dead bolt lock for your house and be sure you have plenty of lights. When hitchhiking (not alone and hopefully not at night) check the car before you climb in. Are there locks on the doors? Are there door handles on all doors? Are there empty liquor bottles or beer cans anywhere? Is there anyone hiding in the back seat? If you don't like the driver's breath, looks, or gestures by all means tell him you prefer to walk or that you simply don't want a ride with him.

Try to use Women's Transit Authority (WTA), 263-1700. This service began about two years ago to help women get around town at night. The cars will only take women. As long as Mayor Soglin and the City Council remain satisfied with the Madison Metro buses quitting at 11 p.m., we all must depend on WTA. They are so overburdened with riders that many women, in haste, decide to walk or hitchhike. Have patience!

Lastly—report all incidents, no matter how minor, to the Dane County Project on Rape or the Rape Crisis Center. If you feel okay about it, it is about a good idea to report to the police. You can report to the police without telling them your name.

THE RAPE CRISIS Center, which celebrated its third anniversary last week is more than willing to chat, and you may choose not to have them report the incident to police.

Street harassing is at its peak this month too. Since summer school began, every woman walking State St. is subject to everything from friendly-sounding hollers to "drunken ass-pinching. Unfortunately, women learn to take it all in stride.

Ignore all those cat calls and "hey baby's" and develop a defensive consciousness. Use your head sisters. Be logical.

*It's your money.
Make the most of it.*



**The End
Of The
10¢ Rip-Off.**

Most banks around town charge you 10¢ every time you rip a check out of your checkbook.

We think that's a little bit of a rip-off.
If you rip out one of ours, it's only

7¢. And if you maintain a \$200 balance, we don't charge you

at all. Do a little saving when you spend.

Manchester's



*Fall Sweatering by
Montage and Collage...*

Contemporary, yet nostalgic! Pure fashion
for today's collegian. From a collection as ex-
citing as the first day of classes. Sizes S, M, L.

First For Fashion

A native interpretation

Welcome to Madison

In every town and small city of America, an upper set of families stands above the middle class and towers over the underlying population of clerks and wage workers. The members of this set possess more than do others of whatever there is locally to possess; they hold the keys to local decision; their names and faces are often printed in the local newspaper; in fact, they own the newspaper as well as the radio station; they also own the three important local plants and most of the commercial properties along the main street; they direct the banks. Mingling closely with one another, they are quite conscious of the fact that they belong to the leading class of the leading families — C. Wright Mills, *The Power Elite*.

By PAT MCGILLIGAN
of the Cardinal Staff

Welcome to Madison.

If you are really here for an education, do not miss the opportunities for instruction afforded you by the city of your residence.

IN VARYING DEGREES, Madison harbors the ugliest factors of present social reality, and a careful study of its rich, its poor, its educational standards, its governmental intricacies, and its local "problems," will provide you with the most basic of lessons—lessons largely unavailable to you from the processed courses of this University.

Madison is known as a "progressive" city, i.e., racism in Madison is usually subtle; the local elite are rarely blatant. But regardless of manner or form, it must be said that sharp social inequalities exist here.

Among Madisonians, there is an old legend: the west side of town runs the city. While oversimplified, of course, the legend does make its point. In terms of wealth (and power), west Madison has a decided edge.

CENTERED IN THE comfortable outlying districts of Nakoma, Orchard Ridge, Cherokee Heights, Westmoreland, and Sunset Village, are almost three fourths of Madison's doctors

and lawyers, along with many University and city officials, local real estate and insurance executives, and other professional people.

Now raising its own fashionable suburban edges, east Madison has been traditionally known as the area of the lower middle and working classes in town, and east side homes, in general, stand in marked contrast to the more spacious and fashionable west area residences. East Madison is the older, more industrial part of this relatively unindustrial city.

On the east side, neighborhoods such as Williamson Street house Madison's most publicized poverty areas. Along with south Madison, near east also is the center for most of Madison's small (less than 1 per cent) black population.

CENTRAL MADISON, true to the classic postscript of urban sprawl, now belongs to commercial interests, the city and state governments, and absentee landlords. High rents have virtually eliminated the working man's family from downtown Madison, and the central city is now populated by students and the elderly.

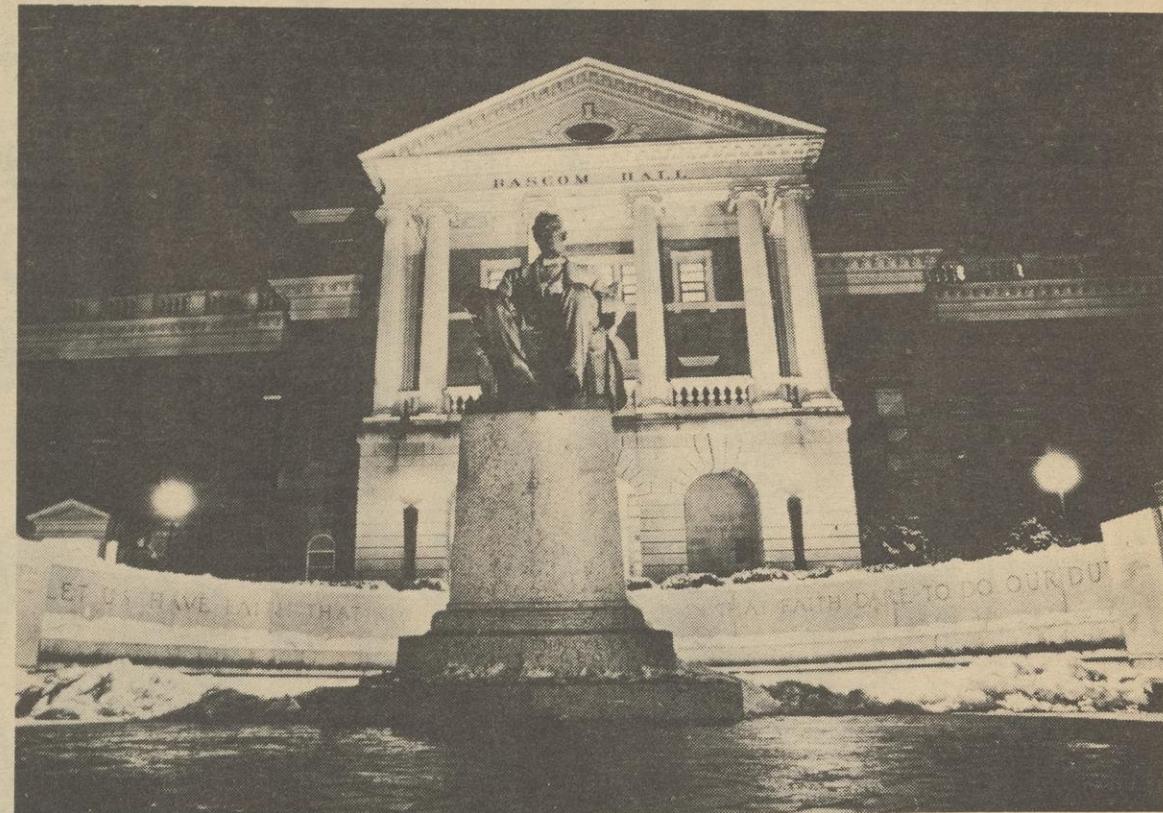
But as it is in the case of most cities, it is the isolated suburbs which control even higher reins of wealth. In east Madison, it is Maple Bluff, where Wisconsin Governor Patrick Lucey lives. In west Madison it is Shorewood.

THE NAMES OF Maple Bluff residents run like a who's who of Madison, although Maple Bluff is an incorporated village, legally separate from the city.

Although they are free to make use of city services, Maple Bluff residents are not required to pay any Madison taxes. Maple Bluff residents have their own small police department, their own fire department, and their own parks department.

Their teenagers attend East High School, but Maple Bluff

(continued on page 10)



The Stitching Horse **FRYE**
in rust, natural, dark brown

Olof Daughters
Clog Boots

ms. rupert cornelius
604 State

FREE
AT THE BANK

MASTER CHECKING™

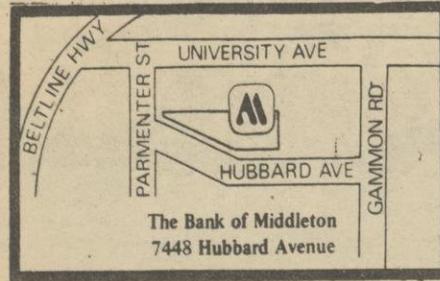
- ★ NO MINIMUM DEPOSIT
- ★ NO FLAT FEE

1. Free Checking
2. Overdraft protection
3. Automatic loan approval
4. Master Charge

FREE CHECKING FOR STUDENTS

It's a great new reason to switch to The Bank of Middleton. Call, write or stop by to set up your Master Checking Account.

Member F.D.I.C.



**THE
BANK**
OF MIDDLETON
7448 HUBBARD AVE
(608)836-1511

PASSING PARADE

409 North Frances
Clothing From The Past
Costume Sales & Rental
1910-'50s Dresses, Blouses,
Handbags, Hats,
Jewelry, etcetera
tel. 251-5508



OAK HOUSE FARM BAKERY

homemade bread & cookies

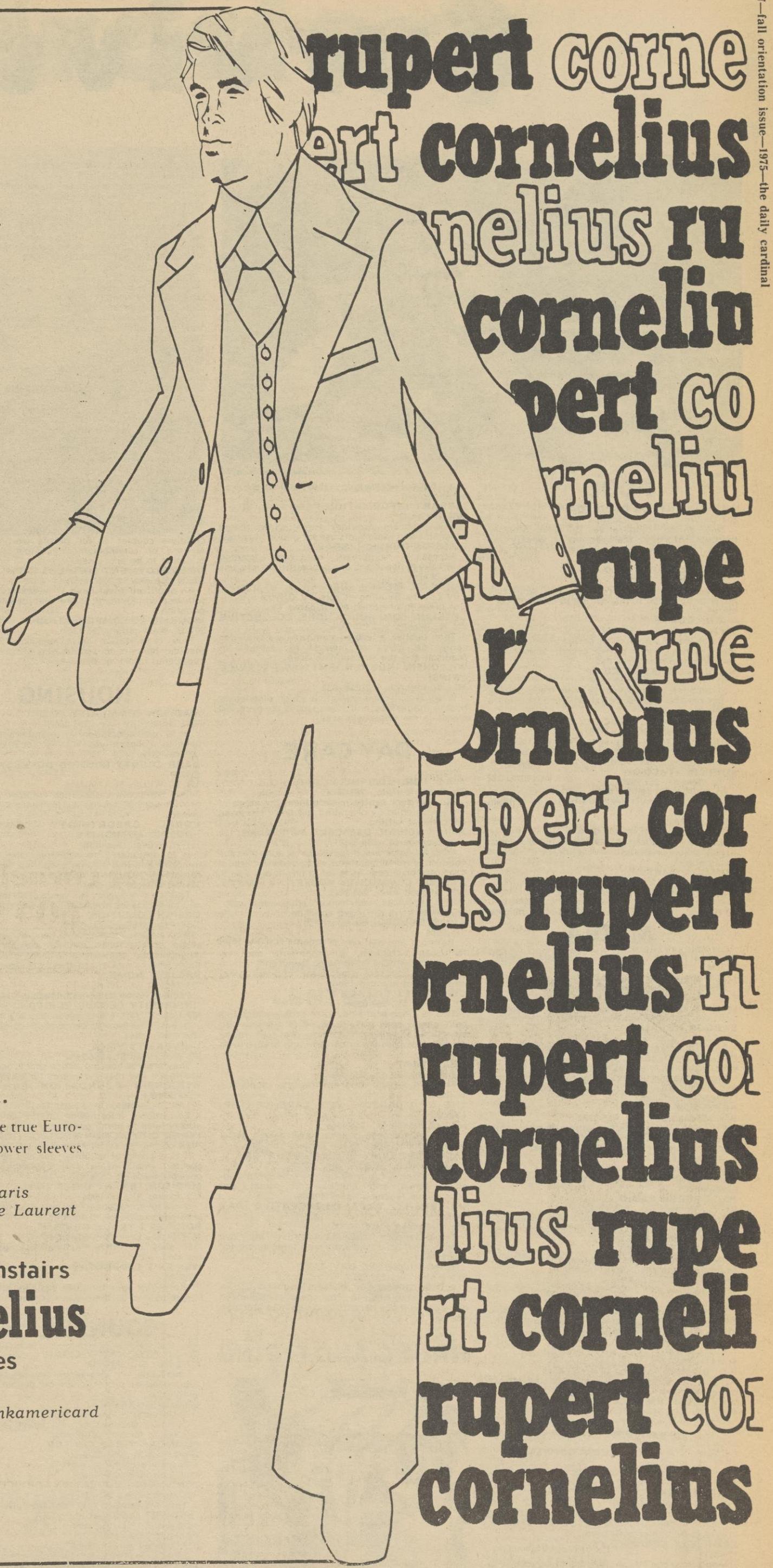
on the pushcarts at:

State & Lake
Charter & University
Farmers' Market every Saturday

It's kind of a quasi-cartel—

The same family bakes & sells it

We control our quality all the way



The Look is European.

See our fashion edited collection of the true European silhouette: tapered body, narrower sleeves and higher armholes.

By Jupiter of Paris, Boule of Paris
Tattersall, Courage, Yves Sainte Laurent

The Men's Shop Downstairs

rupert cornelius
state and frances

256-1664

Use your Master Charge or Bankamericard

Survival



FOOD

GREEN LANTERN FOOD CO-OP

604 University Ave., 256-4184

This eating cooperative is open Monday through Saturday. Membership is weekly for meals, with lunch being served at 12:05 and dinner at 6.

INTRA-COMMUNITY CO-OP

1335 Gilson St., 251-6633

This a warehouse, trucking and wholesale buyer of bulk food items, selling to co-op grocery stores.

MAIN COURSE

306 N. Brooks St., 256-4100

It has whole wheat crust pizza, vegetable and meat dishes, home baked bread, yogurt and salads, plus other favorites.

NATURE'S BAKERY CO-OP

1101 Williamson St., 257-3649

It supplies the community with fresh bagels, sweet breads, peanut butter and granola, for a small mark-up.

WILLIAMSON ST. GROCERY STORE

1014 Williamson St., 251-6776

This store front co-op sells fresh produce and canned goods among other things. For a membership fee you can avoid the 10 per cent mark-up.

MIFFLIN ST. CO-OP

32 N. Bassett, 251-9800

In addition to selling fresh vegetables, grains and natural foods, it sells books and pamphlets also.

WHOLE EARTH

817 E. Johnson St., 256-8828

They sell a variety of health and natural foods at reasonable prices and have a library of various publications.

COMMON MARKET

1335 Gilson St., 251-5754

The market sells food to resident and stable members of the Madison community. Any markup on food is to cover their operational expenses.

MEDIA

REVOLUTIONARY PRINTERS MOVEMENT (RPM)

1355 Williamson St., 257-3059

RPM is a cooperative which does offset printing, photography and layout, and stripping services. They also do poster designs, newsletter and book composition, and printing consultation.

BADGER HERALD

638 State St., 257-4712 or 251-0814

The UW untraditional student newspaper.

DAILY CARDINAL

821 University Ave., 262-5854

Located in the university journalism building, this publication is the most representative student newspaper.

FREE FOR ALL

Box 962 Madison (01), 255-1289

Free For All is a radical community newspaper providing different perspective on local news and stories not usually covered by the press.

TAKEOVER

P.O. Box 706, 111 S. Hamilton

One of Madison's most popular underground newspapers.

BACK PORCH RADIO

Rt. 2, Midtown Rd., 845-9387

This station hopes to have an FM programmed non-commercial show on the air by September.

CRAZY HORSE RADIO

946 Spaight St., 257-6037

This organization provides radio transmission equipment and recording equipment.

WHA RADIO AND TV

821 University Ave., 263-3970 (Radio) and 263-2121 (TV)

The University stations provide service radio and TV programming for its state-wide audience.

WIBA RADIO FREE MADISON

AM: 233-5311

FM: 233-4211

WMAD RADIO

P.O. Box 4408, Madison (01), 271-6615

Its service includes free public announcements during the day.

WXYE (92.1) FM RADIO

P.O. Box 3470 Hwy 151 Sun Prairie, 256-0092

This is basically a Top-40 station but has a free selling announcement during the daily 9-10 a.m. show.

FEMINIST AGAINST MEDIA OPPRESSION

21 N. Webster, 251-4535

This organization moderates all aspects of media from a feminist perspective.

PEOPLE'S VIDEO

953 Jenifer St., 257-7788

Consultation and technical assistance in the use of communication media, particularly video, is provided by this organization.

COMPLETE CHANNEL TV

274-3511

Madison Cable TV Co. provides the community with access to doable programming, video tapes and public service programs.

KNOWLES, GARY

8 S. Carroll St., 251-5153

This service provides video, slides for shows, and cable radio programming. The community

can have access to the equipment by arrangement.

LIBRARY INFORMATION PROGRAM, INC.

3030 Barbo Dr.

This program provides films, video, cable programs and radio spots use for public libraries.

MADISON PUBLIC LIBRARY

Access of equipment has been granted primarily to librarians and organizations who use the library.

SMOLLER, MERRY SUE

City County Building—Cable TV Officer

It gives information about cable TV.

LESBIAN COMMUNICATIONS COLLECTIVE

316 N. Brooks St., 257-7378

They publish a lesbian community newsletter containing items of interest to lesbians in Madison and the surrounding area.

WISCONSIN INDEPENDENT NEWS SERVICE (WINS)

1925 Winnebago St., 244-6333

WINS is a radical collective which distributes books, magazines and newspapers to over 200 stores in the Wisconsin area.

DAY CARE

A.B.C. FOR KIDS, INC.

202 E Eagle Hgts., 263-1874

The day care center tries to meet the needs of the young child by providing full day care in an educational setting.

AFTER SCHOOL DAY CARE PROGRAMS

3200 Monroe St., 238-7338

Planned, supervised recreational activities for children of working parents who need after school care, are provided. Ages for children are 5 to 9.

ATWOOD COMMUNITY HOUSE

2425 Atwood Ave., 244-2443

This provides year-round educational experiences for 3 to 5 aged children.

CHILD DEVELOPMENT, INC.

251-3366

Both full and half day programs are available for young children. Environments and experiences which stimulate children in intellectual, social, emotional and physical development are provided.

CHILDREN'S VILLAGE

605 Spruce St., 251-0204

This is a non-profit day care center which has both open and individualized classroom instruction, allowing children to make as many decisions as possible in determining his/her own growth.

HEADSTART

802 Williamson St., 251-5420

This pre-school program teaches academic skills.

THE RED CABOOSE DAY CARE CENTER, INC.

654 Williamson St., 256-1566

The Red Caboose is parent-owned who make the major decisions at the center.

SALVATION ARMY DAY CARE CENTER

121 W. Wilson, 256-2321

The part and full-time day care programs include lunch and snacks and social and educational learning experiences.

UNIVERSITY YMCA CO-OPERATIVE DAY CARE

306 N. Brooks St., 257-9505

The University YMCA Cooperative Day Care Center provides a relatively free atmosphere for children.

YOUNG PIONEERS DAY CARE

953 Jenifer St., 257-4576

It is a collective of parents and two VISTA workers established to offer cheap personalized day care to those parents who can help staff the center.

HIRING AND FIRING



VOLUNTARY ACTION CENTER

6 N. Carroll St., 256-3102

The center provides a volunteer information, referral and placement service.

MANPOWER, INC.

115 E. Main St., 257-1057

They specialize in temporary (anywhere from one day to a few months) office and industrial job placements. The hourly rates depend upon skills.

NEIGHBORHOOD YOUTH CORPS

55 N. Dickinson St., 251-5472

The Corps provides work experience for low income youth between the ages of 14 and 21.

OPERATION MAINSTREAM

55 N. Dickinson St., 251-7141

This program is designed to provide job training for adults who are at least 22 and living in Dane County.

VETS HOUSE

823 S. Park St., 255-8387

This office gives vocational counseling and job placement to vets.

FINANCIAL AID BULLETIN BOARD

432 N. Murray 262-3801

Located in the Student Employment office, this bulletin board lists mostly part-time, short-term work, with a few full-time positions thrown in.

ACTION (PEACE CORPS/VISTA)

520 University Ave. 252-5277

This is a volunteer agency which provides full-time skilled volunteers to domestic and international non-profit organizations. This office also supplies information and applications for the Peace Corps and VISTA.

MADISON CITY RELIEF

351 W. Wilson St., 266-4781

Relief is available for single people, for childless couples or for people waiting for a welfare or unemployment compensation application to be processed.

UNEMPLOYMENT COMPENSATION

206 N. Brooks St., 266-2457

An applicant must have 17 weeks or previous full-time employment of the year before his application.

WORKMEN'S COMPENSATION

201 E. Washington, 266-1340

This organization pays compensation and medical benefits to people who sustain an occupational injury or disease.

HOUSING

MADISON COMMUNITY CO-OP

1001 University Ave., 251-2667

It is an association of membership owned housing cooperatives mostly located in the central city.

DANE COUNTY HOUSING DEVELOPMENT CORP.

351 W. Wilson St., 266-4415

This non-profit corporation employs people to provide housing counseling for renters and home owners.

Directory



THE ARTS

A ROOM OF ONE'S OWN

317 W. Johnson St., 257-7888
Basically a feminist bookstore, it also provides a place to meet.

GALLERY 853

853 Williamson St., 257-6984

It is a communications center for area artists, emphasis being on shows, workshops and the gallery "sales reference library."

MADISON GRAPHICS COLLECTIVE

Box 2652, Madison (01), 256-1169

This organization is still forming, but have plans to do some murals in a silk screen printing studio.

MADISON ART CENTER

They have courses and workshops in still and motion pictures, in addition to underground films, photos, and media art exhibits.

BADGER PHOTOGRAPHIC SOCIETY

601 Wingra St., 251-3211

This group is concerned with the promotion of photography in Madison and throughout neighboring communities. Formal instruction, workshops, consultation services, darkrooms and a library are among the services they provide.

FOCAL POINT

422 W. Gilman St., 257-0993

This community photography and gallery center supports itself through the selling of photo supplies.

HEALTH

NEAR EAST SIDE COMMUNITY HEALTH CENTER

1133 Williamson St., 255-0704

The center provides the following: a library on health care topics, referral and information classes, general and elderly clinics, a grievance advocate program and a monthly newsletter.

ATWOOD AREA HEALTH SERVICES

2713 Atwood Ave., 244-5641

Counseling and free blood pressure checks are offered.

BLUE BUS

913 Spring St., 262-5889

It offers birth control, abortion counseling, venereal disease, pregnancy test, etc.

DANE COUNTY PUBLIC HEALTH DEPT.

210 Monona Ave., 266-4281

Skilled nursing care and treatment for the acute and chronically ill is offered.

DANE COUNTY SOCIAL SERVICES

1202 Northport Dr., 249-5351

This unit administers the Medical Assistance Program for low income families and adults.

DENTAL HYGIENE APPOINTMENTS

211 N. Carroll St., 257-6044

It's services include cleaning, x-rays, fluorescent treatment and a preventive clinic.

FAMILY HEALTH CLINIC

1552 University Ave., 262-1170

There are three clinics available for pediatrics, obstetrics/gynecology and adult care.

FAMILY PLANNING

55 N. Dickinson St., 251-8787

This is a family planning service for low income people in Dane County over the age of 18 years.

MIDWEST MEDICAL CENTER

1020 Regent St., 251-8500

Services include the following: abortions, pregnancy tests, birth control counseling and VD treatment.

MIFFLIN COMMUNITY HEALTH CENTER

32 N. Bassett St., 257-6463

Drug programs provide a link to drug treatment facilities as well as education aimed at preventing drug abuse.

OB-GYN CLINIC

1 East University Hospitals, 262-3750

It provides birth control services for people over 18.

PARENCRFT TEACHERS ASSOCIATION

15 Westbrook Circle, 271-7785

Lamaze childbirth classes and early pregnancy classes are offered.

UHS COMMUNITY HEALTH PROGRAM

1552 University Ave., 262-2765

Confidential diagnosis and treatment is provided.

VISITING NURSE SERVICE

2059 Atwood Ave., 249-6671

This is a nurse service offering home visits, health aid and physical therapy.

CO-OP PHARMACY

2701 Atwood Ave., 249-0406

It offers reduced prices to the members of any labor union.

INFORMATION CENTERS

COMMUNITY COMMUNICATIONS NETWORK

953 Jenifer St., 256-4448

It is a 24-hour information referral and crisis center.

AUDIO DATELINES

10 Bascom Hall—UW-Madison, 262-3571 (Office) or 263-4010 (events tape).

It is a phone listing service listing campus and community events as well as university news through a recorded message.

CAMPUS ASSISTANCE CENTER

420 N. Lake St., 263-2400

CAC is an information and referral service available to both the university and Madison communities and also functions as a relay of student complaints about campus services and procedures to appropriate offices.

DIAL (DIGITAL INFORMATION ACCESS LINE)

262-3100

This is an audio tape library which includes over 100 taped messages on a variety of subjects. A list of DIAL tapes is available at the CAC every semester.

OPERATION PEACE OF MIND

P.O. Box 52896, Houston, Texas (800) 231-6946

Peace of Mind is a telephone service for runaway minors anywhere in the USA which functions to relay messages between the runaway and his/her relatives without revealing the location of the runaway.

ENVIRONMENT WISCONSIN

114 N. Carroll St., 231-2249

It seeks to provide environmental info in mostly newsletters and pamphlets, phone and mailing service, relating to environmental info.

UNDERGROUND SWITCHBOARD

2390 N. Lake Dr., (414) 271-3123

This is a crisis intervention service which handles referrals.

UNIVERSITY OF WISCONSIN INFORMATION, STATE INFORMATION

41 N. Mills St., 262-1234

This is the switchboard for the university, its hospital, capitol and city offices, and county building.

WISCONSIN INFORMATION SERVICE

233-1314 or 233-5384

This is a state-run information referral service serving Dane, Iowa and Columbia counties.

ATTORNEY GENERAL'S OFFICE OF CONSUMER PROTECTION

State Capitol, 114 East, 266-1852

Services include enforcement of consumer fraud laws, information on consumer issues and consumer education materials. The office hopes to strengthen and coordinate the State effort against consumer fraud.

CONSUMERISM

123 W. Washington St., 266-1852

There is an active staff of attorneys on hand and people doing follow-up work on complaints.

HEALTH WRITERS

306 N. Brooks St., University Y

This group makes up their own newsletter, which is consumer oriented, and assists in obtaining patient's rights and access to the person's own medical records.

DANE COUNTY COMMUNITY ACTION COMMISSION-CONSUMER PROGRAM

55 N. Dickinson St., 251-5423

A consumer specialist assists citizens with consumer problems.

GAY CENTER

1001 University Ave., 257-7575

The Gay Center provides peer counseling for men who are having trouble with sexual orientation, coming out, or adjusting to the anti-gay society.

LESBIAN SWITCHBOARD

306 N. Brooks St., 257-7378

They are a group of concerned lesbians established to provide peer group counseling, information and a resource library for the lesbian community.

COMMUNITY CENTERS

BRIARPATCH

25 N. Webster, 251-1126

It provides homes and counseling for juveniles on the run.

ATWOOD COMMUNITY HOUSE

2425 Atwood Ave., 244-3443

This community center offers pre-school day care, crafts and programs for senior citizens.

MADISON COMMUNITY CENTER

112 N. Fairchild, 266-6420

It has programs for all ages with small fees for clubs.



NEIGHBORHOOD HOUSE

29 S. Mills St., 255-5337

The center's programs include a day care center and a teen program as well as having interest groups involved.

SOUTH MADISON

609 Center St., 257-2606

They have programs for all ages and hope to expand further this year.

WIL-MAR NEIGHBORHOOD CENTER

953 Jenifer St., 257-4576

The center sponsors community groups, providing meeting rooms for organizations, a teen program and workshops.

POLITICAL GROUPS

CENTRAL MADISON POLITICAL CAUCUS

118 W. Gilman St., 266-4071

This group takes calls for alderpersons and sees that they get the message.

COMMITTEE AGAINST RACISM

5526 Humanities, UW-Madison, 263-2330

Campus oriented, it fights racist budget cutbacks in the university and meets monthly.

CAMPUS ACTION ON LATIN AMERICA

731 State St., 251-3241

CALA supports efforts to reverse the patterns of U.S. domination of Latin America and of Hispanic peoples in the U.S.

INDUSTRIAL WORKERS OF THE WORLD (IWW)

251-3364

This labor union covers all industries.

IRISH REPUBLICAN CLUB

257-6410

This is a political and cultural organization charted by the official Irish Republican Army.

LEAGUE OF WOMEN VOTERS

330 E. Wilson St., 255-5636

LWV is a non-partisan organization which encourages citizens to participate in their government. It provides voter information about candidates and procedures.

MADISON AGENDA FOR THE PEOPLE

251-8765

This is a newly formed political organization relating to different aspects of current political issues.

MADISON INDEPENDENT WORKER'S UNION

306 N. Brooks St., 257-5915

This is a legally recognized bargaining agent for the employees of Spudnuts Restaurant.

MADISON SUPPORTERS OF THE ATTICA BROTHERS

256-6078

This was formed as an alternative to the government organization.

Madison



(continued from page 6)

citizens have recently attempted to have their grade school children taken out of the Madison school district and placed within Monona Grove's (a far-east Madison district) educational jurisdiction. Presumably then, Maple Bluff residents may sometime in the future have their own educational system also.

MOST MAPLE Bluffers make their money in Madison and take

it home with them. Twelve of the 21 chairmen on Oscar Mayer's board of directors, for example, live in the Bluff. The bulk of the Oscar Mayer work force, numbering about 3500, lives nearby in the modest homes of east Madison, within the city limits.

Bankers, construction officials, corporation executives, local celebrities and entrepreneurs—in Madison, another (not-so-debatable) legend says that when you have really made it in Madison, you are from the Bluff.

The west side version of Maple Bluff is Shorewood. Newer than the Bluff, Shorewood is also an incorporated village, and, like Maple Bluff, it also exists surrounded by the city of Madison. Shorewood residents are considered to be the nouveaux riches; their sons and daughters attend West High School.

PRIVATE TENNIS courts, two and three car garages, lakefront properties, swimming pools—it is the tangible benefits of wealth which easily distinguish Shorewood and Maple Bluff residents from their Madison neighbors.

And so, technically, the legend of west side rule should not be discarded, but simply updated and clarified. It is in the suburbs (some of which are now locating on the east side), where the pockets of wealth and power are to be found. The imbalance is unfortunate—but mostly for south Madison, central Madison, near west, and east side residents.

This imbalance, neatly packaged into an easily understood "east-west" competition, is a fact of life in Madison, and is evident in many ways.

The most treasured local rivalry, for example, athletic events between East High School and West High School where east side residents have an opportunity to recoup their social prestige by an upset victory. High school principals publicly tout their teams with the message that "East High is Best" and "West is Best."

The Madison newspapers (largely controlled by west side interests) usually bill the results of such meetings as either "West Loses!" or "West Wins!"—the psychological implications are not lost.

At present there is no hospital on the east side of town; there are five on the west side (one of which is city-operated).

In the fights over neighborhood health centers, day-care operations, a community center, and a north side high school, east side residents have come out on the losing end.

Little Professor
book center
welcomes you
to reading pleasure

77 University Square
251-7942

Introducing the
Oscar de la Renta
Signature Collection.
Finally, fashion
comes to frames.



GLANCY OPTICAL, LTD.



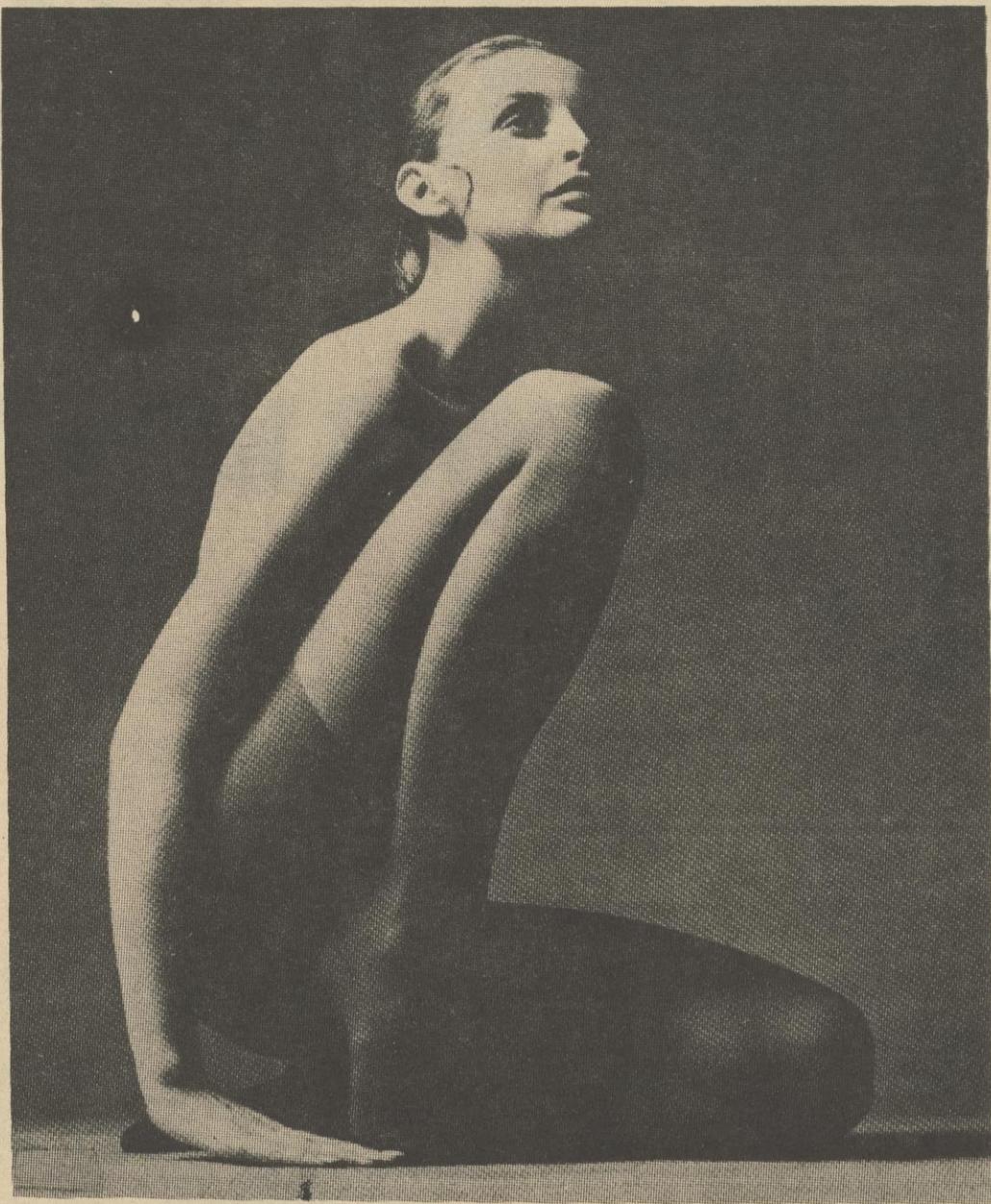
First Wisconsin Plaza 256-5251

'GET
FRYED'
at the
BOOT BARN

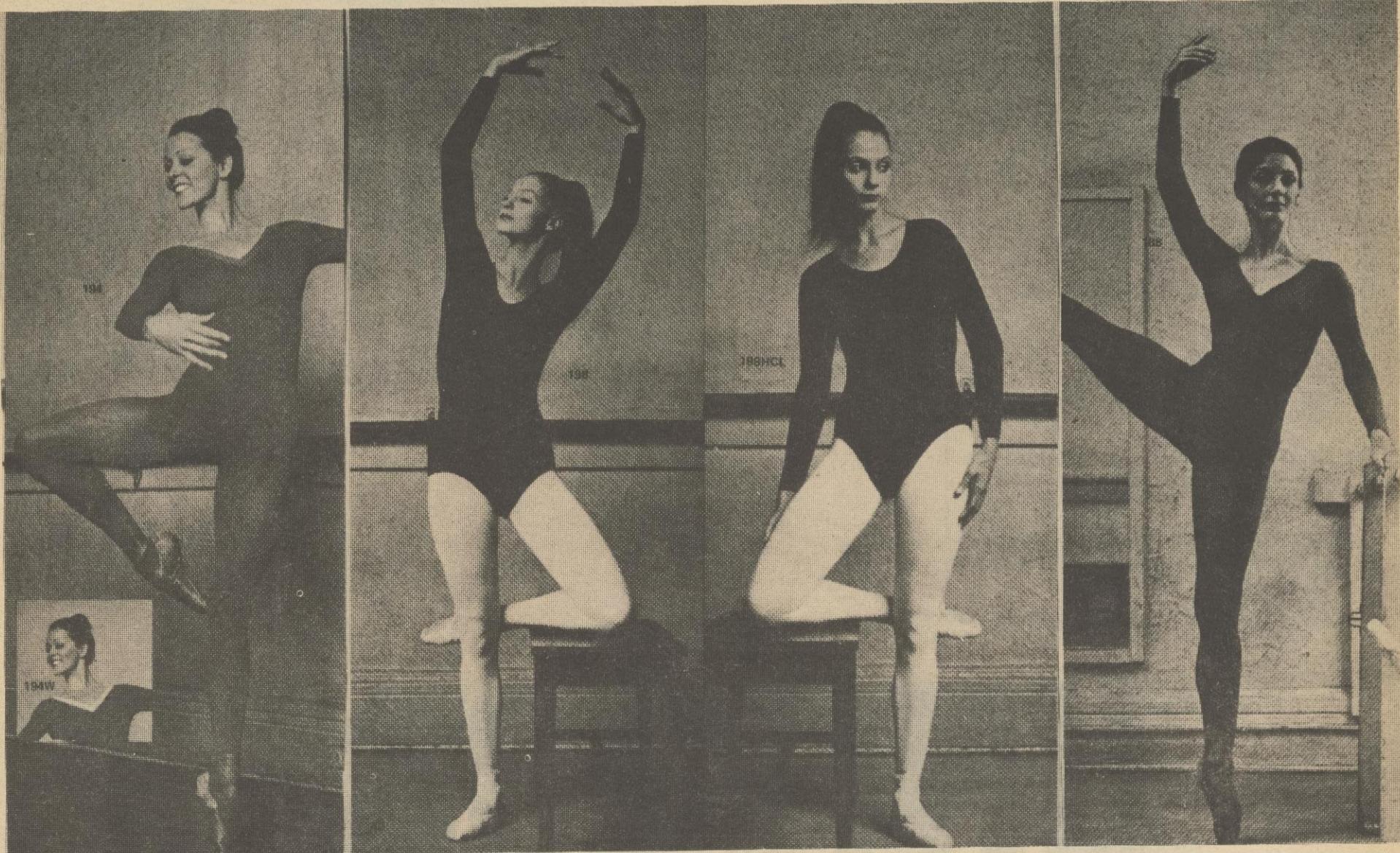
639 State St.

is **DANSKIN** Headquarters

rupert cornelius



*If Danskin
makes it
Ms. rupert
cornelius
sells it.*



MS. rupert cornelius
604 STATE ST.

master charge

Bank Americard

BUY EARLY

We guarantee our used books to be usable and complete. We will also refund or exchange any book bought in error.* You must have a receipt, showing the date of purchase. Please keep any receipt, and if one is not offered to you—ask for it. Any book bought in error may be exchanged for credit within two weeks after the beginning of any term for which it was purchased.

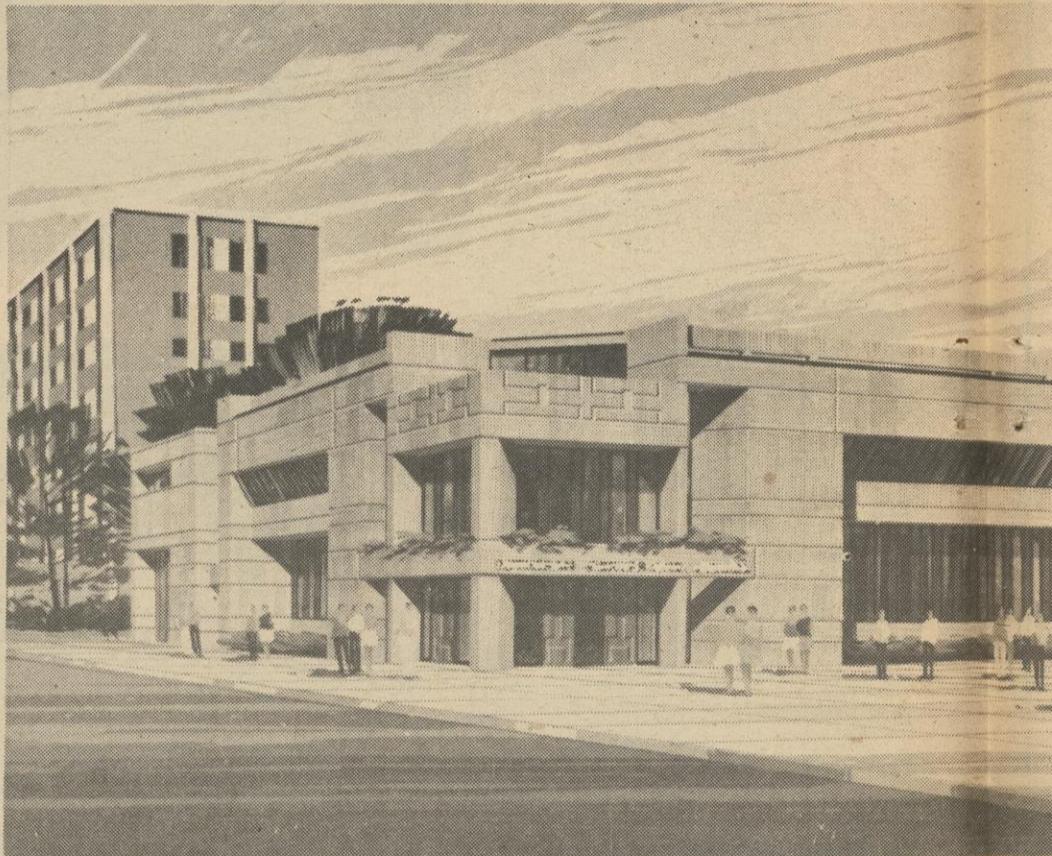
*NO REFUND OR EXCHANGES ON
NON-TEXT PAPERBACKS AND
REVIEW OUTLINES

**WE CASH
STUDENT
AND FACULTY
CHECKS**

TEXTBOOK RETURN POLICY

1. Books must be returned during the first TWO weeks of the current semester.
2. No refund will be offered unless accompanied with a cash register receipt.
3. Books must bear our price mark.
4. New textbooks must be free of all markings—pen or pencil.
5. Special order books are not eligible for refunds.
6. Textbooks, new or used, returned after first two weeks of classes will be purchased at a fair market value.
7. Defective books will be replaced free of charge. Please return defective books as soon as defect is noticed.

WE HAVE THOUSANDS



UNIVERSITY

711 STATE STREET

SPECIAL HOURS TUES. and WED. SE

REGULAR HOURS MONDAY THR

SAVE MONEY

DS OF GOOD USED BOOKS



We will pay one-half the list price for most textbooks that will be used at the University of Wisconsin. We will offer you a price on any textbook whether it is used here or not.

HUNDREDS OF REVIEW NOTES AND OUTLINES

CLIFF NOTES
HYMARM
MONARCH
COLLEGE OUTLINES
STUDY MASTER
SCHAUM
DATA GUIDES
VIS-ED
MANY OTHERS

4,000 TECHNICAL AND REFERENCE TITLES

BEHAVIORAL SCIENCES
BIOLOGICAL SCIENCES
CHEMISTRY
COMPUTERS
EARTH SCIENCES
ECONOMICS
ENGINEERING
HISTORY
HISTORY OF SCIENCE
LINGUISTICS
MATHEMATICS
MEDICINE
PHILOSOPHY
PHYSICS
PROGRAMMED TEXTBOOKS
STATISTICS
LAW

BOOK STORE

ED. SEPTEMBER 2 and 3: 9:00--9:00
Y THROUGH SATURDAY: 9-5:30

711 STATE STREET

'Let them eat shit'

By MAGGIE CONSTANTINE
of the Cardinal Staff

Many students, in search of enlightenment and transcendence of the mundane, neglectfully discard their bodies in the process. Intellectual discussions of Marx, Freud or Watson/Crick are drowned in alcohol, coffee (laced with sugar), cigarettes; one's mind revels in the glorious abstractions of a new society and self-knowledge, while one's body farts, belches, and becomes atherosclerotic just like the corporate businessmen who sell our society junk products in the first place.

Unfortunately, it is the rare person who does not misuse his body, take nutrition for granted, and remain absolutely apathetic about the barrage of crap which daily infiltrates all of our minds via the mass media.

IN MANY COMMUNITIES, junk foods are even allowed to be sold in vending machines from the grade school level on. Small wonder then, that after years of exposure to candy and soda machines, individuals become addicted to this "food".

The definition of a junk food is one which contains very few or no nutrients outside of calories, or is refined and processed to the point of bearing scant resemblance to the natural product. Cases in hand: refined white sugar; potato chips.

Although sugar is indeed an instant source of energy, it is also a culprit in hypoglycemia, or low blood sugar. For as certainly as sugar rapidly raises one's blood sugar, it also triggers the pancreas to secrete insulin, the agent which removes glucose from the blood. If there is an overload of refined (easily digested) carbohydrate in one's system, a vast amount of insulin is consequently released—removing too much sugar from the blood. Hence, low blood sugar.

Hypoglycemia can be countered by eating a balanced ratio of protein-fat-carbohydrate, since the two former compounds are absorbed much slower in one's system than the latter. For instance, the donut you ate at breakfast will be burned-up within a

couple of hours; if you don't have some eggs or yogurt to back it up (to maintain an adequate blood glucose level) you're apt to experience hypoglycemia during an agonizing lecture directly before lunch.

SYMPOTMS OF LOW blood sugar include fatigue, constant hunger, nervous habits, insomnia, and weakness — it's only the name of this state which you aren't familiar with.

While occasional low blood sugar is known to everyone, and is quite innocuous at random intervals, years of eating heavily-



sugared or otherwise carbohydrate-laden foods can lead to diabetes. Diabetes is an insulin deficiency disease, and one way of becoming diabetic is to overload the pancreas. When massive amounts of insulin are required daily to assimilate the body's glucose load, the once-healthy organ becomes too worn out to operate.

After the body loses the ability to supply insulin, it goes into shock...oral hypoglycemic agents are required, as is a strict adherence to a diabetic diet. (Interestingly, Americans have a world-high percentage of diabetics.)

The damaging effects of junk food turn up everywhere. Teeth suffer, especially after chomping

through mounds of sugar-infested products including (besides the obvious candy, gum and soda) luncheon meats, hot dogs, salad dressings, and canned fruits and vegetables.

AS DENTAL RESEARCHERS told a senate committee, "the presence of sugar in the mouth breeds streptococcus mutans, a form of bacteria which in turn secretes substances rich in acids that react to demineralize tooth enamel."

Furthermore, substituting soda for milk trades phosphorus for calcium; the phosphoric acids used as flavoring and preservative agents in soft drinks play a large role in other demineralizing diseases, causing small and brittle bones.

Of course, poor eating habits often lead to obesity. Although it doesn't take a college reader to discover the cause and effect lesson contained here, it is frightening to hear that the average American consumes over 100 lbs. of sugar a year.

WHY, INSTEAD of always facing a choice of Twinkies vs. an Almond Joy, can't we reach for more fruit, nuts and juices? Why must our coins be placed in the machines, ergo hands, of some food researcher eager to create yet another gooey and disgusting quick-energy source?

Candy bars look so small and harmless, yet add nothing to our diets in the form of protein, vitamins, minerals, or bulk. Yet try eating, say, a candy bar a day for the rest of your life, and see if you remain any less constipated, thin, or mentally alert.

In light of the detrimental effects of sugar on one's pancreas, teeth and weight, and further proof that the salty and fatty products in vending machines, such as Fritos, aggravate hypertension and heart disease (to say nothing about acne, halitosis, cancer of the colon, or insomnia which are often the result of, and are never helped by eating lots of junk foods) one should practice selectivity and discipline when deciding what to eat, or more to the point, when determining the state of one's body-to-be.

LEARN TO SAIL

Join
Hoofer Sailing Club

Free Instruction
and
Use of Boats

More Information:

General Information Meeting

Wednesday Sept. 3, 7 p.m.

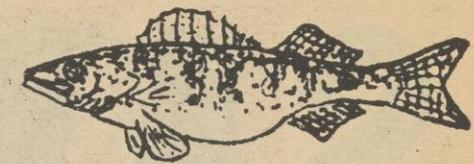
Great Hall, Memorial Union

or, come to Boathouse, Memorial Union



GOEDENS

FISH
STORE



529 University 256-1991

RESTAURANT—CARRY-OUTS
BEER—WINE

Open Mon.-Sat. 10 a.m. - Midnite



HEMISPHERIC
TRAVEL,
INC.

BUS,
AMTRAK, AND
AIRLINES
ON YOUR DOORSTEP

15 UNIVERSITY SQUARE 257-5225
AT THE ENTRANCE TO THE CAMPUS



HILLEL

REGISTRATION WEEK ACTIVITIES

WEDNESDAY, AUGUST 27

8:00 and 10:00 pm *The Graduate* starring Dustin Hoffman. Free for affiliates, \$1.00 for non-affiliates.

THURSDAY, AUGUST 28

7:30 pm *Israeli Dancing* on the Library Mall (in case of rain at Hillel).

FRIDAY, AUGUST 29

6:00 pm *Shabbat Dinner* Sign up at Hillel by Thursday. Free for affiliates, \$2.00 for non-affiliates.

8:00 pm *Shabbat Services* Traditional and Liberal/Creative.

9:00 pm Professor George Mosse of the History Department will speak on "Can the University Help You Find Out Who and What You Are?"



SATURDAY, AUGUST 30

10:00 am *Traditional Shabbat Service*

5:00 pm *Afternoon Service* followed by a study session on the *Laws of Repentance* and a *Seudah Shlishit* (traditional "third meal" of Shabbat), *Evening Service* and *Hadvalah*.

9:00 pm *Live Concert of Chamber Music* No Charge. Coffee and tea will be served.

12:00 midnight *Selihot Services*

SUNDAY, AUGUST 31

11:00 am *Lox and Bagel Brunch* \$1.00 for affiliates, \$1.25 for non-affiliates.

5:30 pm *Finjan - Deli Dinner* All You Can Eat; free for affiliates, \$2.00 for non-affiliates.

7:00 and 9:00 pm *Impossible on Saturday* A "delightful comedy" filmed mostly in Israel. Robert Hirsch of the Comedie Francaise plays seven different parts. Sponsored by Israel Forum. Admission 50 cents.

MONDAY, SEPTEMBER 1

8:00 pm *Square Dancing* with Vern Weisensel calling. Free for affiliates, 50 cents for non-affiliates. Beer and pop will be served.

A SPECIAL NOTE ABOUT REGISTRATION:
On your university registration form be sure to fill in the box regarding religious identification. Your name and address will be forwarded directly to Hillel (the University DOES NOT retain this information) and you will automatically receive all our major mailings.

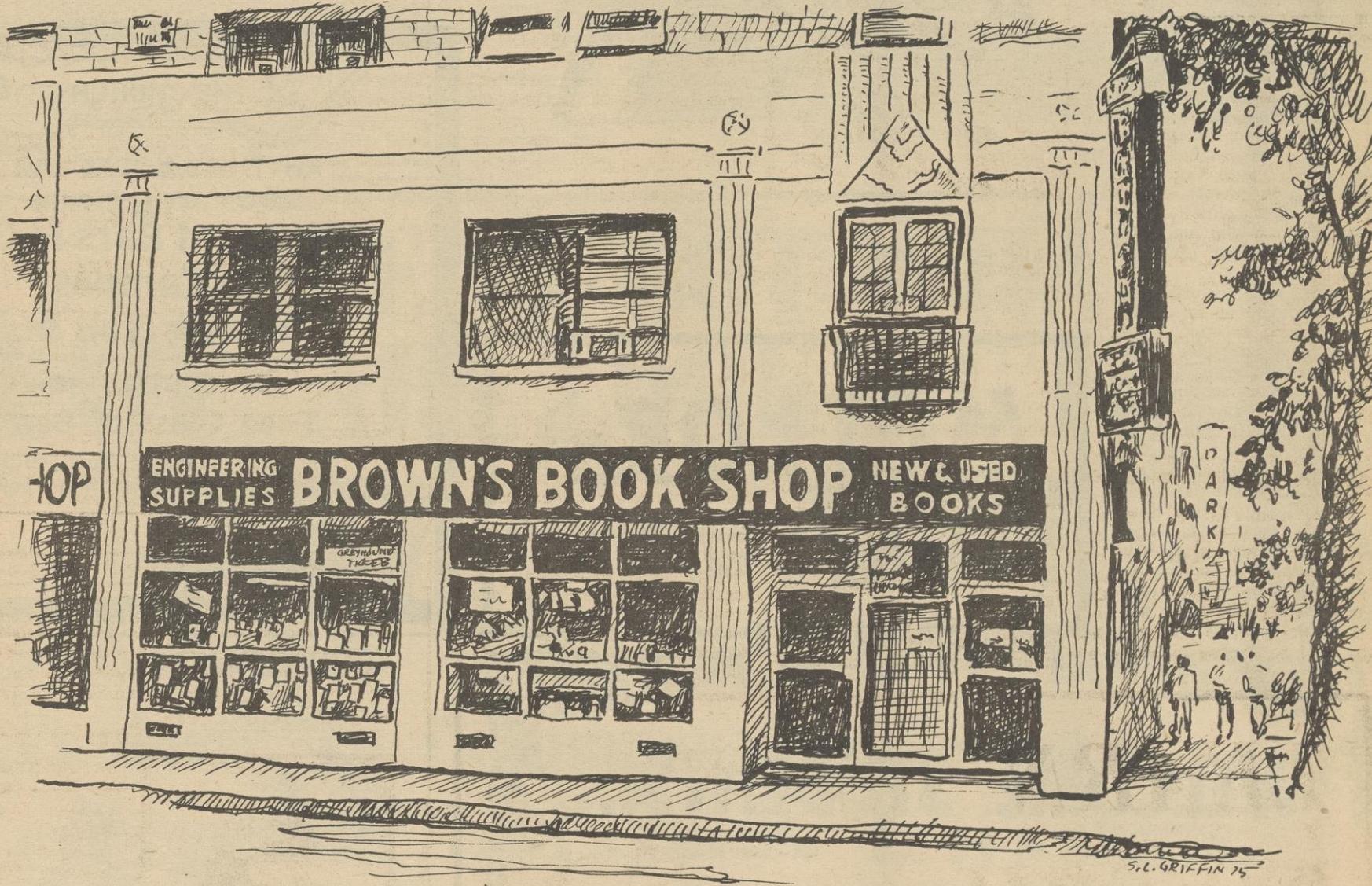
P.S.—For High Holiday Services Schedule, see p. 19
HILLEL • 611 Langdon • 256-8361

BROWN'S

has been

waiting to serve you since 1911

- TEXTBOOKS — NEW & USED
- SCHOOL SUPPLIES
- PAPERBACKS
- GIFTS
- CALCULATORS



5% CASH REBATE

on all your cash purchases
(special sale items excluded)



Friendly Courteous Service

BROWN'S BOOK SHOP

State at Lake & 1319 Univ. Ave.



Your Campus Greyhound Ticket Agent

Madison City Council profile

Forces behind the fanfare

By ED BARK
of the Cardinal Staff

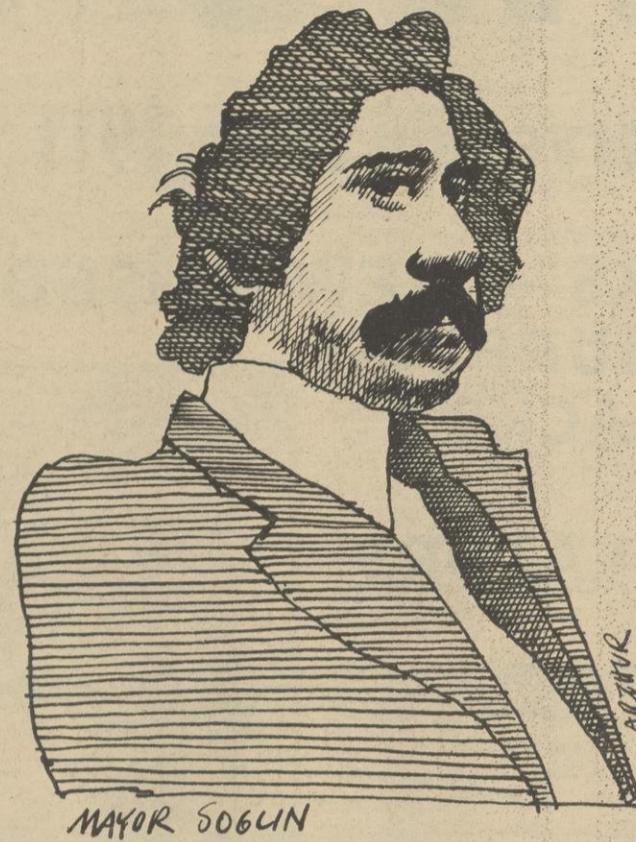
Madison's City Council moves into its fall season with a revamped cast of characters. Their antics are televised in prime time every Tuesday night on Cable TV 6. It's usually well worth a flip of the channel switch, for this is not a run-of-the-mill gathering of city fathers and mothers. At times, it's a theatre of the absurd. For instance, in recent months:

• A resolution that would have changed the name of Bassett Street to Ho Chi Minh Trail in a "spirit of reconciliation between the citizens of Madison and the people of Vietnam" was trounced 18-3. Newly elected conservative alderperson Nino Amato uttered memorably: "Ho Chi Minh can rot in hell and I hope nothing like this ever happens again."

• **MAYOR PAUL SOGLIN** was not allowed to present a ring of Oscar Mayer baloney to Cuban Premier Fidel Castro. The mayor maintained that United States businesses are "chomping at the bit to get into Cuba." But a Soglin-sponsored resolution that would have allowed him to discuss "Madison's social, political and economic life" with Cuban officials (and subsequently make a report to the council) was defeated 11-9. Soglin made the five-day "fact finding" excursion anyway.

The mayor rides the crest of a Madison mandate as he settles into his second two-year term. Soglin garnered over 60 per cent of the vote in demolishing 60-year-old millionaire businessman and former mayor Henry Reynolds last April. Prior to claiming an office in city hall, he represented the student-dominated Eighth District during the late sixties and early seventies. At that time, Soglin was the most visible leader of Madison's radical community.

After besting conservative Mayor William Dyke in an election decided by a landslide proportion Soglin student vote, he was por-



MAYOR SOGLIN

trayed by the national media as Madison's "red mayor."

But Soglin has since shed the radical tag in an effort to mold the 22 diverse members of the City Council into a smooth-running,

decision-making machine. In doing so, he has alienated as many members as he has appeased.

LAST APRIL'S elections gave the central city council contingent a new look. Three of four

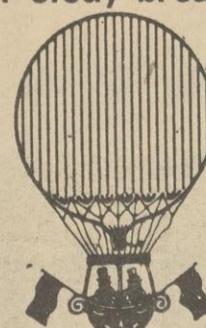
METLOR
17 UNIVERSITY SQ. MADISON, WIS. 53715
608-251-9199

WELCOME STUDENTS...

- Good salads with our own special dressing
- Best sandwiches on campus
- Moderately priced complete dinners
- Quiet gathering place with a quaint atmosphere
- Mixed drinks
- Tap and bottle beer
- Carafes of wine
- Bloody Mary parties before Badger home games (Sat. morn.)
- Carryouts 256-9104
- Happy hour 3:30-6:00 P.M.

The place to take your study break

**NITTY
GRITTY**



Home of the famous Grittyburger

LOCATED ON CAMPUS—
CORNER OF FRANCES AND JOHNSON—
212 FT. FROM WITTE HALL

Serving Great Food from 11 A.M. to 12:30 A.M.

"student" districts are now represented by first-term alderpersons who place themselves to the political left of the mayor. Newly elected Alds. Richard Gross, Robert Weidenbaum and Roney Sorensen are part of an uneasy, often faction-ridden "downtown coalition" that also includes veterans Michael Christopher, Carol Wuennenberg, Alicia Ashman and Michael Sack.

Arrayed against this liberal/radical body is a comparatively solid bloc of conservative/moderate alderpersons led by council president Michael Ley and president pro tem Jay Wexler.

They, along with veteran alderpersons Ivan Imm, Jerome Emmerich, Loren Thorson, Leonard Knutson, Roger Staven, Richard Disch, first-terminer Amato and returning Michael Shivers (who held a seat during

Dyke's reign) present a formidable obstacle to any proposed legislation of liberal/radical origin.

WITH THESE two sides usually aligned against each other on major issues, the swing members of the council hold extremely important votes. Among those alderpersons who are not firmly entrenched in either camp are newcomers Mark Arnold, Donald Murdoch, Delmore Beaver and veterans Betty Smith and Patricia Zimmerman.

The City Council accomplished little of substance during a summertime lull that saw newcomers still learning the ropes and veterans assuming a laid-back posture. But with the fresh air of fall, the arm twisting and polemics will resume in earnest. In this revitalized atmosphere, anything can happen—and does—on live TV.

THE CHURCH KEY

RHYTHM & BOOZE BAR

626 University Avenue

3 Different Bars in One
On Campus
Invites You In

COUPON
Free Glass of Beer

One Free Glass of Beer with this
coupon during registration week.

The Church Key
626 University Ave.

offer expires
Aug. 30, 1975

MILDRED'S-



Mon-Sat. Lunch
11:00 a.m.-
2:30 p.m.

Evening
5:00 p.m.-
2:00 a.m.
or later

THINK about MILDRED'S
MILDRED'S SANDWICH SHOP - 827 E. JOHNSON ST.
PHONE ORDERS TO GO - 255-2460



**MADISON
BOOK
CO-OP**

10% discount
to members
membership \$4.16
660½ State St.
(downstairs)

Magic mirrors mean money for management

By SUSAN HERING
of the Cardinal Staff

There are four new theatres in town. There is also a new picket line in town. The theatres are located in a corner of the University Square Mall. In the same corner are the picketers. Perhaps it is more appropriate to say they are in opposite corners.

It is Round Number Who-Can-Count-So-High in the old match between union and management. This round though, is predominantly a defensive one; the blows are delivered with carefully chosen words. It is a very polite struggle.

IN ONE CORNER, resting on that fine swivel chair, is the formidable weight of American Multi-Cinema, Inc. AMCI is the owner of the fourplex theatre where the match goes on. It is also the owner of the largest theatre chain in the country, operating approximately four hundred and thirty-five screens nationwide.

Since 1960, most of their theatres have been designed around the concept of management operation. Involving a maximum of automation at a minimum of cost, management operation is, in simplest

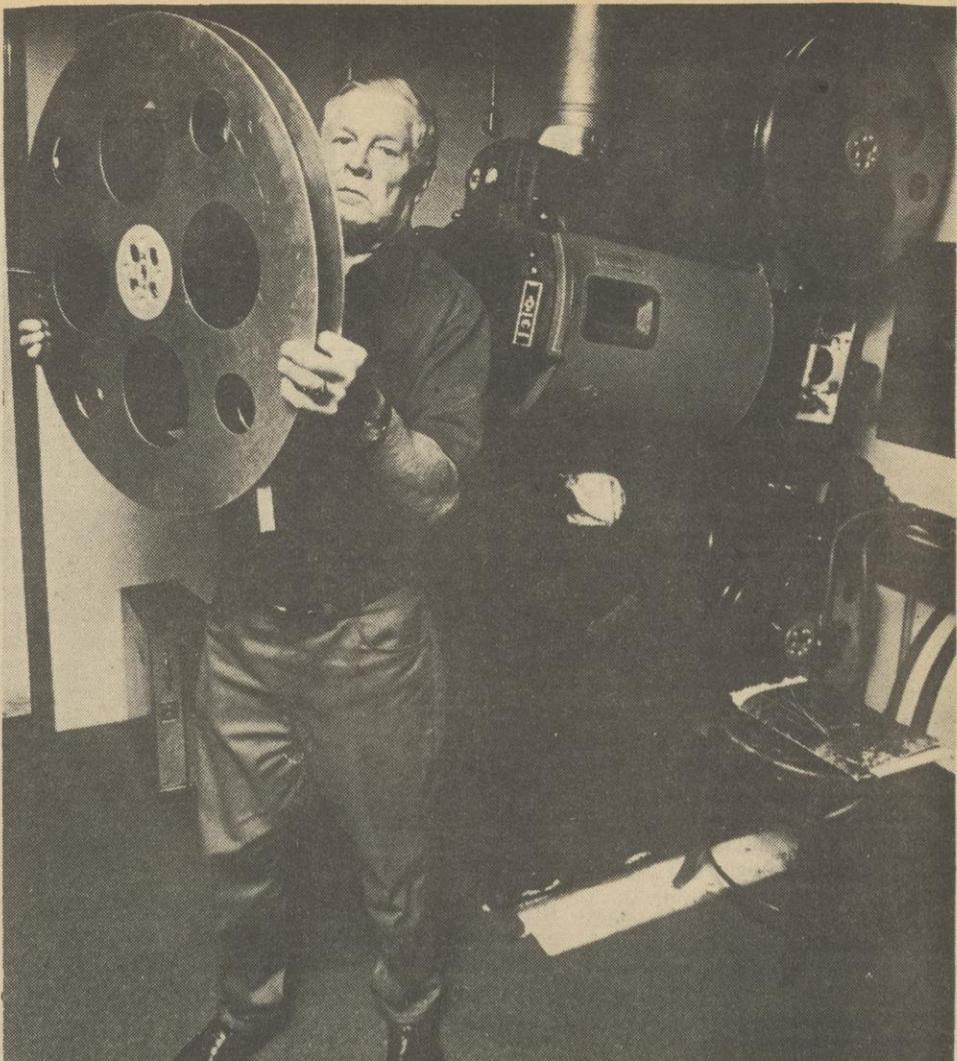
form, a means of increasing management profits. It is not an unappealing idea if you happen to sit in that corner of the economy. Trade unions however, are in the opposite corner.

In this round, the other chair is occupied by the International Association of Theatrical Stage Engineers and Motion Picture Machine Operators, IATSE for short. IATSE has been around a long time; it was first organized in 1911. During this lengthy past, it has taken a few losses, and certainly, learned a thing or two about the game of box office profits.

A seasoned fighter, IATSE is hoping to avoid a tougher skirmish by conducting an informational picket. They are trying, with their picket, to build sufficient understanding among both AMCI and the audience public, that the sounding of the renegotiations bell will find them on firm footing.

AMCI HAS brought with it what they call, "a fully automated projection system". It consists of large platters which can each feed over five hours of continuous film through the projectors. The system also

(continued on page 20)



PETER SEAMONSON, AMCI projectionist at the Orpheum Theater, may see his wages canned if multi cinema's salaries catch on.

WE'VE GOT WHAT YOU ARE LOOKING FOR!

Levi's

Levi's

Levi's dresses. Levi's pants. Levi's blouses.
Levi's shirts. Levi's jumpers. Levi's jeans.
Levi's jackets. Levi's cords. Levi's skirts.
Levi's dresses. Levi's pants. Levi's blouses.
Levi's shirts. Levi's jumpers. Levi's jeans.

UNIVERSITY
SQUARE

10-9 Mon-Fri
10-5 Sat
12-5 Sun

TOGETHER



Board of Regents

Faceless phantoms of Van Hise

By TOM WOOLF
of the Cardinal Staff

Things may look pretty bleak right now. Confusion and uncertainty is the name of the game as you try to figure out just what you're doing on this campus, and what is expected of you while you're here.

Long after these first unsettling days, however, one aspect of the University will most likely always confound you: the Board of Regents. These are the power-brokers of the University of Wisconsin System, who rule on everything in any way concerned with this bastion of higher education. From how many hundreds of dollars you must pay each semester in tuition to what time the doors are locked at the dorms, there is never any doubt as to where to look for who made the decision. Understanding the basis for a decision, though, is another story.

Once a month, high atop Van Hise Hall, the fifteen-member board meets to pass judgment on a whole range of matters. The Regents average age is 50 years old, are mostly male, and all white save for one black. The only prerequisites for becoming a Regent is membership in the uppah crust of society and friendly relations with the reigning governor. The public rarely hears much about the Regents, and knows little about them. Their names never appear on a ballot, but are suggested by the governor and confirmed by the state senate.

Here then, is your opportunity to get acquainted with the decision-makers of the University:

BERTRAN McNAMARA, 61, is a resident of Milwaukee and Director of District 32, United Steel Workers of America, which is comprised of some 30,000 steelworkers in Wisconsin and northern Illinois. He is the new president of the Board. First appointed by Gov. Patrick Lucey to the pre-merger State Universities' Board of Regents in 1971, McNamara was reappointed to the merged-system Board in 1973 for a seven-year term. He tends to practice the politics of pragmatism and is willing to listen to students more than a number of other conservative-minded Board members.

MILTON NESHEK, 44, is the new vice-president of the Board. An Elkhart attorney in the firm of Godfrey, Neshek, Worth and Howarth, Neshek also had a hand in establishing Kikkoman Foods, a soy sauce manufacturer and the first wholly-owned Japanese plant in Wisconsin.

First appointed by Gov. Warren Knowles in 1965 for a five-year term, he was reappointed in 1970. His term on the merged Board expires in 1978. In addition to the post of vice-president, Neshek is chairperson of the Business and Finance Committee of the Board.

FRANK PELISEK, 45, was appointed to the Board by Gov. Knowles in 1969. Elected President of the Board in 1973, his term expires in 1977.

Pelisek is a practicing attorney in Milwaukee, specializing in tax, securities and corporate matters. He has a long history of work in governmental affairs, including special budget consultant for Gov. Knowles for a time, and membership on such committees as the Wisconsin Joint Survey Committee on Tax Exemptions, the Governor's Commission for Economic Development, and the Taxation Committee of the Wisconsin Legislative Council.

An active member of the Republican Party since 1952, Pelisek has also participated in such organizations as the United Fund of Greater Milwaukee and the Multiple Sclerosis Society of Milwaukee.

BARBARA THOMPSON, 51, is the State Superintendent of Public Instruction and was appointed to the Board in 1973 as an ex-officio member. A Madison resident, Mrs. Thompson has a long history of involvement in public instruction dating back to the mid-1940s, and is a member of no less than 20 professional organizations. She is inclined towards a conservative attitude, and is well-remembered for her opposition to the Hortonville teachers strike.

MARY WILLIAMS, 48, was appointed to the State Universities Board of Regents by Gov. Knowles in 1965 for a five-year term. She was appointed to the merged Board for a term ending in 1977.

Generally a middle-of-the-road individual, Mrs. Williams is a resident of Stevens Point and is active in, among other things, the American Association of University Women.

ARTHUR DEBARDELEBEN, 57, is a Park Falls attorney with a reputation as an advocate of civic concerns and unpopular cases. He was first named to the Board by Gov. Gaylord Nelson in 1959, and served as president of the Board for three consecutive terms starting in 1964.

His appointment to a second term was confirmed in April of this year after being held up for several months due to opposition from Park Falls residents. He has no qualms about making his feelings known, and has been recognized as a strong supporter of the Madison campus and a good listener to student concerns.

MARY WALTER, 56, was appointed to the Board for a second time in 1974. She was first appointed to the State Universities Board by Gov. Kohler and reappointed by Gov. Nelson, serving from 1956 until her resignation in 1963.

Walter is vice-president and director of the Post Corporation. She is Assoc. Editor of the Appleton Post Crescent and is on the editorial staff of the Green Bay Press Gazette. Her writings have focused mostly on education and foreign affairs.

NANCY BARKLA, 45, was appointed to the Board by Gov. Lucey in 1972. A resident of River Falls, she is a member of the Murray Law offices. In 1957 she became personal secretary to Sen. William Proxmire, and in 1964 was employed in the office of the general counsel of the Post Office Department.

Mrs. Barkla has long been an active member in the Democratic Party, and was a delegate to the national convention in 1972. She is a member of the Wisconsin Governor's Commission on the Status of Women, and served as chairperson for two years of the Subcommittee on Legal Rights and Corrections.

JAMES SOLBERG, 58, is a Menomonie attorney in the firm of

Solberg, Steans & Joyce. He was appointed by Gov. Knowles in 1968 to complete the unexpired term of the late Robert Pierce, and was reappointed in 1970 for a term ending in 1976.

For 15 years Solberg served as a member and president of the Menomonie board of education and for six years was a director and vice-president of the Wisconsin Association of School Boards.

CAROLINE SANDIN, 60, was appointed to the pre-merger Board by Gov. Knowles in 1968, and appointed to the merged Board for a term ending in 1976. Sandin was elected to the Ashland Board of Education in 1961 and served as its president for eight years. She currently serves on the Dept. of Public Instruction's Commission for Studying Teacher Education and Certification, and was a member of the Drug Abuse Advisory Council for two years.

JOHN LAVINE, 34, is publisher-editor of the Lavine Newspaper Group, which publishes four daily papers: The Chippewa Herald

Telegram, The Portage Daily Register, The Baraboo News Republic, and The Shawano Evening Leader.

The youngest member of the Board, Lavine was appointed by Gov. Lucey in 1971 for a term ending in 1979. A liberal board member, Lavine is big on affirmative action, and is a member of such organizations as the ACLU and the Anti-Defamation League of B'nai B'rith.

EDWARD HALES, 43, is the only black Regent. He is a partner in the Racine law firm of Hales & Harvey, and was appointed to the Board in 1972 by Gov. Lucey.

Hales has traveled extensively in Brazil with an interest in economic development and race relations. An active community member, the liberal Hales is a member of such commissions as the Racine Commission on Human Rights, Urban League of Racine, and is on the board of the Racine chapter of the NAACP.

ODY FISH, 50, was appointed to the Board by Gov. Knowles in

(continued on page 19)

WELCOME TO MAD CITY

You're Gonna Love It!!

And when you're on State Street, that great Street, It's Pillar to Post, the shop with the most for all the necessities of college life...

Jewelry-India Bed Spreads-Incense-Posters-Plants-Pots-Candles-Hangers-Cookware-Baskets-Fish Net-Hooks-Mugs-Tea Sets-Beaded and Matchstick Curtains-Hammocks-Greeting Cards-Wickerware-Rugs-Tea Balls-Wine Glasses-Straw Flowers-Memo Boards-Exclusive Neckware Jewelry for Men.

AMERICAN INDIAN
JEWELRY*POTTERY*RUGS
BEST QUALITY*BEST PRICES

PILLAR TO POST
309 State Street
Phone 256-5922

Lesson One
GOLDI'S HAS IT ALL!

The best in walking shoes, snow and fashion boots, sandals and clogs.
Stop in and meet us!

**GOLDI'S UNMATCHED PEARL
322 STATE**

Regents

(continued from page 18)

1970. A Hartland industrialist, Fish is president of Pal-O-Pak Insulation Co., a building material manufacturer. He is also president of Woodland Manufacturing Co., and a director of the State Bank of Hartland.

Fish is Wisconsin's Mr. Republican, having served as chairperson of the state party from 1965-70, and has held numerous other party posts on the state and national level. Currently, he is Wisconsin's Republican National Committeeman.

JOYCE ERDMAN, 50, is Village President of Shorewood Hills, and began her second term this spring as the first elected woman president of the village. She was appointed by Gov. Lucey this summer.

During her student days on this campus, Mrs. Erdman was the first woman president of the Wisconsin Student Association in 1946-47. She is the president of Kiddie Camp, and Regional Director of the Wisconsin Conference of Christians and Jews.

WILLIAM GERRARD, 50, is a LaCrosse realty man, appointed to the Board by Gov. Lucey earlier this summer. His appointment was the center of some controversy, as he is a past head of the state Democratic Party and has been a successful fund raiser for his friend the governor. There were charges by some that Gerrard's appointment smacked of cronyism, and that he is in no way competent to serve as Regent.

Gerrard owns the Gerrard Realty Corp., with a subsidiary company, Doolittle-Barden, headquartered in Minocqua.



Photo by Michael Brisson

GREEN BAY, Wis.—Members of the Board of Regents of the University of Wisconsin System. Front row, seated, left to right: W. Roy Kopp, Platteville (term expired); Barbara Thompson, Madison; UW System President John C. Weaver; Mary Williams, Stevens Point; Board President F. J. Pelisek, Milwaukee; and Board Vice President Bertram N. McNamara, Milwaukee. Second row, seated (l. to r.): Nancy M. Barkla, River Falls; Arthur DeBardeleben, Park Falls; Milton E. Neshek, Elkhorn; John M. Lavine, Chippewa Falls; Mrs. Howard V. Sandin, Ashland; John J. Dixon, Appleton (term expired); and James G. Solberg, Menomonie. Standing (l. to r.): Ody J. Fish, Hartland; John Zancanaro, Milwaukee; Walter F. Renk, Sun Prairie (term expired), and Edward E. Hales, Racine. Missing—Mary Walter, Joyce Erdmann, Shorewood Hills, William Gerrard, La Crosse.

HILLEL HIGH HOLIDAY SERVICES

Selihot

SATURDAY, AUGUST 30

Midnight

Rosh Hashanah

FRIDAY, SEPTEMBER 5

7:00 pm Traditional Service (This service is intended to appeal to students from Orthodox and Conservative backgrounds. Most of the service will be chanted in Hebrew.)

8:30 pm Liberal Service (This service is intended to appeal to students from Reform and Conservative backgrounds. It will include the basic elements of the traditional service plus student-written prayers and English readings.)

SATURDAY, SEPTEMBER 6

9:00 am Traditional Service (If you use a Talit, please bring your own since Hillel does not have enough for everyone.)

11:00 am Liberal Service (at Kibbutz Langdon, 142 Langdon Street.)

7:00 pm Traditional Service

SUNDAY, SEPTEMBER 7

9:00 am Traditional Service

7:00 pm Traditional Service

Yom Kippur

SUNDAY, SEPTEMBER 14

6:45 pm Traditional Service (If you use a Talit, please bring your own.)

9:00 pm Liberal Service

MONDAY, SEPTEMBER 15

9:00 am Traditional Service

11:00 am Liberal Service (at Kibbutz Langdon, 142 Langdon Street.)

5:30 pm Traditional Service

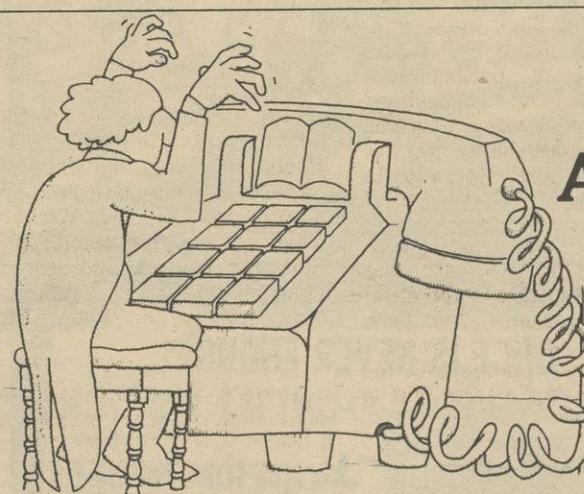
Child care is available on Rosh Hashanah and Yom Kippur mornings from 10:30 am to 12:30 pm and Kol Nidre night for the Traditional Service and on Yom Kippur from 5:30 pm until 8:00 pm. Please inform the Hillel office in advance if you wish to utilize this service.

A SPECIAL NOTE ABOUT REGISTRATION:

On your university registration form be sure to fill in the box regarding religious identification. Your name and address will be forwarded directly to Hillel (the University DOES NOT retain this information) and you will automatically receive all our major mailings.

P.S.—For Registration Week Activities, see p. 14

HILLEL • 611 Langdon • 256-8361



dial
Audio Date-Lines
263-4010

John Charles Salon

14 E. MIFFLIN
ON THE SQUARE

Specializing in shortcuts

that work perfectly blown dry

John Charles Salon

257-2021

MEMBER REDKEN HAIR RESEARCH DIVISION



theaters

(continued from page 17)

responsible the film automatically. From the projectors, the film image is directed onto carefully positioned mirrors which in turn refract the light onto the screen.

While the quality of such projection is questionable, the matter of efficiency is not. The mirrors allow the projection to occur at audience level, eliminating the need for raised booths. This also permits the placement of two projectors in the same booth. In this way, operation becomes more efficient, one person can feasibly have quick access to any one of the four projectors. But who is this whiz attendant, and what is s/he to the union projectionists?

At the AMCI theatres, the projection is started and tuned by either Ted Keehler, the manager, or by one of two assistant managers. None of them are IATSE members and it looks unlikely that any of

them receive a commensurate wage level to that of the union projectionists. Terms of their wages would not be released. A comment however, made at a meeting May 22 between AMCI and IATSE representatives which stated that manpower costs at union theatres was, "out of our ball park," would indicate that AMCI wages are indeed below the area standard.

AMCI maintains that an automated system such as theirs requires virtually no projectionist and that because of this, no one receives such wages. With this position, AMCI hopes to successfully ward off the persistent picketers. So far, it looks like they might; business at the four theatres has been even better than they anticipated.

THE PICKETERS are prepared for a long bout. In the words of one IATSE projectionist, "We'll be out a long time. It's either now or in two years." Two years from now is the approximate time the next contracts will come up for renewal. If other theatres in town decide that the wages paid at University Square constitute a new area standard, they may even call for earlier

bargaining. If they wait for the scheduled negotiations, they will have a full hand of tricks, for the wages paid at the new theatres will effectively undermine the present wage scale of the area. Countdown time.

The manager of the fourplex says the fears of the union are nonsense...a faulty projection into the future, you might say. Keehler claims that the other local theatres could not operate successfully without full-time projectionists. He says that because their projection systems operate from raised booths, the presence of a projectionist is a necessity. The mere distance of the booths from theatre offices would render implementation of management operation inefficient.

The differences between the systems seem to lie mainly in AMCI's use of mirrors. The systems at the East and West Towne Cinemas, and those at the Stagedoor and Orpheum Theatres, also use automated machinery. There, in spite of the automation, union projectionists are hired to ensure a high quality picture. In any

system, someone must fulfill projection's functions. Always, there are threading and adjustment procedures and maintenance work to be done. Obviously, if the film breaks, someone must attend to it.

HOWEVER THE details of the job have changed, the job itself remains. The managers of the University Square Theatres may well perform management duties, but they also fulfill those of projectionists. For this, IATSE members think they should receive the equivalent of union wages. The union is not, as one might first think at the sight of the picket, trying to force its way into the new theatres. They want only some assurance that their own wages will not suffer as a result of AMCI's policy.

AMCI, although vehemently anti-union in general, has occasionally heeded union requests. In several locations, they do pay the area wage standard, and profitably. In other places, such as Orlando, where IATSE was not prepared to resist, AMCI has effectively dismantled union locals. This is the threat of the new theatres. The picketers have learned their lessons.



WELCOME TO MADISON

The Highlander rolls out the welcome carpet for new Madison residents. The Highlander is a blend of old and new. A sharp, clean building that soars to the sky, with an old-fashioned desire to please. Ten posh floors of convenience and luxury located on traditional Gilman St. right in the heart of Central City. One bedroom apartments, fully carpeted, air conditioned, security locked, with sun deck, picnic area and basketball court. The Highlander has everything you should demand in an apartment.

Hours:
Mon.-Thurs. 6-9 p.m.
Sat. & Sun. 1-5 p.m. 271-0784, 251-7888, 238-9393
Model Apt. #201

GENERAL CINEMA CORPORATION

Cinema I EAST TOWNE MALL 241-2211
INTERSTATE 90, 94 & RT. 151

Walt Disney Productions'

The APPLE DUMPLING GANG

A DUO OF BANK BUNGLEDERS.
all three of 'em!

SHOWS 1:00-3:15-5:15-7:25-9:30

TECHNICOLOR® G GENERAL AUDIENCES All Ages Admitted

ALL CINEMAS EVERY DAY \$1.25 'TIL 2:00

Cinema II EAST TOWNE MALL 241-2211
INTERSTATE 90, 94 & RT. 151

Jacqueline Susann's bold best seller that explored all the avenues and darkest alleys of love among the international set. "Once Is Not Enough".

SHOWTIMES 1:00-3:10-5:20-7:45-9:55

ONCE IS NEVER ENOUGH!



A Howard W. Koch Production
"Jacqueline Susann's Once Is Not Enough"

Kirk Douglas Alexis Smith
David Janssen George Hamilton
Melina Mercouri Brenda Vaccaro
Deborah Raffin...January

R RESTRICTED Under 17 requires accompanying Parent or Adult Guardian

COLOR

Cinema I WEST TOWNE MALL 836-3000
WEST BELTLINE & GAMMON RD.

NOW SHOWING

**GENE HACKMAN
CANDICE BERGEN JAMES COBURN
BITE THE BULLET**

Co-starring IAN JAN-MICHAEL
BANNEN VINCENT
and BEN JOHNSON as "Mister"
Music by ALEX NORTH PANAVISION® A P/B/VISTA FEATURE
Written and Directed by RICHARD BROOKS PG

Hair Unlimited



Hair Styling for Men and Women
By Lorene and Corinne RK/RedKen
129 State Street 251-6665

CHOCOLATE HOUSE

CONES — MALTS — SUNDAES

Handpacked pints — quarts
1/2 gallons of Ice Cream

WE MAKE OUR OWN ICE CREAM

Corner of
University & Lake

Corner of
State & Gilman

HALF-PRICE SALE

ON
beads, jewelry, feathers, findings,
leather & suede goods, Kachina dolls
necklace cord

THE BEAD SHAMAN...

123 W. Mifflin
Madison
Wisconsin
256-1244

10:00 - 6:30

Housing in Madison

Rules of the game

By MARY JO ROSS
of the Cardinal Staff

Looking for a place to live? Good luck. This year, Madison's housing market is tighter than ever. Apartments and houses are increasingly difficult to find; when you do hit on something, it's probably not going to be worth the rent by a long shot. You very well might be paying more than the former tenants who lived there. (Why do you think they moved?)

The University's well-loved Resident Halls are completely full. "We've got a very long waiting list, both for cancellations and for second semester. We've been turning away students daily, and we have been since May," the Resident Halls' business director said. This is almost beyond belief to many of the dorm alumni who fled as fast as they could.

A FEW YEARS ago, kids would try to break their dorm contracts, but the Res Halls people would tell them to forget it. They couldn't have found anyone to take the student's place. Now, the dorms can no longer accommodate all the freshmen.

If you're looking for privately-owned housing, your best bets are to either check the housing listings at Campus Assistance Center, 420 N. Lake St., or to scour the classifieds of the Madison papers.

Campus assistance keeps a listing of apartments and rooms for students. Currently, there are between 300-325 apartments and 75-100 rooms on file. Information on 60 of the larger apartment complexes are available as well. The file will tell you price, location, security deposit, how many rooms, whether or not pets are allowed (usually not), furnished or unfurnished. Most of the listings come from small landlords. The list is updated at least every two weeks.

OTHER PRIVATE housing is to be had by finding it yourself or using a rental agency. Rent Search is the only such agency in the city. Others have closed due to a new state law regulating rental services.

Rent Search offers a free listing service to landlords, who give the agency data on their apartments.

You can go to their office and look at the listings for a \$30 fee. (The fee covers a year.) But the landlords who list with Rent Search often list the same property in the classified section of the daily papers. Rent Search has 800-1,000 places on file.

"Rent Search really doesn't do anything you can't," a staff member from the Madison Tenant Union (MTU) said. "They've vague listings anyway. Just pour over the newspaper classifieds," she advised.

MTU IS A FOUR-YEAR old group which organizes tenant unions and assists people with problems they have with their landlords, apartments, or leases. MTU has drawn up a lease which is fairer to the renter than most

are, including the standard state lease used in Wisconsin by most landlords.

Madison Community Coop (MCC) reports "little or nothing" is available in the city's cooperative houses. MCC lists openings in 16 cooperatives, most of which average 35 rooms. They have, at this writing, 11 openings, all for women.

If you want to share an apartment, there's always the Memorial Union's bulletin board, as well as dozens of other boards on campus.

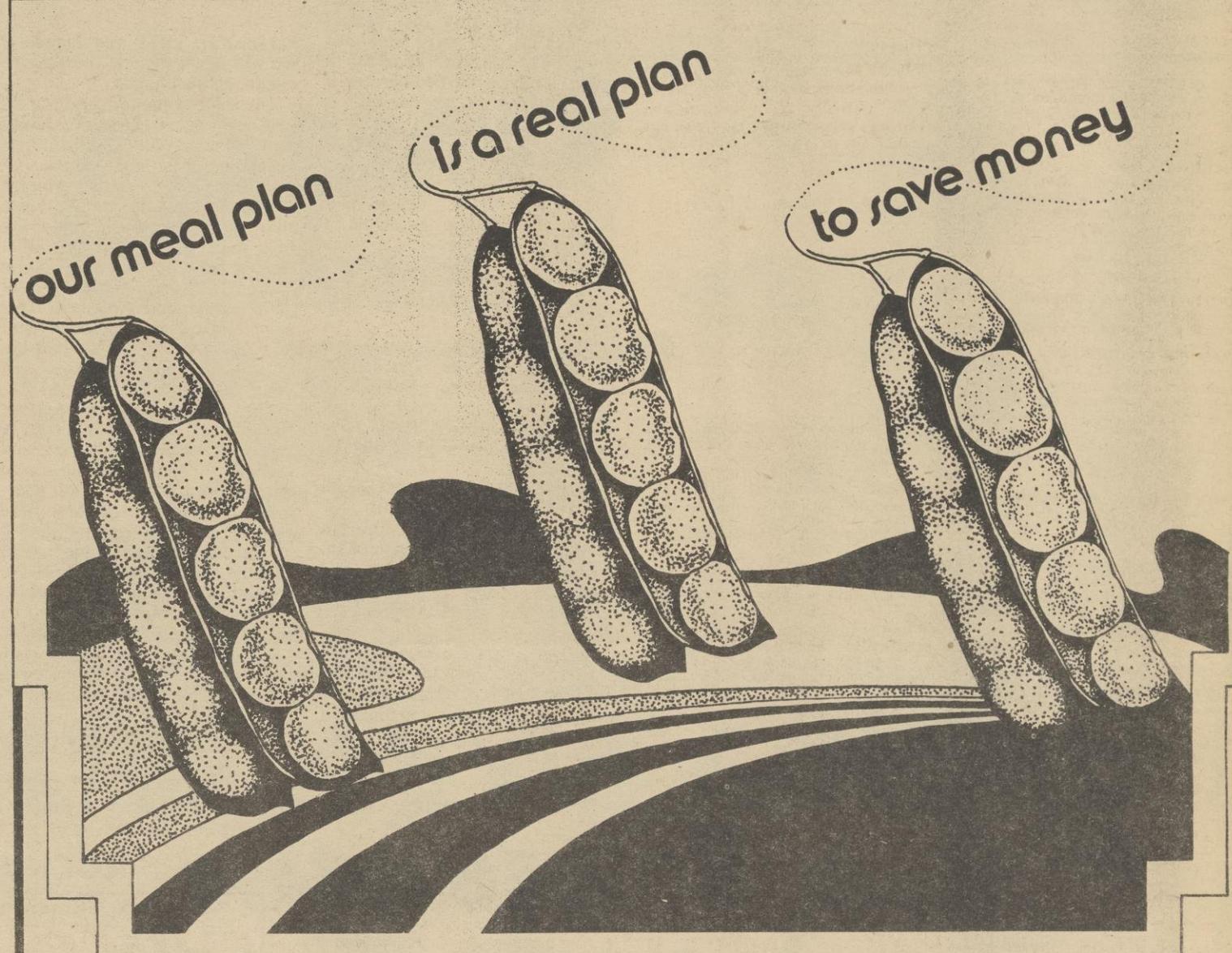
Try to accustom yourself to high rents. Very few escape it. Rents are going up for almost every apartment, and it's even worse if you pay utilities. Electricity and

YOUR LANDLORD IS PREPARED



oil went up substantially last year. There is another proposed hike for electricity.

Enjoy the school year, and shop smartly for your pad.



the memorial union cafeteria meal plan

Sign up for a Memorial Union Cafeteria meal plan and save 20-25% no matter how high food prices go. Be sure of at least one nutritious meal on weekdays with no fuss, no shopping, no dishes, no cooking.

Five evening meals a week (Mon.-Fri.) for 16 weeks **\$169⁴⁰**

Four evening meals a week (any 4 days) for 16 weeks **\$141⁷⁵**

Nutritious, hearty meals include — a bowl of the Union's home-made soup; one entree (from a choice of at least three); two choices from a selection of vegetables, pastas & potatoes; one beverage from the cafeteria line (plus unlimited beverages from the salad buffet); one dessert or two pieces of fruit; one dinner roll or slice of bread from the cafeteria line including butter (plus unlimited bread from the salad buffet); unlimited use of the salad buffet in the dining room offering salads, relishes, bread & beverages.

Sign up for your meal plan August 27-29 or September 2-5, 11 a.m.-2 p.m. & 4:30-6 p.m. outside the Memorial Union Cafeteria. After September 5, at Cashier's window, first floor, Memorial Union between 1-4 p.m.

STATE FARM

INSURANCE [®]

FOR INSURANCE CALL
Jeff Tilghman
 6414 Copps Ave.
 Madison, Wis. 53716
(608) 222-3462

Like a good neighbor,
 State Farm is there.

State Farm Insurance Companies
 Home Offices: Bloomington, Illinois

WHAT WOULD MOTHER SAY? ANTIQUE SHOPPE

- FINE ANTIQUES
- ART DECO
- UNUSUAL DECORATOR ITEMS
- COSTUMES
- LAMPS
- FURNITURE

422 North Street
 Madison, Wis.

Classifieds

Housing



Employment



427-437 W. MAIN: 2120 University Ave. 233-1729; 22 Langdon 257-1564; Furnished new deluxe studios & 1 bdrms. complete kitchen & baths. Air/cond. Ideal for single working persons, student nurses, technicians. Summer rates starting at \$110. 9-12 month leases. 238-9301. —xxx

NORTH-EAST unfurnished housing, northeast side. Near to shopping center, branch library, and 3 bus lines. Application required. One bedroom \$96-100; Two bdrm. \$120-137; Three bdrm. \$130-148; No utilities, store, refrigerator and water included. One year lease, no pets. 1714 Northport Dr. #5A. 249-9281. —xxx

KENT HALL. Large furnished efficiency comfortably accomodate 2 people. \$65 per mo. 2 sublets available for summer. 616 N. Carroll. 255-6344 or 257-9484. —xxx

COED house, 505 Conklin Place, kitchen, laundry, lounge, reasonable, convenient. 255-8216, 222-2724. —20x511

LARGE SINGLE (men-21) academic yr. 238-2434. —xxx

MEN'S ROOMS, \$80-90/mo. 438 N. Frances, behind the Brathaus. Call or see Jim 256-5233 or Room #1; Kay 257-4221.

CAMPUS MATC
THE CARROLON
VERY LARGE 1 bdrm. apts. on the lake. Complete with a/c, disposal, ceramic bath, laundry in bldg. all util. incl. 3 blks. from UW-MATC. Fall-3 persons special, \$62/mo. 255-6344. 620 N. Carroll. 257-3736. —xxx

CAMPUS, 1 blk from Union South. Large efficiencies for grad students. (furnished) no pets. 233-2588. —xxx

FURNISHED SINGLES, 2 blks from campus. Newer bldg. Friendly atmosphere. Semi-private baths. Small pets allowed, some parking, annual leases. 222-0317, 271-7422. —5xA25

CAMPUS—2 & 3 bdrm apts. for 4. Quiet & convenient, utilities. Aug. 15-Sept. 1, \$350. 257-0850. —4x25

PERSON OR COUPLE to share sunny apt. Fireplace, eastside. 257-9382 or Joan 266-1928. —3x25

BEDROOM WANTED. Looking for a place to live fall semester. Preferably close to campus. Call 257-9479 before Aug. 15 or 262-0896, 262-5854 (ask for Luanne). —1x12

For Sale



REFRIGERATORS from \$50. Gas & electric apt. & full size stoves from \$45. Appliances Unlimited, 940 Williamson, 257-4419 between 10:30 a.m. & 6 p.m. —5x55

TYPEWRITERS—new and used electric & manual adding machines, calculators, auto track 8-track cassette. Call Madison Auction, 221-4320. —2x25

Travel



INTERESTED IN NO-FRILLS low-cost jet travel to Europe, the Middle East, Africa or the Orient? Flights to Tokyo, Hong Kong, Bangkok and Taipei, weekly via 747 from Los Angeles. TRAVEL CENTER, 544 State St. 256-5551. —xxx

Ride Needed



I'M MOVING TO NY and need someone to take some of my stuff. Will pay. 251-6876. —1x12

NEEDED: A ride to LaCrosse almost every weekend. Call 257-6063. —2x25

Wheels



VW BUG 1965, clean, good running condition, sunroof, original owner leaving country. 60,000 miles \$500.00. 238-0961 —1x1



ARMY ROTC
OPEN HOUSE
6-8 PM,
THURS, 4 SEPT.
Room 130
1815 University Avenue
For more information,
call 262-2236.

"Middle Earth"
Silver Designs
ORIGINAL HANDCRAFTED SILVER
Rings, Necklaces, Charms, Drinking Vessels
10% Discount
Good on any silver purchase with this ad
Good till Sept. 1



Dave Long-Silversmith

254 W. Gilman (upstairs) 251-8111

Welcome to Screw U.

By JULIE BROOKS
of the Cardinal Staff

Young women enroute to Madison this fall undoubtedly will show those "sinful" symptoms of fresh-man fever. No matter how you choose to live, dormitory or apartment style, your bedroom fantasies may find moments to come alive.

Mom and Dad may die if they see this article. But Mom and Dad won't be sitting on your bed when you come home too late. No one will be in Madison to ask you where you've been, and your man won't have to kiss you good night around the corner from your house.

WE WON'T EDITORIALIZE on whether women should or should not engage in intercourse with men before marriage. You know whose choice that is and we don't mean the Lord's. But if you ponder the idea of sexual lovemaking, you must also consider birth control; consider it before jumping into bed because if you wait until you're "doin' it," it may be too late.

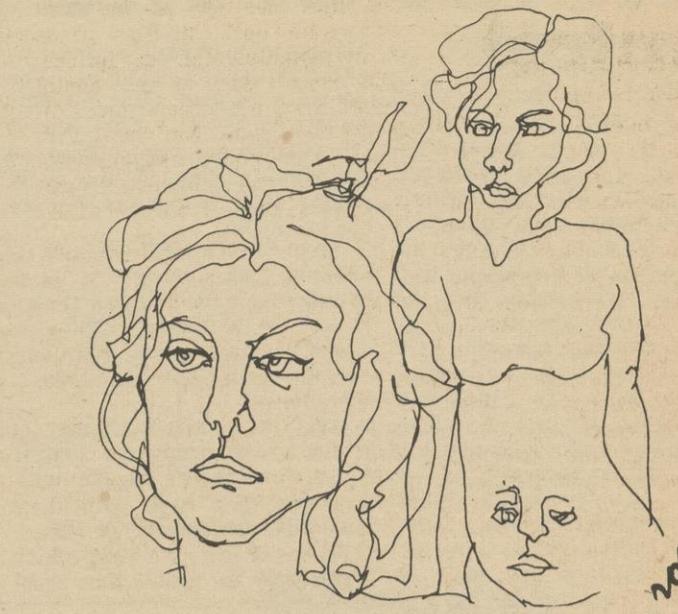
There is one book I endorse wholeheartedly for every woman who wants to learn about contraceptives. It is called *Our Bodies, Our Selves*. Available in Madison bookstores, it was compiled by a Boston women's collective four years ago.

But in case you don't get that far:

You will soon find out if you haven't already, that birth control is, quite unfortunately, left to women. The research, advertising, and prescribing of birth control contraceptives is usually done by men.

THE POLITICS OF birth control evolve naturally for women who attempt different methods. Sometimes frustration, a diminishing bank account, and pain can result if unsuccessful methods are tried or problems develop.

As one of those women who has "tried everything," I personally suggest that we dismiss rhythm and withdrawal as methods of birth control. These methods can join others like douches and



saran-wrap ideas and hopefully we will never hear of them again except in poor jokes.

The rhythm method, the Pope's prescription, is especially faulty and risky. One's hormonal schedule does not necessarily coordinate with one's sexual feelings. When the time arrives that you really want to make love to a man, it may not be within those "safe days." When those "safe days" arrive, you may not be interested in making love. This psychological incongruence isn't healthy. Add the low percentage of pregnancy preventiveness and you might as well forget it.

The next contraceptive, working our way up the scale of safety and reliability, is foam and jellies. These spermacidal chemicals are sold in all pharmacies. Foams which are more reliable than jellies, and jellies should be used with other more reliable methods such as IUDs, prophylactics, and diaphragms. Never use them regularly by themselves. If you have no alternative and you are already under the sheets...use them. If you do use them with another contraceptive (and all others except the Pill require the addition of foam) the best foam to use is

called Delfon. Although the quick insertion is simple, many women complain that it disrupts sexual foreplay. It does.

CONDOMS AND RUBBERS, if one doesn't mind the same sort of disruption, are safe if the products are of a high quality and are "pre-tested." You can always test them first by filling them with water and gently squeezing. Remember, even the tiniest malfunction makes them unusable.

Diaphragms are easily obtainable, although they do require a medical examination (\$\$\$) for fitting. They consist of a rubber cup that covers the entrance to the vulnerable uterus and fallopian tubes.

Diaphragms should be used with foam. They have no ill side effects and can be inserted and removed hours before and after intercourse. They may well be the healthiest contraceptive for women yet devised, even if they are one of the oldest. But the percentage of protection is only about 82 per cent and often doctors frown on them for that reason.

IUDs (intrauterine devices) and all the contraceptives are available at the Student Health (continued on page 23)

ROCKY ROCOCO DELIVERS THE CROSSWORD PUZZLE

We also deliver pan-style pizza

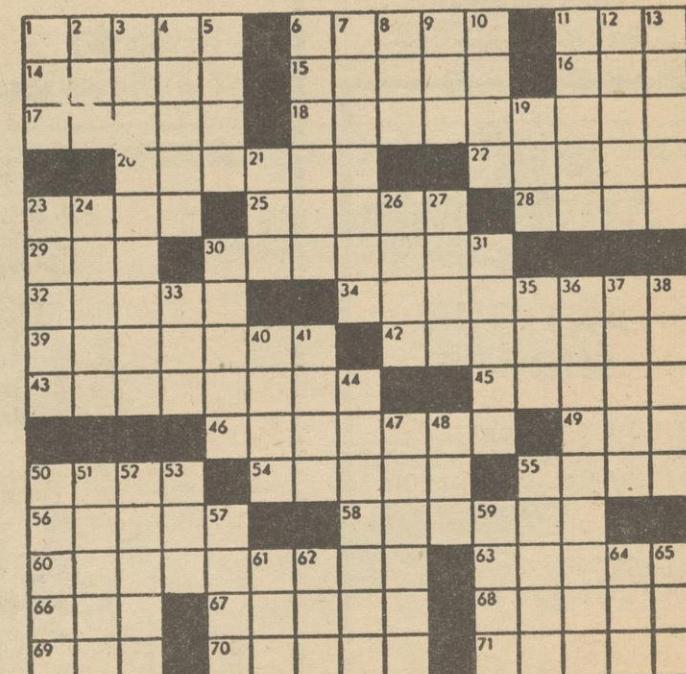
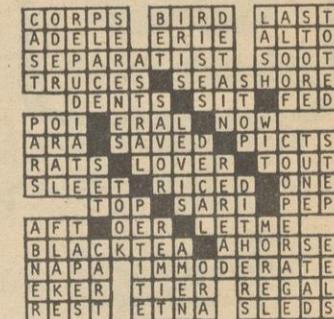
256-0600

ROCKY ROCOCO PIZZA

411 W. Gilman — Seating — Pickup — Delivery

ACROSS

1 Laughs	63 Walk noisily:
6 Mother of Ishmael	Informal
11 Apply stitches	66 Mineral suffix
14 "----" Blue Gown	67 "Odyssey" enchantress
15 Alpha and -----	68 Fervid
16 Mr. Gershwin	69 Early Tatar people
17 Under legal age	70 Swiftness
18 Gymnasts	71 Design
20 Exhausts	DOWN
22 French peasant dance	1 Meat
23 Rural deity	2 Fatima's husband
25 Mislays	3 Part of India
28 Resided	4 Fruit of the oak
29 --- ands or buts	5 Healing fluids
30 Where Clagary is	6 Associate familiarly
32 Asian carnivore	7 Gathered up
34 Bitter attack	8 Semisolid substance
39 Public disgrace	9 --- Khan
42 Impassive	10 Resounded
43 More easily bruised	11 Meshwork for ricing
45 Slip knot	12 Transgression
46 Moral anguish	13 Use to no avail
49 Nat'l Adv. Coun.	19 Crow's cry
50 U.S. president	21 Unsound
54 South Pacific island group	23 Preferably
55 Young animal	24 Make -----: Grimace
56 Nebraska city	26 Goddess of discord
58 In existence	27 Thermo or photo ending
60 Storage container: 2 words	30 Tree
	31 Do penance
	33 Outer edge
	35 Spanish river
	36 Study of images
	37 ----- metabolism



JNITED Feature Syndicate

Birth control

(continued from page 22)

Clinic for a tolerable fee. The Clinic usually inserts Lippes Loops first, and only after counseling to assure that the woman has failed with other methods. The Loop, unfortunately, has a significant rejection rate for women have not had children.

THE INSERTION is mildly uncomfortable for some and painful for others. Every woman experiences some amount of cramping the day after insertion. If the plastic device is still in place (inside your uterus) after six to 12 months and side effects, such as cramping and spotting, have subsided, you are a successful IUD user. It can be a great con-

traceptive if you have a body that "accepts" it.

Finally, the most simple but not the most healthy, is the oral contraceptive...The Pill. It is easily available and easy to use. One should take a four-month break from the use of the Pill every two years. The Great Pill Scare was wildly exaggerated, and the Pill still remains the most popular method of birth control.

As for the future of birth control...there are turn-on-turn-off vasectomies to look forward to, as well as a new method that functions like the Pill but wears like an IUD. It is a T-shaped device with a tiny storage tank filled with the same magic hormone that makes the Pill 98 per cent effective. The combination, promoters claim, may be the best solution to birth control ever devised. Also, the morning after pill is available, but not to be used regularly. It can be used, especially in rape cases, to induce the menstrual cycle and

thus prevent conception. But the side-effects (vomiting, cramps...) do not make this pill an ideal contraceptive.

Abortion, when you discover the need for birth control by becoming pregnant, is a simple and relatively cheap solution (before 21 weeks) if you do not want to go through with a pregnancy.

THE BLUE BUS Clinic (see phone director, p. 8-9) offers free while-you-wait pregnancy tests. Go to the Blue Bus Clinic as soon as you become suspicious that you may be pregnant. (Signs are: late or missed period, swollen tender breasts, need to urinate often, an uncontrollable appetite...) Pregnancy won't go away and procrastination may make abortion an impossible alternative.

The Clinic will tell you where to go for an abortion. The two suggestions they offer are dependable and professional clinics in Madison. Both doctors

METHOD

	PER CENT EFFECTIVE
Sterilization	100
Pill	99.5
IUD	97-98
Diaphragm (and foam/jelly)	85-90
Condom and foam	99
Condom	80-85
Foam	80
Rhythm	65
NO METHOD	20

These statistics do not account for individual failure such as a woman missing her daily pill.

will take persons unable to pay the full cost, which is usually about \$200 or less for students.

You can't be overcautious with birth control. There is nothing more miserable than discovering that you are pregnant in the

middle of exam-week. Why take the risk? With no embarrassment, and with little money, you can be sure you won't get pregnant. Take the time to learn about contraceptives and happy lovemaking.

if you rent-

an apartment or house, protect your clothes, furniture and other personal belongings with a low-cost State Farm Tenant Homeowners Policy. Let me give you all the details.

Terry Weiland
6414 Cops Ave.
Madison, Wis. 53716
(608) 222-3462

Like a good neighbor,
State Farm is there.



STATE FARM
FIRE
and Casualty Company
Home Office
Bloomington, Illinois

Gargano's PIZZERIA 437 STATE STREET

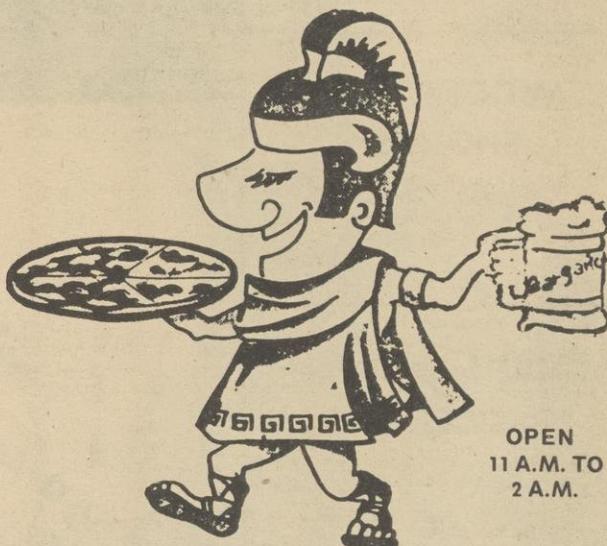
In 1973 Biagio Gargano FIRST introduced
Pizza in the Pan® to Madison.

There's something else new at
Gargano's: SFINCIUNI
called the Peter Pan Pizza®.

Looks like a Pizza.

Made like a Pizza.

But doesn't taste like a Pizza. - It's a delightful
new taste in Madison at 70¢ a slice.



OPEN
11 A.M. TO
2 A.M.

FREE DELIVERY
in the Campus area
257-4070
255-3200

NOW AVAILABLE!

A subscription to the Daily Cardinal

The fall semester will arrive sooner than you think.

Get one of the important things done

now by ordering your subscription to the Cardinal.

**\$7.00 for the academic year
\$4.00 for one semester**

**Come on down to room 2142
in the Vilas Communications
Building or mail in a check
and your fall address to:**

The Daily Cardinal

**821 University Avenue
Madison 53706**

**Then sit back and get ready
to enjoy the finest in
News, Sports, Fine Arts.**

1. **THE PLAZA**
255-7901
Studio, 1,2 Bedrooms

2. **CHALET GARDENS**
271-8601
Studio, 1,2 Bedrooms

3. **MONONA SHORES**
222-4136
Studio, 1, 2, 3 Bedrooms,
Townhouses

4. **MIDDLETON
SHORES**
836-7950
1,2 Bedrooms

5. **CHARING CROSS
STATION**
231-2044
Luxury Apartments

6. **EXECUTIVE EAST**
2²_F 504
1, 2 Bedrooms

7. **LAKE WINDSOR
DEFOREST**
846-4388
2 Bedrooms

8. **OAKWOOD**
221-4545
Studio, 1, 2 Bedrooms

9. **LANGDON HALL**
2²_F 310
Efficiencies, 1 Bedroom

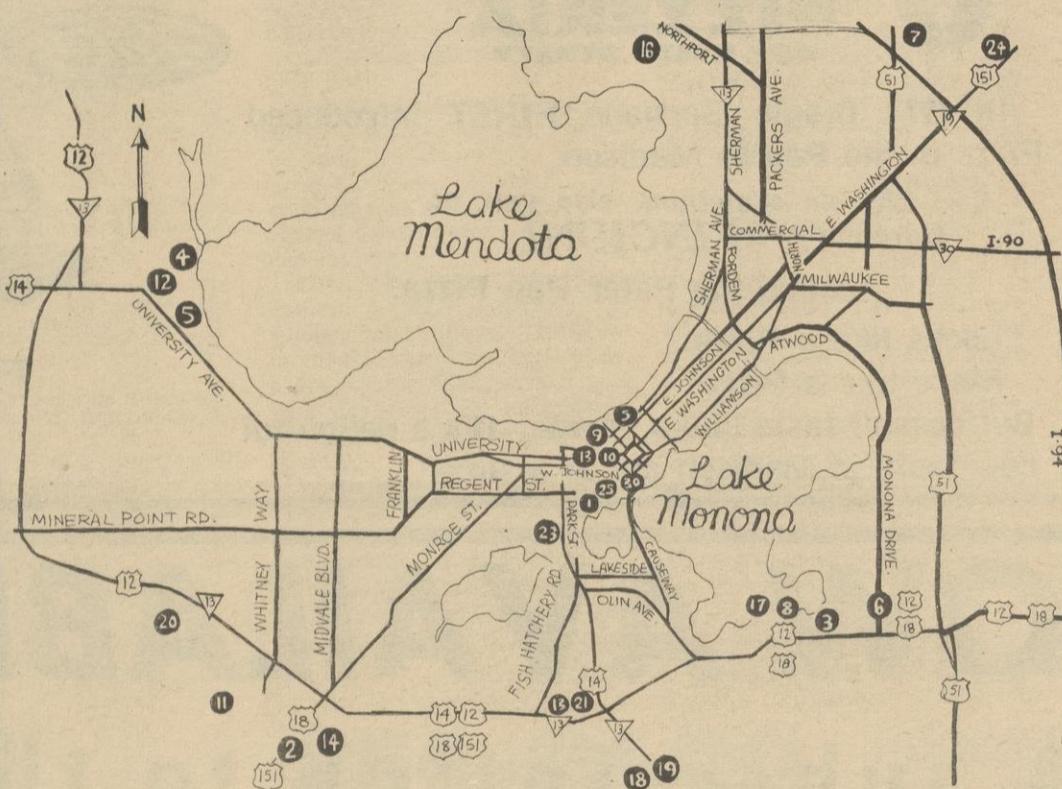
10. **STATE MANOR**
257-3511
Housekeeping Rooms

11. **WESTVALE DUPLEXES**
271-6857

12. **AMHERST DUPLEXES**
836-7950

*Somewhere there's the
perfect apartment for you.*

**IF YOUDON'T KNOW
WHERE IT IS...
CHANCES ARE
WE DO.**



PROPERTY MANAGEMENT COMPANY OF MADISON

625 W. Washington Ave.

257-3511

13. **UNIVERSITY AVE.**
2 FULLY 5605

14. **ALLIED DR.** 271-5860

15. **PETRA PL.** 257-3511

16. **VERA CT.** 249-4876

17. **SIMPSON ST.** 257-3511
2 Bedrooms

18. **ORCHARD ST.**
OREGON
257-3511
Furnished, 1 Bedroom

19. **THE VILLAGE**
OREGON
835-7661
1, 2 Bedrooms

20. **ATWOOD AVE.**
2 FULLY 511
Studio, 1, 4 Bedrooms

21. **CYPRESS VILLAGE**
256-3366
Studio, 1, 2 Bedrooms

22. **HOUSES**
2 FULLY 511
3, 4 Bedrooms

23. **VILAS AVE.**
257-3511
2 Bedrooms

24. **HIGHGATE**
SUN PRAIRIE
837-3303
Luxury Townhouses

25. **MANOR CAMPUS**
255-0605
1 Bedroom

30. **PROPERTY
MANAGEMENT
COMPANY
- MAIN OFFICE**
Ready to assist you 7

Clarence Brown interview

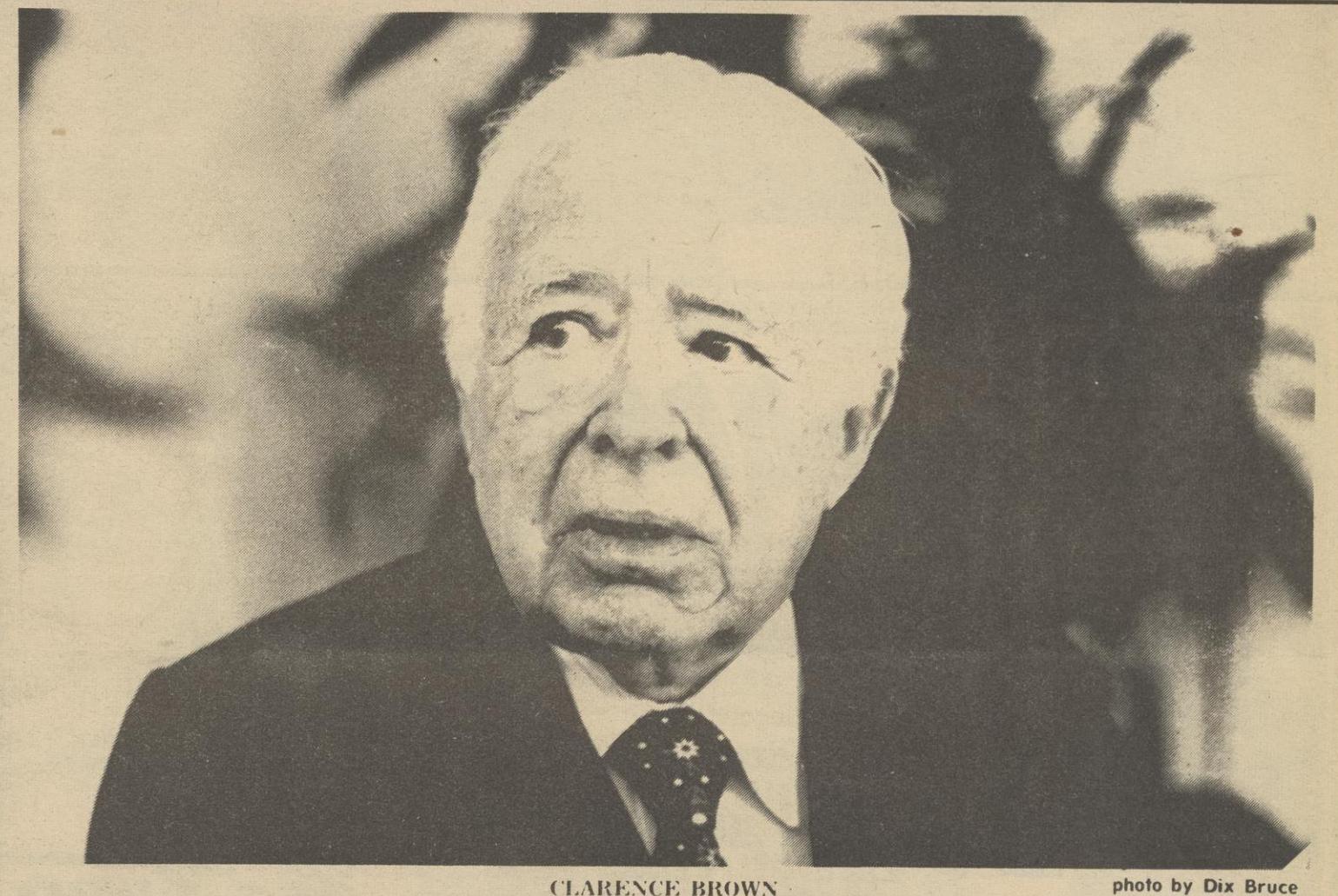
Back to Garbo glitter days

By DEBRA WEINER
and PATRICK McGILLIGAN
of the Fine Arts Staff

Squat, white-haired and rosy, Clarence Brown looked undeniably healthy when we talked with him one afternoon last autumn in Beverly Hills. He is, at 85, duly wrinkled, and a thick pair of black-frame glasses aid his cataract-bothered eyes. But the director of Gable and Garbo, a fugitive from Hollywood who rarely grants interviews, reminisced for several hours without a trace of weariness. When he became ill several years ago, his doctor prescribed a daily breakfast diet of plain Continental yogurt; this he augments with a full afternoon meal daily, from soup to dessert, and a bowl of Grape Nuts each evening. This diet, he says firmly, has allowed him to lead a vigorous globe-trotting life (he lives abroad for much of the year, and is a devotee of certain European health spas) and oversee his vast real estate holdings still, a busy style of life that would stymie a lesser man.

Brown scanned the two-by-three red velvet menu of the Beverly Wilshire Hotel, on this September day, 1974, and ordered indiscriminately—onion soup au gratin, baby sand dabs (a favorite) and caramel custard. He could well afford the luxury since he owns a slice of the hotel, though, he confessed with a wink, it isn't the 'greatest investment' he ever made. "I made a lot of money in real estate, more than I ever made in films," he advised with a sly smile. After exchanging pleasantries with the maître d', Brown proudly produced a copy of the "The Clarence Brown Film Festival" notes (replete with a photograph of the Clarence Brown Theatre at his alma mater) from the University of Tennessee at Nashville retrospective in his honor in 1973. He slid the handsome program towards us, and then turned his attention to the dainty silver salver heaped with toasted rye thins. "Try one," he suggested hospitably. "They're delicious."

Brown is something of a hermit, perhaps, because he would rather talk about his automobiles—his several Mercedes Benz's—than his considerable movie-making career that spanned over three decades. He began his career, in 1910, at the age of 19, as a double graduate in mechanical and electrical engineering from the University of Tennessee, and he has now returned to that first love. "I tinker with cars. That's my weakness," he admitted diffidently, "I still open it up to 140 m.p.h. in the desert." A native of Clinton, Mass., who moved to the South when he was 11, Brown was originally an auto mechanic—salesman before venturing into a \$20-weekly assistant directorship with mentor Maurice Tourneur at Peerless Studios in Fort Lee, New Jersey. Forty years later, fifty Brown-directed films later, including an award-winning quarter century with MGM, the great



CLARENCE BROWN

photo by Dix Bruce

"Garbo is a very sensitive person...I knew she would be a star from the beginning. She had

something none of them had, something that photographed from behind the eyes."

director—a master at lyric lighting, a wizard with certain subjects—summarily retired from the Hollywood scene. Never, after 1953, to return.

EXCEPT ONCE—when, as a special favor to a friend, he guided a friend's daughter around the old MGM backlot several years ago. Even then, he remained the recluse, staying distant from the studio's front offices and preferring to chat with old friends among the technicians. In the last decade, he has viewed only two or three movies—Dr. Zhivago ("beautiful!") and Born Free ("great!"). His early retirement, his retreat to the cottage at the El Dorado County Club, has an unmistakable ring of disillusionment, which he himself only hints at. A super-patriot who was active as a "100-per-cent American" (Motion Picture Alliance for the Preservation of American Ideals) during the blacklisting era in the movie industry, Brown says today that he "retired at exactly the right time" because Hollywood became so entwined, in the 1950's, with foreign production. But if the director of seven Garbo classics, including *Flesh and the Devil* (1926), *Anna Christie* (1930) and *Anna Karenina* (1935), plus such diverse triumphs as *Ah Wilderness!* (1935), *National Velvet* (1945), *The Yearling* (1946) and *Intruder in the Dust* (1949), has

cleanly kicked the film-making habit, it does not mean that Clarence Brown has forgotten. Hollywood faces still prompt smiles. "I last saw Greta two years ago in Paris," he noted. "She was window shopping and wearing a big hat. I slipped up behind her and whispered, 'Hello, Greta!' And she turned around and gave me a great big kiss—right in front of all the people."

This, then (edited from copious notes, because Brown, who never intends to write his memoirs, scorns tape recordings), is the halcyon of his memory—over luncheon, with a genuine pioneer.

I had my first job with Maurice Tourneur for \$20 a week as an assistant director in 1915. He was my master and my lord. I worshipped him. I first started with Tourneur as an assistant director, and I was still an assistant director when World War I came along. I went into aviation for one-and-a-half years. When I came back, I joined Tourneur again. That's when I made my first picture.

Tourneur was making *The Last of the Mohicans* at that time. He produced and I was his assistant. But he fell off a parallel when the picture was no more than two

weeks old, and I had to do practically the whole picture with him in the hospital. "Is this okay, is this okay?" I'd ask him from his bedside. My schooling in pictures was from Tourneur, who was a great artist. I learned about composition and lighting from him. I wasn't influenced by my other contemporaries, although I copied from myself a couple of times. But a man's got a right to steal from himself, doesn't he?

HOW DID I go to work for MGM? It's a long story. I wouldn't know where to start, it's so long and complicated. I had made several successful pictures, including *The Goose Woman* (1925) and *Smouldering Fires* (1925) and *The Eagle* (1925) with Valentino. I was still working for Tourneur, and I bought the rights to this story. Soon after, someone told me that MGM was going to make that story. "Impossible!" I said, "I have the rights for the story from the author." Well, MGM called me down to their attorney's office. The attorney said that the paper I had to the story was wrong, and that the story was in public domain. "We understand that you put up some money for his," he said, and I had. I had paid \$1500, which was \$15 million at that time. "We want to pay you for it," he said. He handed me a check for \$1500. I tore it up into little pieces

and dropped it on the floor. "I'm sorry," I said, "It's not for sale." The attorney called Thalberg and told him I wouldn't sell it. "See if he's got a price for it," Thalberg said. Right off the top of my head, I said, "\$15,000." He told Thalberg, "His price is fifteen thousand dollars." Give it to the son of a bitch," said Thalberg, "but he'll never work a day in his life for MGM." Within a year, I had a contract with MGM, and worked there for 30 years—never anywhere else.

Except once—I was loaned out to 20th Century Fox because they wanted to make a picture with Myrna Loy called *The Rains Came*. She said she wouldn't make a picture without her director. I was her director. Now I had a 100 per cent iron-clad contract with MGM, and I told Thalberg I didn't care to leave. "I'm very happy here," I said. He told me to go on over to tell 20th Century that I didn't want to make the picture. They made a date for me to go over. I walked into Zanuck's office and waited for about five minutes, until he finally called me in. He was swinging his thing, which is what he always did while he passed the time of day. "Well," I told him, "I understand you are a son of a bitch to work for." With

continued on page 2

LATE SUMMER SALE
thru Aug. 25

BIGGEST EVER!
10-50% off

LeCarrousel
224 State

Native Tongue
226 W. Gorham

Brown

continued from page 1

that, he really started swinging his thing. After a while, he cooled off. "Mr. Brown," he said, "If you make this picture, you'll reserve that statement until after the picture." And I had the happiest time ever making that picture. I had the run of the studio. I even had Shirley Temple's six-room bungalow. It was a successful picture, too.

Fox was very good to me. At MGM, I had to fight for my freedom. It was a studio of departments. Each department worked for itself, to make money for itself—and not for the studio. Camera, art, costumes, everything was a department. Each department head tried to cut everything they could in order to get their books to shine. But I fought them all the way. If I didn't get what I wanted, I'd make them tear it down and build it again. Eventually, they'd give me everything I'd need to make a 35mm film, from every angle of production. But I had to fight for it.

LOUIS B. MAYER? He and I were always friends. Wonderful friends. Never an argument. From the day I met him until the day he died—and he practically died in my arms. I wasn't like von Stroheim. Mayer never raised his

voice to me in 40 years, and he never locked me out of his office. After he retired—his last six or seven years—we were practically never separated.

I got along with Thalberg too. I'd be working with a writer on a script, and we would come to a scene that we didn't know how to go around. We'd call Irving and go up to his office and 15 minutes later we'd come out of his office with a scene that was probably the best one in the picture. A genius, an absolute genius. I say that unequivocally. It's a pity he died so young.

I worked differently from a lot of people, you know. My cameraman, Bill Daniels, would follow me around in rehearsal, both of us thinking of set-ups. I always expected the cast to know its lines when they came in for scenes. We'd shoot the whole sequence and later cut it up into scenes. We'd do the long shots first, and then cut it up into closeups. In *A Free Soul* (1931), there was a scene with Lionel Barrymore, who was playing an attorney in San Francisco. His big scene was when he got up before the court and pleaded for his defendant's life. When he finished, he drops dead to the floor. Well, he just played the hell out of it. Everyone in the studio was applauding him afterwards. He came to me and said, "Clarence, I haven't got it anymore. I've given it everything I've got. I don't know about closeups. 'Don't worry,' I said, 'I've everything I want. I had six cameras on the scene, and we shot every angle we wanted.' And he won the Academy Award.

I HAD MY hand in everything, though I don't write at all. I admit, I couldn't write a line. But I can tell good writing when I see it, and when I wanted to change a scene in a script, I always sent for the writer. Frances Marion did a script for me—a brilliant writer—and I did one picture each with Anita Loos and Dorothy Kingsley. I refused some stories, of course. Oh god, yes. The story is the most important element. Without a story, you can try and work your heart out, but if you haven't got a story, you haven't got anything. Usually, I went to them with a story I wanted to do. But I did take a couple sometimes to keep the big stars, who were getting \$5000 a week anyway, from being idle. But, usually, I

(continued on page 4)

"WINNER OF THE DAILY CARDINAL'S FIRST & SECOND ANNUAL PIZZA POLL"

Gargano's
PIZZERIA
437 STATE STREET

DOZENS OF VARIETIES OF PIZZA

Now Serving
on the Second Floor
Pizza
IN THE PAN
CALL: 257-4722

FREE DELIVERY IN CAMPUS AREA—CALL
257-4070 OR **255-3200**

Take One from column A, column B, column C
Add them up!!

COLUMN A

SANDWICHES

Smoked BRATWURST	.85
Rib-eye STEAK	1.15
Canadian BACON	.85
Quarter Pound BURGER	.75
Summer SAUSAGE	.75
FISH	.65

COLUMN B

SOFT DRINKS

Coke, Tab, 7 Up, Squirt	.25
Milk	.25
Coffee, Iced Tea	.20
Hot Chocolate (In Season)	.25
Chocolate Shake (Ice Milk)	.30

COLUMN C

SIDE ORDERS

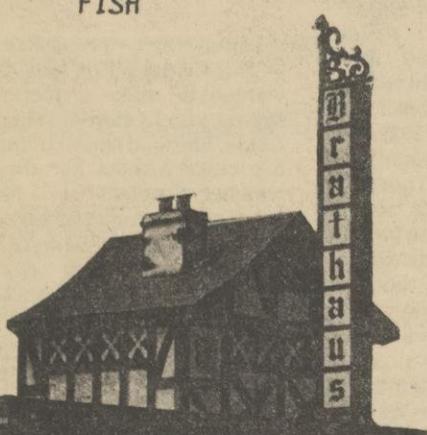
French Fries	.40
French Fried ONION CHIPS	.40
SOUP of the Day	.40

We will better your answer by

15 - 25¢

BASKETS: Sandwich; Choice of Fries, Soup, or Onion Chips; Soda, Milk, or Coffee

Smoked BRAT BASKET	1.30
Rib-eye STEAK BASKET	1.55
Canadian BACON BASKET	1.30
Quarter Pound BURGER BASKET	1.20
Summer SAUSAGE BASKET	1.20
FISH BASKET	1.10



The Brathaus
603 State Street

Limited
Engagement!
TOM & DAN
appearing
during
Registration Week



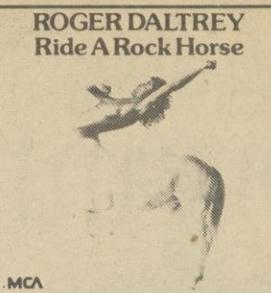
features great savings on all kinds of music: You'll find examples on this and the next page. We pride ourselves on our complete selection of rock, folk, jazz, classical, shows and soundtracks, blues, comedy, children's records and etc. We're always having Special Sales in several of these areas.

Rock THESE LP's ON SALE \$3.99 per disc

We've also a good selection of cut-outs and specially priced budget rock albums including Beginnings—Allman Bros. Band \$3.99
Preservation Act I—the Kinks \$2.19
Round 2—Stylistics \$2.49
Eric Clapton w/ the Yardbirds \$2.19
Charlie Parker Live Sessions \$2.19
Hold On I'm Coming—Herbie Mann \$2.19



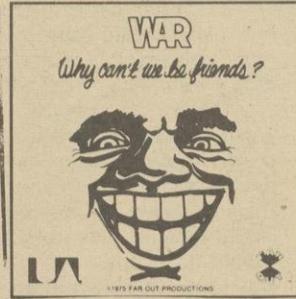
JEFFERSON STARSHIP
RCA



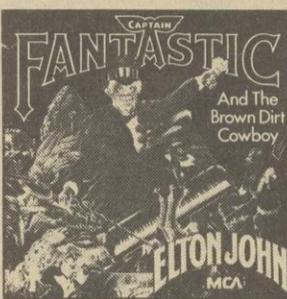
ROGER DALTRY
MCA



SPINNERS
ATLANTIC



WAR
UNITED ARTISTS



ELTON JOHN
MCA



MINNIE RIPPERTON
COLUMBIA



B.T. EXPRESS
ROAD SHOW



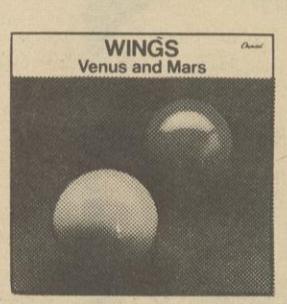
ISLEY BROS.
PHILADELPHIA
INTERNATIONAL



VAN McCOY
AVCO



EARTH WINE & FIRE
COLUMBIA



WINGS
CAPITOL



STYLISTICS
ARCO



Two of the finest and rarest albums by one of the most influential leaders of the new music. The Transition and United Artists albums are brought together with one original tune released here for the first time.



For the first time, the complete Aladdin combo recordings in one package. Rare recordings considered among the finest by this tenor saxophone giant and leader of the bop era.



A new album from the most exciting guitarist on today's scene. Dom Minasi is the epitome of elegant sophisticated lyricism.

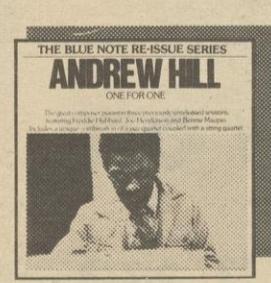


658 STATE ST.
257-4584

STORE HOURS
WEEKDAYS TIL 9
SATURDAYS TIL 5:30
SUNDAY NOON-5



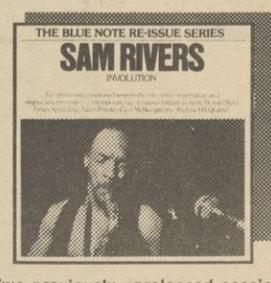
An inseparable team in creative jazz circles during the late 50's. This album includes two Paul Chambers sessions featuring John Coltrane, plus a newly discovered session from that period released here for the first time.



The great composer/pianist in three previously unreleased sessions, featuring Freddie Hubbard, Joe Henderson and Bennie Maupin. Includes a unique combination of a jazz quartet coupled with a string quartet.



Two previously unreleased sessions featuring the great saxophonist in quintet and sextet settings. Featuring brilliant solo work by Lee Morgan, Charles Tolliver, Larry Willis, Larry Ridley, Don Moore and Jack DeJohnette.



Two previously unreleased sessions by one of the most mature and original saxophonists in contemporary jazz. Features brilliant work by Donald Byrd, James Spaulding, Julian Priester, Cecil McBee and the Andrew Hill Quartet.

Specially Priced
2-Record Sets

\$4.79

JAZZ
The Entire
BLUE NOTE
Catalogue

ON SALE
\$3.99
per disc



Brown

(continued from page 2)

went to them with a story I wanted to do. I found them everywhere. I'd pick a script out of the gutter, if I liked it. I found the story for the first picture I ever made, *The Great Redeemer* (1920) in a newspaper. A priest wrote the script for *Angels in the Outfield* (1951), and I loved it.

My first picture with Garbo, *Flesh and the Devil* (1926), was a silent. I made seven pictures with her, nobody else could make over two. I had my way with Garbo that didn't embarrass her. Garbo is a very sensitive person, and, in those days, directors used to yell from behind the camera. I never—never—gave her directions in front of anyone else. I would tell her privately what she should do. I knew she would be a star from the beginning. She had something none of them had, something that photographed from behind the eyes. I took very few takes with Garbo. She was always up on her lines. Sometimes she wasn't happy with her scenes; sometimes, after four or five takes, she still wouldn't be happy; but when you saw her on the screen, oh, something was there.

She had only made one picture or so in Europe before coming to MGM, with Mauritz Stiller, who discovered her. Stiller was

assigned to direct her but he spent so much money on her that Metro eventually took him off the film. He then went to Paramount. But he was madly in love with her. He was the only real love of her life. He was the man who made her an actress. But, after they came to the United States, he went to Paramount and she went to MGM, and that's when she fell in love with John Gilbert. Stiller went back to Sweden and died of a broken heart. That's why she never married. Don't ask me about the details. I know, I was there. Certain things happened.

I DIRECTED her in her first picture, *Flesh and the Devil* (1926), with Gilbert. We had cast Gilbert and then decided to make it the first big picture for Garbo, even though Gilbert had never met her. I was worried about whether he'd like her or not. But when they met on the set—I introduced them—it was love, immediately. That's why the love scenes came off so well. They went for each other like hook, line and sinker. Real love. It came right from both of their hearts. They showed me how to do a love scene. And I'm no prude. I've been married four times, the last for 27 years—the only love of my life.

Her first talking picture was no problem. We picked a story in which the star was a Swedish whore (Anna Christie in 1930) so she had the dialect already made.

"Garbo Talks," read the posters. That was all that was needed. She was MGM's most popular star though, you may not realize this, she was more popular in Europe. During World War II, when the European market went right out the window, things got rough. MGM, you know, had made the European theaters take all the other pictures before they could get Garbo. Now, MGM thought the American market for Garbo was going to go too, and thought that it could not even afford to make her pictures. Even though she only had one more picture to do on her present contract, Mayer called her into his office and handed her a check for \$200,000—for a picture she wasn't going to make. "I can't take that," she said, "I haven't made the picture." She returned the check and never made a picture after World War II. Quite a gesture. That was Garbo. By me, she could do no wrong.

Some people call me a woman's director. I guess, because in my day the thinking was that to make a picture, all you needed was to take a little shop girl and wind up with her married to the governor of the state. The true-to-life shop girl goes to see the picture and thinks, "Maybe I can do that too." But I guess the real key to my success was love stories. You can't miss with a triangle love story. When you put on a billboard, *Wife versus Secretary* (1936), with Harlow the harlot, Loy the wife and Gable the man, you don't need a story. You've got all you need right there. Yeh, Gable was the greatest male ever on the screen. Valentino may have been the greatest women's actor. But men liked Gable and women liked Gable. He had them all.

BUT YOU KNOW, one of my best pictures had no women in it at all, *Intruder in the Dust* (1949). When I was 16, I spent the summer in Atlanta, Georgia. There, I went through a whole race riot. I saw sixteen black men murdered by mobs. It made quite an impression. So when I read this story, I didn't walk, I ran up to the front office at MGM. "I've got to make this picture," I said. "You're nuts," said Mayer because the hero was a black man. "If you owe me anything, you owe me a chance to make this picture," I said. "Okay, go ahead," he said. I had trouble, too. I made the picture on location with the people in Oxford, Mississippi. They didn't want me to make it originally. So I went before the city fathers and told them that if I didn't make it down here, I would make it in Hollywood anyway—the way I wanted to. So, finally, they agreed. The first showing was in Oxford, and all those people loved it. It was the greatest night ever in Oxford. There were four pictures that came out at that time about racial difficulties. I started first, but Metro's wheels grind very slowly. Mine was the last, but by far the best, that came out. I even had a riot in the picture. It was pretty damn good. Well, I got an award from the British Academy, but nothing from the United States. Too hot to handle.

I tried historical films too—with so much history, that when I made *The Gorgeous Hussy* (1936), about Andrew Jackson, I set my native state, Tennessee, on fire. I had done pretty thorough research, and I had found out that Mrs. Andy Jackson smoked a pipe. So we had Mrs. Andy Jackson sitting on a rocker, in front of the fire, smoking a pipe. When we ran it in Nashville, I thought the people there were going to hang me by the heels. They were furious about Mrs. Jackson smoking that pipe. We wrote back and told them, "Sorry, but we can't change history."

My favorite picture ever, though, is *The Yearling*. Victor Fleming, one of the greatest directors, originally started the



257-6211

Luigi's Pizza & Subs

462 STATE STREET

When you check out State St...Check out Luigi's - Pizza by the Slice

Cheese Slice - 48¢
Sausage Slice - 59¢

Free Delivery

\$1.00 OFF

any 16" Pizza

1 coupon per pizza

valid thru 9/1/75

75¢ OFF

any 14" Pizza

1 coupon per pizza

valid thru 9/1/75

50¢ OFF

any 12" pizza

1 coupon per pizza

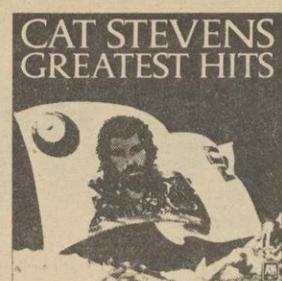
valid thru 9/1/75

**"Try Luigi's and find out
all pizzas are NOT the same!"**

257-6211

(continued on page 6)

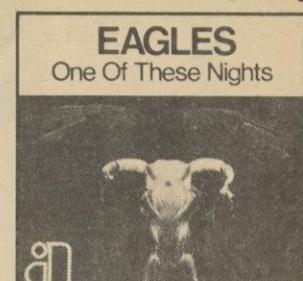
FOLK RECORDS AT A SAVING



CAT STEVENS GREATEST
A&M \$3.99



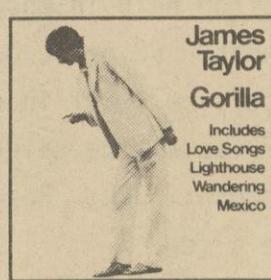
JOAN BAEZ LATEST
A&M \$3.99



EAGLES
ASYLUM \$3.99



JANIS IAN
COLUMBIA \$3.99



JAMES TAYLOR
WARNER BROS. \$3.99



POCO'S GREATEST HITS
COLUMBIA \$4.79



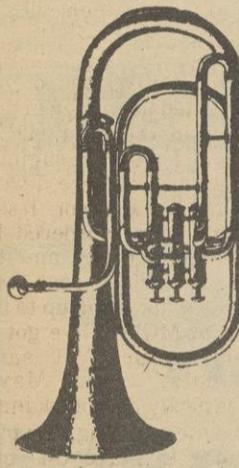
BOB DYLAN
AND THE BAND
THE BASEMENT TAPES
COLUMBIA \$5.96



NEW DOC WATSON
POPPY \$4.79

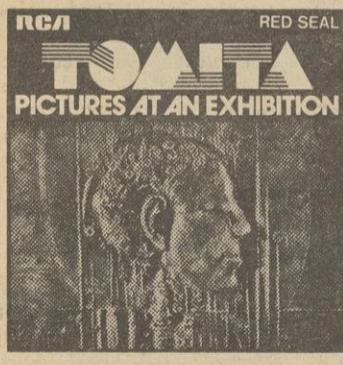


WILL THE CIRCLE
BE UNBROKEN
UNITED ARTISTS \$6.98



The classics

Each album shown here
is specially priced
as marked



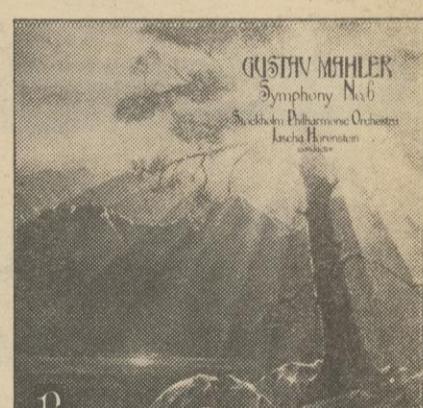
TOMITA
RCA \$3.99



SIEGE OF CORINTH
ANGEL
3-RECORD SET \$12.97



BEETHOVEN 5th
DGG \$4.79
BRAND NEW



MAHLER 6th—HORESTEIN
NONESUCH
2-RECORD SET \$4.59



STRAVINSKY: PETROUCHKA (Original Version)
London Philharmonic Orchestra/Bernard Haitink.
6500.458

PETROUCHKA
PHILIPS \$4.79

658 STATE ST.
257-4584

STORE HOURS
WEEKDAYS TIL 9
SATURDAY TIL 5:30
SUNDAY NOON-5

discount
records!

SPECIALIZED SOUND SYSTEMS

Specialized Sound is not a discount department store.

Specialized Sound is not an electronic playground.

Specialized Sound is not a new link in anybody's chain.

Specialized Sound is fifteen years old. In that time, thousands of people have come to us for help in choosing quality components to fill their specialized needs. We pride ourselves on having the most knowledgeable sales and service staff in central Wisconsin.

Specialized Sound carries a wide selection of the finest names in the audio industry: McIntosh; JBL; Bozak; Marantz; Tandberg; Sony; Miracord; to name a few.

Specialized Sound has equipment for people whose requirements are more esoteric or demanding than can be met by most home Hi-Fi gear. We have used this equipment to create sound systems for specialized applications ranging from recording studios to recreation rooms; from high school auditoriums to highrise efficiencies.

Specialized Sound can help you choose the best equipment for your listening needs, be they modest or monumental. Try us. We are at

621 S. Gammon Road
at the corner of Gammon & Seybold,
two blocks south of WesTowne Mall,
M, W, F: 10-9; T, Th, Sat., 10-5
(608) 271-7744

Brown

(continued from page 4)

what his favorite films were. He said, Bridge of San Luis Rey, some other big ones, and then he mentioned another ditty, Angels in the Outfield. Well, I read this, and when I heard he was playing golf at a nearby course here in California soon after, I introduced myself as the director of Angels. We became very good friends. He was crazy about the movie. He had personally worn out three copies of the film. Once he told me, "I could see it one hundred times but my friends are getting sick of it." Another time, he called me up because he wanted to show Angels to some friends but he didn't have a print available. "Can you get me a copy?" he asked. But I didn't own one, MGM didn't do that. So I got on the phone—this was on a Saturday morning—and called up some rental companies in Los Angeles, and finally I managed to locate a print. I sent it over to the Santa Monica airport and his personal helicopter picked it up. And he showed it that night. Well, the weekend passed, Monday morning arrived and he didn't return the print. I was a little worried because it didn't belong to me. I called up and discovered that it was packed aboard his plane, bound for Washington—he intended to take it along. I didn't know what to do but finally I got hold of him and explained the matter. Well, what do you know? He sent it back to the airport on his helicopter.

I HAD A WAY with kids, I guess. I get along with them very well. I directed Liz Taylor's best picture, National Velvet, and she says that too. She was just a punk kid in the studio school, with violet eyes and a beautiful complexion. But we got along fine.

I also made one of President Eisenhower's favorite films, Angels in the Outfield (1951). I found that out when, during one interview, Eisenhower was asked

picture. But he had just come off the greatest picture ever made, Gone With the Wind, and he just wasn't at home with three people. He went on location to Florida and tried, but it was lousy. They shelved it for a year, and then I took it up. Fleming's problem was the kid. He was lousy. They had publicized in all the papers down South that they were looking for a boy to play in The Yearling. All the mothers brought their kids, from two to twenty. When I shot the picture, I went to seven different cities myself, looking for the right kid. I told everyone, even the teachers, that I was a building inspector. I was in Nashville, the day after Valentine's Day, and I saw this boy (in a fifth grade classroom at Nashville's Eakin Elementary School) taking down the valentines from the wall, and I knew it was him. Claude Jarman, Jr. He was only ten years old. Almost an alley kid. He had never seen a film, even a camera. When I first talked to him, I told him I was from the University of Tennessee and that I was hunting for football players—and I wanted to start early. He fell for it. His parents didn't want any part of it at first, but finally they agreed. He won an Academy Award on this picture. And he later played the boy in Intruder in the Dust, when he was six feet four inches.

I retired at exactly the right time. The picture business, as we knew it then, had gone completely to hell. They go all over the world now. They don't make them in Hollywood now. It got to the point that I felt I had had it. When I signed my last seven-year contract with Louis B. Mayer, I told him, this is it. "I'm going to go out that door and down the street and never come back." And that's exactly what I did.

ROCKY ROCOCO PAN STYLE PIZZA

Winner of the Daily Cardinal's 1974 Pizza Poll



411 W. Gilman (at State)

Whole Pies, Sandwiches

Schlitz on Tap, Salads

Delivery 256-0600

TWO LOCATIONS

HRS.
11:30-1 A.M.
Fri. & Sat.
11:30-2 A.M.

651 State St.

Slices, Sandwiches

LOOK AT THIS

INFINITY  **YAMAHA**

Technics
by Panasonic

THORENS

MAXELL

PHILIPS

Wollensak

ADVENT

SAE

CONCORD

TEAC

PE

 **KENWOOD**

BOSE

ESS

SUPERSCOPE

SONY

BSR

BENJAMIN

Miracord

AR

Dual

ma

 **PICKERING**

 **SHURE**

tempest

Phase Linear

 **SENNHEISER**

marantz.

 **KOSS**

**Nowhere Else Can You See And
Hear All These Brands Under One Roof**

**SPECIAL
SPECIALS**

	LIST	OUR PRICE
SANSUI 210	180	99
SANSUI 441	220	159
SANSUI 661	260	188
PIONEER SX 1010	700	520
PIONEER QR 949	700	550
AR XB 91	175	104
YAMAHA CS 70	380	250
KLH 31 PAIR	100	68
DYNACO A10's PR.	120	69
KLH 23	130	74

Midwest
Hifi®

544 STATE ST. MADISON
112 1st ST. WHITEWATER

FREE

30 ft.

18 Ga. Speaker Wire

Coupon
Expires Oct. 1, 1975



By ABIGAIL FEELY
of the Fine Arts Staff

Here is a list of music available in the Madison area during registration week. Some places know they will have music booked but as of press time they are not sure who they will have. In these cases we have mentioned the kinds of music they have had in the past.

ATHEN'S RESTAURANT—401 W. Gilman (256-6251). John Russo's Dixie Jazz Band plays here every Thursday night. No cover charge.

THE BOARDWALK—437 W. Gorham—(251-1306)

In the past they've booked Blue's musician Luther Allison, the Chicago Daily Blue's, folk groups, and soft-rock. During registration week they plan to have someone every night. No cover charge.

BRATHAUS—603 State Street—(255-5736)

Local groups, usually small, that play jazz, rock, and folk-rock. No cover charge.

CARDINAL BAR—418 E. Wilson Street—(251-0080)

The bar itself is so popular the owner was reluctant to impart any information that might attract new customers. It's a mixed crowd of gay and straight and they'd prefer to cater to the former clientele. The first and third Thursdays of each month, Lynette sings. Women are encouraged to come on this night. No cover charge.

THE CHURCH KEY—626 University Avenue—(257-1122) August 24 is Blue's Night. Kid Jimbo and the Bad Manners Blues Band will be back-up to Mighty Joe Young, a Chicago based Blue's group. A local Madison rock and roll band, Punch, will play the 25 and 26. Specials are planned for the remainder of the week. Cover charge varies from 75¢-\$2.

THE CONCOURSE—1 W. Dayton—(257-6000)

The Chuck Evans Duo and The Messengers play Monday through Saturday all year round. Starting time is 8:30. No cover charge.

LA CREPERIE LTD—508 State Street—(251-9554)

Karlos Moser and the New Hyperion Foxtrot Orchestra, a New Orleans' Jazz band founded by Rick Mackie, will be playing the 28 through the 31. They specialize in Jelly Roll, Armstrong, 1895-1930 jazz. Starting at 8:30 they will be followed by the Liebeslieder Quartet, a vocal group. A cover charge of \$2 per person.

DANE COUNTY COLISEUM—Fairgrounds—(257-5686)

Helen Reddy, tickets at \$6.50, \$5.50 and \$4.50 for August 22. Full Coliseum reserved seating.

THE GALLERY INN—114 King Street—(251-9998)

Live music nightly. Tom the Trumpet, John Thulin play there. Dawn Ferris sings folk songs

every Tuesday night. Fridays and Saturdays they have a piano man. No hard rock. Mostly folk, Blues and jazz. In the past they've had Blue's singer Tony Brown and country bluegrass musician Scott Free. Wednesday night is open-mike nite jam session. No cover charge.

GOOD KARMA—311 State Street—(251-1555)

They have had folk guitar singer Odetta, Mimi Farina, and jazz musician Pharaoh Sanders. Temporarily they have no plans, but if their collective decides to reinstitute their music program it will probably be after school starts. They are still open for musical benefits.

JOHN LAUGEN'S WAREHOUSE—1206 Regent Street—(255-5736)

August 27 Big John Kaveny, an all-around singer, will play. Thursday and Friday Johnny will have the Blue Light, a country rock, boogie band. No cover charge.

PARK MOTOR INN—22 S. Carroll—(257-8811)

Bob Leyson and his 16-piece orchestra play every night in the ballroom. Greg Thomas and Dean Richard, a duet, perform Wednesday's in the Circle Bar. No cover charge.

THE STONE HEARTH—103 N. Park—(256-1171)

They aren't booked for registration week as of press time. One-half of Fireside Theater will be there early in August. In the

past Earl Scruggs, Heartsfield (progressive country), and Bluegrass-fiddle-player Vassar Clements have performed. Locally they've had Sunblind Lion and The Beans, both rock groups. Cover charge varies with the groups booked. Average for the big-names is \$3.

WISCONSIN INN—852 Williamson—(256-8211)

They don't plan to start up until school's in session. They book folk, jazz, country, rock and blues groups. Drinks go up 5¢ and no beer is on tap when they have bands.

WISCONSIN UNION—800 Langdon—(262-2214)

Mon., 25, (4-6 p.m.) Jeannie Stout, a local jazz group. If it rains they'll be located in the Rathskellar. Otherwise they'll perform on the Union Terrace.

Tues., 26 (4-6 p.m.) Mills Street Foundation, a local soft-rock band. Robbie Clement, folk-singer, will follow at 7-10.

Wed. 27 (4-6 p.m.) Buzz Gunderson, a country and western man. At 6 p.m. Bern Weisensel will play for square-dancers on the Union Theater terrace. If it rains he'll move to the Rathskellar.

Thurs., August 28 the jazz band Regalia will play from 4-6 p.m. The Union South will feature folk-singer Mac Robertson at the Red Oak Grill from 7-9 the same night. Friday, August 29, rock group Kinetic Energy will play from 4-6 on the Rathskellar terrace at the

Memorial Union. There will be a sock hop from 7-11 on the Theater Terrace with DJ Fred Fuhler. The Union South will have folk-singer Don Hyink in the Snack Bar, 6:30-8:30.

Sat., 30, the Union South will have Easy Street playing on the Terrace from 8-11. Easy Street does a little of everything. Saturday activities at Memorial are indefinite as of press time. Sunday there will be Polynesian Dancers from 4:30-6:30 on the Cafeteria Terrace.

Monday, Labor Day, a folk-singer is scheduled. All listed activities at both unions are free.

GORDON COMMONS—(262-6980) Nothing confirmable is planned for registration weekend but they will have a local rock group and perhaps a polka and a folk band for Tues., August 26 and Thurs-day August 28.

In addition to these listing we suggest you try your local library wall for notices of street musicians, and concerts in Mills, Eastman or Morphy Hall in the Humanities building. You can also try the YMCA on 306 Brooks Street, and the Madison Parks Department.

ATHEN'S RESTAURANT—401 W. Gilman—(256-6251) John Russo's Dixie Jazz Band plays here every Thursday night. No cover charge.

Dance to the music



Last call for alcohol



By ANDREA Z. SCHWARTZ
and MICHAEL KIENITZ
of the Fine Arts Staff

Pinnacled atop the Park Motor Inn at 22 South Carroll Street, the Top of the Park offers a grand close-up view of the town and its rich elite. Right outside this bar's windows glares the night-time neon Capitol dome. Inside, the clientele is mainly successful Madison businessmen and their wives. The drinks are priced for such purses.

Steve Hunter, bartender, says, "The drinks here are more expensive, but we pour a better quality bar booze." Sure. Order your Jack Daniels (\$1.35 a shot here) elsewhere.

The Top of the Park does not serve taps. Domestic beers are 75¢ a glass and export is five cents more.

THE ONE REAL saving grace of the Top of the Park is their bar treat. A cheddar-cream cheese nut log and crackers are set out on the bar counter every day at 5 p.m. The trick is to be there at 5 because it is quickly devoured and not set out again till the next day. It's free; order a 35 cent coca-cola and you've got dinner.

A.Z.S.

The Main King Tap Room, at 106 King Street, may well be the most interesting if not the most curious bistro in town.

The beer is the cheapest: 25 cents for a Hamm's tap; the conversations the best: Honey, living with my husband isn't that bad—I've sat on an ant hill one time; and the shots the brimmingest: 60 cents for Jack Daniels up to 90 cents for Seagram's.

THE MAIN KING attracts a motley crew of working men and women, fallen belles from the south county, high school loose teens (minds proliferating with invented birthdates), Madison old-timers and an occasional lone reporter.

IT'S A GOOD place. The pool table's active.

A.Z.S.

The Caribou Tavern, 703 East Johnson, is a dark little dive comforting to me by virtue of its amicable bartenders and their generous pouring hand.

While shots here range from 60 cents for bar booze (usually cheaper brands the management keeps on house)—Fleischmann's Gin, 5 Star Brandy, Paul Jones scotch—for customers' unspecified requests like "gin and tonic" to a dollar for call (brands of liquor specifically requested, usually more esoteric in nature and expensive than bar booze) a good buy is to order any brand straight on the rocks. That is, double shots for the price of one shot.

TAPS ARE 35 cents.

The Caribou is a man's bar and the men who frequent it are the neighborhood cops, firemen and mailmen. But don't let that deter you. The atmosphere is consistently jovial and at worst only interesting. A woman or two alone in this bar will not be harassed as bed-time prey or for "invading" such a male dominated club but can reasonably expect to find herself the center of attention and enjoy a number of complimentary beers via the crowd. Good clean fun.

The grill is open from 11 a.m. to 10 p.m. and serves the cheapest grilled cheese sandwiches in town. Forty cents.

BESIDES THE PEOPLE, the beer and the cheese sandwiches, the animal based decor is worthy of recognition and perhaps meditation. The walls are ornamented with stuffed sword fish, some in the act of readying themselves for swallowing the smaller fish hung in front. Deer heads are prominently mounted above the pinball machine and a goat's head guards the back exit.

A.Z.S.

If you yearn for thick crowds laced with quaaluded bodies, the Plaza Tavern, 319 North Henry Street, is the place for you. The bar is ever agog with bright lights

and the incessant ping and flash of multiple pinball machines. This is a gaudy gin palace, a bustling cove one invades in search of familiar faces—a place to seek and be seen. To be on your own, alone, is sheer madness.

Taps are 35 cents and drinks range from 55 cents to about a dollar. Plazaburger, it is said, is decent but expensive—95 cents. The french fries are french fries, that is, they're adequate and adequately priced at 35 cents. Table service, a rarity in Madison bars, is available here.

—A.Z.S.

Shamrock Bar, 117 W. Main. Though not many members of the I.R.A. frequent this bar, there are still a number of leprechauns in front of and behind the bar. The color T.V. is often on and a rather sad assortment of sandwiches are available. For example their bratwursts are really just smokey links cut in half and placed on soft-twist bread. Drinks are so-so but prices are good, and low. It's a spot frequented by Madison's "working press" which could explain why it's not very often crowded. Music is supplied by radio.

M.K.

Nick's Bar & Grill, 226 State St. This place is from somewhere out of the past, how far back one wishes to go depends on how heavily one drinks. The atmosphere is suave mid-western. Decor is almost art deco but bordering on kitsch. They serve good food (small portions) and drinks. In the old anti-war movement days it was a place where affinity groups gathered in mid-evening for strategy sessions and celebrations once targets (R.O.T.C., A.M.R.C., etc.) had been successfully altered. One hundred proof aged in funk.

M.K.

THE GALLERY, AT 114 King Street, was formerly owned by the Son of the Buy and Sell shops which means that the decor was made up of whatever people wanted to buy

or sell. Stained glass, ornate wood, and fancy light fixtures make this bar one of Madison's tripping delights. Alas, the large glass display case which once housed an interesting array of optical recording instruments (cameras) has now been filled with an assortment of beer cans and bottles.

The entertainment is often euphoniously boring live music which most customers seem oblivious to. One outstanding performer, however, who keeps them coming back is Pete the human trumpet. He plays with himself.

—M.K.

SPARED FOR AN indefinite time from the monstrous design of the monied and the want-to-be monied, Bob & Gene's at 619 University Avenue has the dubious distinction of being the only building on the block still standing.

Known as the favorite watering hole of the Daily Cardinal and Free For All staffs, the ink or newspaper talk and occasional dispute runs as freely as the beer. Schlitz taps are 35 cents and are poured in a seemingly endless flow from day to night by seemingly weariless bartenders.

All drinks, pitchers and beer are 20 per cent cheaper Tuesday, Thursday and Saturday nights from 10 p.m. to bartime. Good deal.

FRENCH-FRIES (40 cents), served each day until 6 p.m., are probably the juiciest and best-sized portion this side of Coney Island's Nathan's.

Beware the sloe-gin fizz crowd that assembles at the back tables every Wednesday and Friday night from 7:30 p.m. till about 9 and Sundays at 2:30 p.m. for euchre parties. There is always enough going on at the bar, however, to ignore and keep a safe distance from the euchreites.

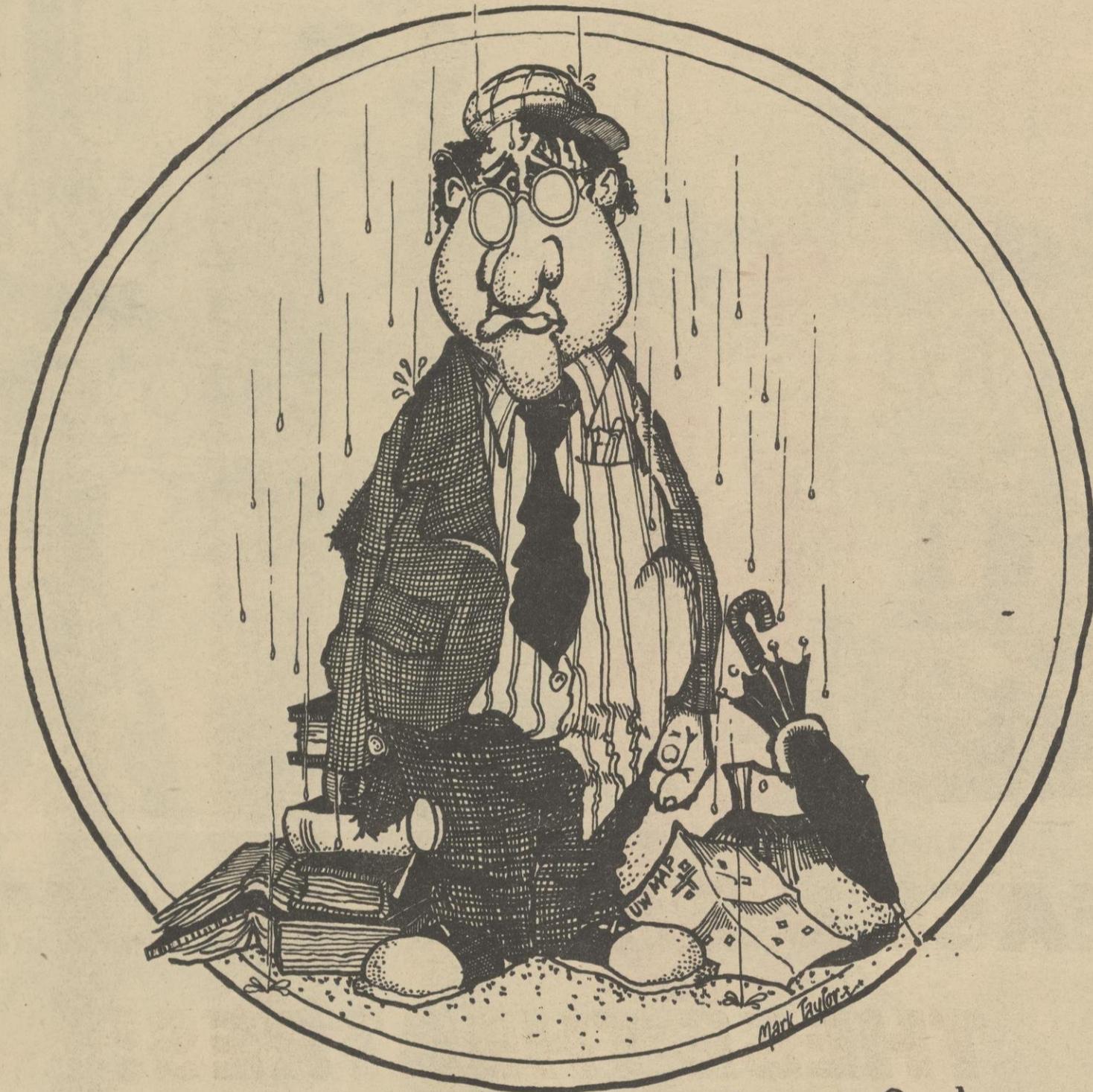
The jukebox offers a good mixture of jazz, soul and R & B. There are two pool tables and an assortment of pinball machines. The action is fast and frisky.

—A.Z.S.

MARTIN'S

427 State, Your LEVI'S Headquarters

Men's
Fashions
and
Midwest Western Wear



First you boarded the wrong plane in Omaha and ended up in Beaver Falls Montana. Once on the right plane you sat on the box of cookies your Mom sent along.

Once in Madison you bent down to tie your shoe only to find a sucker stuck to your pants. You hailed a taxi and as it stopped (for someone else) half your sportcoat got caught on the bumper and went to town—without you—in the rain.

But don't give up for you've got a friend—Martin's Clothing Store, 427 State St., can get your wardrobe in shape again... fast. See us for the best in namebrand fashions. Casual or dress let us help you with a wide selection of sizes and colors. And be sure to take a look in our new western wear department.

Oh yes... it's good to see you in town!

UNIVERSITY SQUARE 4 THEATRES DOES NOT MEET AREA WAGE STANDARDS



**PLEASE DO NOT PATRONIZE
THESE THEATRES!**



**HELP US PROTECT
OUR JOBS AND WAGES**

This ad is in no way meant to encourage employees
of any employer to refuse to perform service for
American Multi Cinema, Inc.

**PROJECTIONISTS LOCAL 251
I.A.T.S.E. & M.P.M.O.**

AFL-CIO

NEW RELEASES FROM COLUMBIA



Dylan's Latest The Basement Tapes

Regularly 6.49

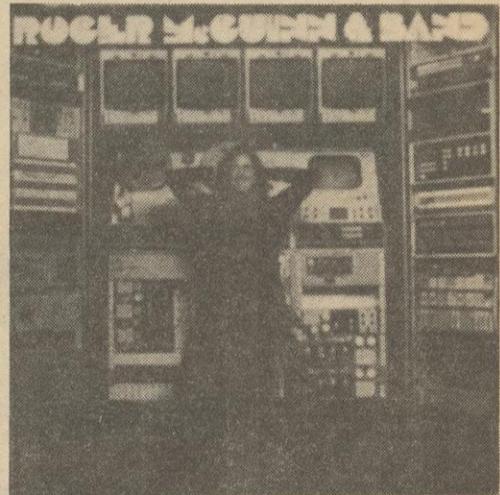
NOW **5⁸⁹**



Janis Joplin's Double Album

Reg. 5.19

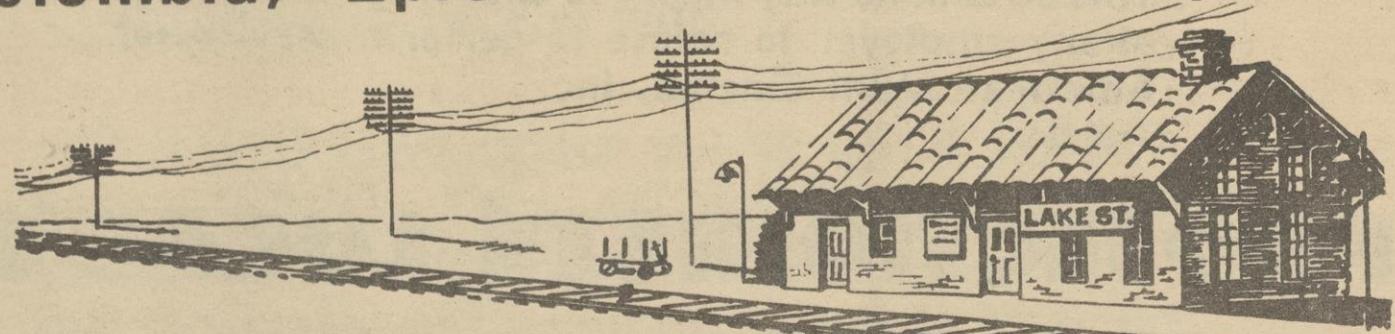
NOW **4⁵⁹**



Regularly 4.57

NOW **3⁹⁹**

All Columbia, Epic Products drastically reduced.



LAKE STREET STATION

at the corner of State & Gorham - Next to Badger Liquor

MADISON'S BUY AND SELL SHOP

701 E. WASHINGTON AV.

WELCOME STUDENTS



COME VISIT
OUR STORE

ANTIQUES
RECYCLED MODERN
EARLY SALVATION ARMY

SHOP OF A MILLION ITEMS

musical instruments - clocks - bottles - insulators - railroad lamps - toys - dishes - silver - jewelry - scales - cameras - mirrors - household furniture (all types) - crocks - office furniture - shutters - trunks - cheese kettles - stained glass - beveled glass - tools - hand forges - military artifacts - radios - stereos - televisions - telephones - ships - sporting goods - turtle shell - chopping blocks - church pews - kitchen appliances - trophies - bikes - butter churn - flags - etc. - bird cages - deerheads - plants - plaques - copper wash bailers - jugs - oil paintings - lithographs - photographs - tintypes - coke signs - prints - etc. - and more - more - more - more - art nouveau - art deco - victorian - salvation army.

Energy on a down-to-earth scale

Alternative Sources of Energy, edited by Sandy Eccli, Seabury Press, 278 pp., 1975.

Energy, A Plan For Action, by Edward Teller, Commission on Critical Choices for Americans, 80 pp., 1975.

By BILL TYROLER
of the Fine Arts Staff

More than a century has passed since Bakunin prophetically warned against the rise of a scientific elite as a dominating force in society. The development of an energy technocracy, drawing on increasingly complex power sources, utilizing an arcane, bewildering language and culminating in a dependence on their technical expertise for vital necessities, has confirmed Bakunin's fears.

The evolution of an energy technocracy is reflected in the centralized organization of our modes of energy production and distribution. Steel is produced in a few large factories and shipped across the country; electricity is generated by large turbines before transmission through unwieldy power lines; oil is refined... etc. We center our lives around the structure of energy distribution, with the result a levelling effect.

This very bigness tends to throw people off. We know the oil

companies are run by crooks and worse, but their operations are so enormous we don't know where to start attacking. More than that, we're dependent on them for most necessities and they've got all the refineries, all the managers, all the engineers. And that's why nationalizing oil is not the solution—the energy technocracy would still constitute an inaccessible elite, independent of people's control. As long as energy technology is so complex, people will be at the mercy of those who run it and this would be as true under an energy-intensive socialist as well as capitalist state.

HOWEVER, WE SEEM to be at a critical historical moment. The oil companies are pushing toward rapid development of remaining fossil reserves and the full-scale implementation of inherently dangerous nuclear power could be around the corner. All of which makes the Commission on Critical Choices energy pamphlet interesting, if not downright frightening.

The Commission was organized by Nelson Rockefeller, of oil fame, and was used by him to launch his aborted presidential campaign. This body still functions, apparently as a lobbying group, and maintains Rocky's imprimatur through cronies and compatriots



such as Willian Ronan and Henry Kissinger. The energy pamphlet was written by Commission member Edward Teller, famous Cold Warrior and nuclear physicist. His proposals are vintage Rockefeller and therefore bear watching, especially in light of the Project Independence energy package and the current oil price fight between Ford and the Congress.

In sum, Teller favors full-scale

development of nuclear reactors, encouragement of domestic oil production, and conservation of energy by individual consumers. Translated, this means higher domestic oil profits, gleaned from higher domestic oil prices; increased strip mining especially in the Rocky Mountains, where large amounts of oil shale are located; and a lower standard of living for most Americans.

INTERESTINGLY, Teller's

policies are almost verbatim what Rockefeller put forth at his House confirmation hearings. Rocky's frankness was little noticed by the media, but his message is close to identical to Teller's: the oil companies are starved for capital because of the Middle East situation; in order to become independent of the Arabs we must develop domestic reserves, which in turn means capital-intensive operations; operating capital's got to come from somewhere, which means higher prices for less oil for the individual consumer.

Unfortunately, Teller omitted discussion of a few basic scientific principles such as the thermodynamics adage that "you can't get something for nothing." In other words, non-replaceable energy is expended in the extraction of energy-producing resources. As ecologist Wilson Clark recently pointed out, more energy would be dissipated in the development of shale reserves than could ever be recovered from the oil gained thereby.

Additionally, electricity is inherently inefficient, since much of this energy is lost in its transmission, and this applies to

(continued on page 15)

UT
THE
UNIVERSITY
THEATRE

1975-1976 BICENTENNIAL SEASON 5 GREAT AMERICAN PLAYS!

★ THE CONTRAST by Royall Tyler

America's first comedy October 9-12; 15-18

★ OKLAHOMA! Music by Richard Rodgers

Book and Lyrics by Oscar Hammerstein II

Rodgers and Hammerstein's first collaboration ranks as one of the best and most popular musicals of all time Presented in cooperation with The Opera of the School of Music

November 5-8 — Wisconsin Union Theater

★ AH, WILDERNESS! by Eugene O'Neill

A warm, compassionate play, O'Neill's only comedy tells the tale of rebellious adolescence and tremulous young love March 4-7; 10-13

★ DEATH OF A SALESMAN by Arthur Miller

This Pulitzer Prize winner remains one of the great classics and finest dramas of the American theatre

April 8-11; 14-17

★ THE LITTLE FOXES by Lillian Hellman

A tense picture of greed and graceless behavior in a Southern aristocratic society

May 6-9; 12-15

All productions except *Oklahoma!* in the Ronald E. Mitchell Theatre—
Vilas Communication Hall

SAVE UP TO 45% BY BUYING A SEASON TICKET!

General Public \$10.00 for all five plays UW Students \$7.50 for all five plays

BEAT THE RUSH AND ORDER NOW BY MAIL!

University Theatre Box Office
Vilas Communication Hall
821 University Avenue
Madison, Wisconsin 53706

MAIL ORDER FORM
Please send _____ Season Tickets at _____

on the following dates
(please give alternate dates):

The Contrast 1 _____ 2 _____
Oklahoma 1 _____ 2 _____
Ah, Wilderness! 1 _____ 2 _____

Death of a Salesman 1 _____ 2 _____
The Little Foxes 1 _____ 2 _____

I enclose a check or money order for \$ _____ and a stamped, self-addressed envelope for the return of my tickets. Make checks payable to the University Theatre. (Tickets will be mailed the week of August 25. If you do not know your fall address check here _____ and your tickets will be held for you at the box office.)

Name _____ Phone _____

Fall Semester Address _____ Zip _____

GINO'S

FREE DELIVERY

in the campus
area

255-5053
257-9022



- Vegetarian Sauces
- Expanded Salad Menu
- Cocktails
- Wine
- Beer

WEEKDAY SPECIALS

540 State St.

257-6677

11 A.M.-2 A.M. Mon.-Sat.

12 NOON-2 A.M.-Sun.

Energy

(continued from page 14)

electricity generated by nuclear as well as more conventional forms of power. Moreover, the large amounts of energy dissipated in locating and mining those rare radioactive elements suitable for nuclear power may negate the entire effort. Teller does recommend usage of "abundant and inexpensive thorium as an auxiliary fuel." However, he cites no supporting data that reactors fueled by thorium as an "auxiliary fuel" (whatever that may mean) are any safer, or for that matter, cheaper than reactors fueled presently in use. Regarding documentation of the dangers of nuclear energy, the interested reader is referred to the June issue of Environment magazine.

Alternative Sources of Energy is just what the title implies—a collection of practical hints for developing solar, wind, methane and other low-polluting forms of energy. The book is comprised of articles culled from back issues of the periodical of the same name. It is published bi-monthly and is available at \$5 per year from Route 1, Box 36B, Minong, Wisconsin.

THE ARTICLES PRESENTED here probably won't make immediate connections for people not actively engaged in energy development — at least they didn't for me. They suffer as well from the general failing of the counter-cultural movement from

which they sprang: they seem to be aimed more at a rural than urban setting. However, it's an oddly comforting thought that this publication is creating a network to link people in the struggle of developing practical alternative sources of energy.

The "motive philosophy," as stated in the book's subtitle, is the encouragement of the practical technology for a decentralized society. And that is, indeed, what alternative energy is all about. Not only should we be after reducing pollution for its own sake, we should be after energy sources that will allow us to conduct our lives on a more human, down-to-earth scale than is presently possible under an energy-intensive (hence, highly centralized and mechanized) system.

Decentralization should be possible in urban areas by development of neighborhood technology. The contours of this movement, which would implement solar power as well as innovations such as hydroponics (greenhouse food rooted in water rather than soil), are taking shape. And whenever I see corn growing just off Mifflin Street, I'm convinced that such a movement is possible in cities. Maybe it all goes back to Viet Nam which was, after all, the watershed event of our lives, and quite possibly we assimilated that simple lesson without a full consciousness of its import: the people's energy will ultimately overcome the senseless technology of the man. Or as Murray Bookchin said in another context, there's poetry in the turning of the blades of a windmill.

GET ACQUAINTED WEEK

August 25 thru August 28

at the

STONE HEARTH

103 N. Park

OFF ON ANY
DRINK WITH THIS
Coupon

offer expires 8/26

STONE HEARTH SPECIALS

Wed.-Big Beer Bash

Pitchers \$1.25

Thur-Students Nite

All Drinks 50¢

Luncheon Special Daily
Hamburger, Fries, Beer or Coke \$1.00

The Most Talked About Sandwich
in town

THE DAGO BURGER

(1/4 Lb. Hamburger, greenpeppers and Mozzarella Cheese)

CHARCOAL SANDWICHES HOME MADE CHILI

Serving Till 12:00 Midnight

— BEER ON TAP —

AIR CONDITIONED
Plenty of FREE Parking
15 minute walk to Camp Randall

Foosball, Air Hockey, Pool table
and Pinball Machines

PARISI'S BAR & GRILL

Phone 238-0766
2438 University Avenue
Highland Ave. Exit from Campus Drive



SEE WHAT YOU'RE MISSING

While in school this year be sure that you are getting the most from your TV viewing. A vast, new world of news, sports, entertainment and educational viewing is now available with CABLE TV.

* MOVIES

140 movies a month from Chicago plus late night movies from WGN and WBBM
60 movies a month from Milwaukee

Cable 6 special movie package

* SPORTS

Boxing, Wrestling, Pro Golf, Cubs Baseball, WFL Football
Games, Madison High School Sports.

* CABLE CHANNEL 6

Full live coverage of City Council meetings every Tuesday night, live call-in shows, travelogues, Cable 6 Action Auction, commercial free movies, plus much, much, more.

* 24 Hour U.P.I. Newswire Channel

* 24 Hour Instantaneous Weather Forecasts.

* Public Access Programming

Call now for your cable TV connection and take advantage of our SPECIAL \$9.95 CONNECTION OFFER.

274-3511

Cable TV monthly service charge (1 TV) \$7.00 per month.



INCORPORATED

OLDS' SEED CO.

'Clay Pot Sale'

25% OFF

on

4 in. & 6 in.

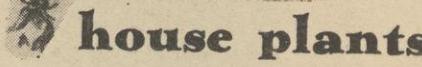
Clay Pots

— only with this coupon. —

Also for your home...



terrariums



house plants



ceramic pots



ASK US ABOUT YOUR HOUSE PLANT NEEDS!

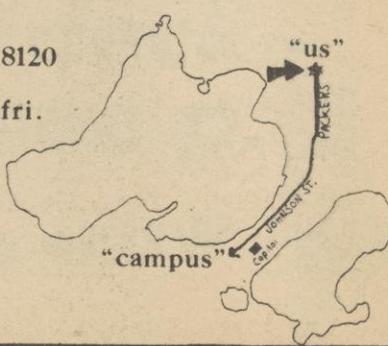
2901 Packers Ave. 249-8120

Hours: 8 to 8 mon. - fri.

8 to 5 sat.

&

10 to 4 sun.



Levi's

FOR MEN & WOMEN

Denim

Corduroy

the copper rivet

Hilldale Shopping Center 233-1505
and 661 State Street 251-4728
Master Charge—BankAmericard



**Students shoveled from upper deck -
see p. 2**

Hirsch to Hawaii? - p. 4

Big Ten football outlook - p. 6

Recreation at UW - p. 12

The student football fan - p. 16

Upper deck controversy

Student seats secretly eliminated

By CHUCK SALITRO
SPORTS EDITOR

Seven months ago, way back around the middle of January, three persons, Professor Frederick Haberman, Professor Frank Remington and alumnus Fran Hoffman made a decision that affected a large number of student football fans.

At that time, the three, all members of the administrative committee of the University of Wisconsin Athletic Board, decided in an unreported, closed-room meeting to eliminate student seating in the upper deck at Camp Randall Stadium for football games.

ACTING WITH the support of Athletic Director Elroy Hirsch and Ticket Director Oscar Damman, the committee's action forces the 4,000 students, who sat in the upper deck last season, to purchase tickets in the student sections of lower deck which the committee extended to include two sections in the north end zone.

The decision, according to the Board, was prompted by several incidents, particularly a bottle throwing one during last year's Michigan game, in which two people were arrested.

The committee, which acts on behalf of the whole Athletic Board in emergency situations, never reported its action to the Board. The committee also never reported its decision to the media, who could have in turn informed the student body, the group this decision affected.

The committee made this closed-door decision without the aide of student input and suggestions, even though it had access to the viewpoints of the Athletic Board's two student members, Wisconsin Student Association representative Tim Higgins and former Wisconsin

quarterback Gregg Bohlig. THE COMMITTEE'S action was not discovered until the beginning of April when a handful of students reported the matter to the Daily Cardinal. The students became aware of the situation after noticing brochures that Damman and his ticket staff had sent out to alumni advertising the new found general public seats in the upper deck.

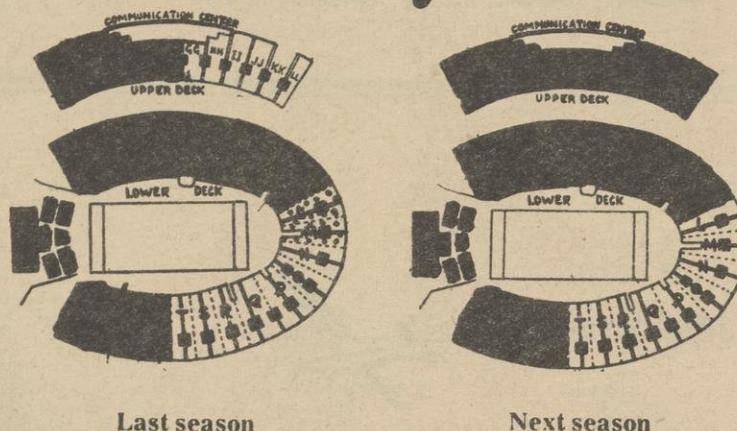
After an initial article in the Cardinal reporting the committee's decision and a series of columns attacking the move, the ticket and administrative offices of the Athletic Department were besieged with phone calls and letters from angry upper deck patrons who protested the move.

Besides the secrecy of the decision, the columnists and students argued that the committee's action was motivated, at least partially, by financial considerations.

These critics pointed out that previous \$4 student upper deck seats are now being offered to the general public for \$7. They also noted that the ticket office would find it much easier to peddle the upper deck seats for \$7 than the seats in the far reaches of the north end zone for the same amount.

THESE DISTANT seats were previously offered to the general public for \$7 and many times were either empty or very sparsely populated. These end zone seats, sections "L" and "M," are now offered only to students.

The critics of the move called this switch of sections "unfair" since the north end seats obviously were inferior to those in the upper deck. They called upon athletic officials to switch the upper deck student sections with an area of the stadium of equal viewing quality, namely the lower



Student sections in white areas. Dotted areas indicate double stub sections.

deck seats underneath the upper deck student sections.

The students said that a switch of sections of equal quality would be needed to prove that the committee acted only for safety reason and not for financial gain. However, ticket officials said that no other switch was possible.

Nevertheless, about 30 students showed up for the May 2 meeting of the Athletic Board to protest the elimination of student upper deck seating.

AL LAWENT, spokesperson for the students, argued that "there was no statistical case established that students cause more damage at games than the general public." He said the arrests were very isolated cases.

He maintained that the committee's move was "shrouded in secrecy" and that "money" and not "safety" was the major factor in the decision.

Several students complained that the seats in the lower deck were not equitable to sitting in the upper deck. But, Hirsch claimed

that the quality of seating was being improved and that those students with top priority in the upper deck would get the same in the lower.

THIS PROMPTED the argument by some students of why should students with low priority (freshmen) be forced to take seats in the north end zone. They argued that student fans, including freshmen, should have priority of seating over the general public.

Student board member Higgins pointed out that the committee overlooked the fact that students were able to police themselves without incident at the Minnesota game, following the trouble at the Michigan game.

In an effort to calm the protest Haberman suggested that the administrative committee look into the feasibility of reversing the decision for the 1975 season. Higgins asked for and received permission to be a part of the procedure in order to insure some student input.

Damman pointed out that 13,000 season tickets had already been sold and that the financial cost to reprint the tickets would be enormous. The administrative committee along with Higgins met a week later and agreed with Damman that it was not feasible to change the seating arrangement back to its former structure for 1975.

THE GROUP instead recommended changes in the structure of the administrative committee and called for a review of seating arrangements for students and all other patrons for football games. These recommendations were approved at the July 24 meeting of the Athletic Board.

To insure some student input on the administrative committee the Board voted to have a student as a permanent member of the committee. The Board spelled out the function of the committee—to act when "decisions must be made and when it is unnecessarily difficult to convene a meeting of the full board."

To guard against a repeat of secrecy the Board voted to have the Administrative committee report all of its transactions, whether or not definite actions are taken to the membership of the Board "within a short time of the meeting" (three days).

The review of seating arrangements will be conducted by the ticket policy committee and will include a student member. The review, itself, will include a study of crowd control at all 1975 football games. The structure of the study will be reported on at the September meeting of the Board, and all findings and suggestions will be reported at the December meeting of the Board.

A MBASSADOR WEST APARTMENTS

- Security Locked
- On Premise Management
- Cable T.V.
- Ample Storage

- Custom Draperies
- Laundry Facilities
- Lease to Fit Your Needs
- Efficiencies and One Bedrooms
- Both Furnished and Unfurnished Units

• From \$135.00

434 West Mifflin Street
251-0849

Back to old junior high

EDITOR'S NOTE: This column first appeared in the Daily Cardinal of April 16, 1975. It was later reprinted in the Madison Capital Times on April 20, 1975. It is again reprinted here to provide new students at the University of Wisconsin with some interesting insight into this particular situation.

By JEFF CESARIO
of the Sports Staff

It's back to junior high school for all the student football fans at the University of Wisconsin-Madison. I still wince at the memory of Mrs. Armstrong's voice screaming through empty halls, "Well, one of you threw a spitball at me, and now you'll all sit here until five o'clock and think about the matter."

The Athletic Board has decided to move student football season ticket holders out of Camp Randall's upper deck and into oblivion. The move is unwarranted and unfair. It is based on poorly constructed logic. What is more disgusting, the information was essentially covered up and withheld from the students.

THE MAJOR REASON for the shift, and the only reason admitted to by ticket authorities, is that the move will prevent bottle-throwing and the like and subsequently improve safety standards at Camp Randall. Also, they apparently hope this move will put a general damper on the rowdier side of the students' game-watching habits.

The Athletic Board has decided that the far reaches of the north end zone section and the sun-blinded northeast corner will serve their relocation purposes to the letter. I think the ticket authorities are full of stabs.

The belief appears to be that only upper deck fans throw bottles. I'll swear on a stack of Crazylegs' 8 x 10 glossies that it

ain't so. I've seen people all over the stadium throw "missles," as the ticket authorities so militarily phrase it, onto the field area.

All kinds of tosses are made: Bacardi, Seagram's, Schlitz, Pepsi, popcorn, delivered via fastball, curve and floater. Most of these people were lucky enough not to connect, but that doesn't excuse their pitchin' motion.

I'VE EVEN SEEN those rich dudes in the choice "40 to 40" yard seats trying to give a Heublein a heave, but they're so juiced and out of shape they can only chunk it three rows down—and the hush puppy they hit is so juiced and out of shape he doesn't even feel it.

Sports analysis

A drunken fool, of any age, who's intent on throwing a bottle is gonna throw it no matter where he's sitting, and that includes the end zone and the 50 yard line seats.

It's an insult that most money-paying, avid student football fans are going to be forced to take a polar expedition into the north end zone just to see their own team play. I'm not paying \$7, \$5 or \$3 of my hard earned bucks to see a potentially exciting game from an angle that makes it all look like a frontal shot of Bud Wilkinson's blackboard.

Also, apparently the ticket authorities haven't glanced at the end zone section during a recent game. If the Athletic Board thinks the upper deck's crazy, they should check out the end zone after an extra point or field goal. It makes the upper deck look like Switzerland during the War.

EVERYBODY IN the North end sits with their thumbs in their ears (probably because they can't see the game) until some unsuspecting extra point goes sailing

into the crowd's outskirts. Then suddenly everybody goes nuts like they haven't eaten in three weeks, and they madly try to move the ball up and out over the stadium wall.

If it sounds crazy, don't laugh. For six years, it provided the most exciting moments in Badger football.

However, in another blunder, the Athletic department assembled a bunch of off-season jocks and formed an orange-vested goon squad. These guys get a natural high slamming fans around just to recover the stray pigskin.

After every single kick there's a gigantic five-minute brawl in the north end. And now someone's gonna force me out of the "crazy, rowdy" upper deck and into that zoo? No thanks, I'll take my eighteen green beans, buy a semester's worth of beer and catch the games on radio.

MAYBE IT'S an ancient, out of date notion, but I believe that a school's team is the students and faculty's first; the alumni's second, and the general public's third. Unfortunately, the ticket authorities don't have the same priority list.

Individual game prices for students have gone up a dollar, supposedly to encourage season ticket sales. But many students either can't afford season tickets or due to such things as studying they just won't be able to catch the majority of games. Yet these students are being forced to absorb the price increase while the season ticket and general admission prices stay frozen. And more importantly, student season ticket holders are being shuffled around like a bunch of Saigon refugees.

All this for no good reason. I don't think any additional security measures could or should be taken

(continued on page 4)

INDEPENDENCE HOUSE

APARTMENTS

249-8519

1 AND 2 BEDROOM APARTMENTS
MODERN — NEW
EASTSIDE
HEATED PARKING

2322 Independence Lane

Across from East Towne, turn at Holiday Inn on Independence Lane

Located In the heart of campus on Lake Mendota

- Recreation deck & pier
- Balconies & patios with lake views
- Security locked
- Shag carpeting
- Tailored draperies
- Storage lockers
- Laundry facilities
- Professional management
- Cable TV
- Furnished and unfurnished
- Efficiencies and 1 bedrooms.

251-3600—238-7171

Cliffdwellers

APARTMENTS

140 IOTA CT. OFF HENRY ST. & LANGDON ON L. MENDOTA

Circling Town To Find A Bicycle?

Look Here...

Bring In This Ad

when purchasing a Stella bicycle. You will receive a
25% Discount
on accessories and installation of these accessories
when purchased with your new bicycle.

TRADE-IN: Your old bicycle should be worth something no matter what its condition. Provided the frame is sound & the bicycle is rideable, the Stella Bicycle Shops are now giving a minimum of \$20.00 on any trade-in.

30-DAY CHECK-UP & SERVICE GUARANTEE:
Vitesse, Inc. provides a free 30-day checkup at any Vitesse, Inc. bicycle shop. This checkup is offered to original owners of new bicycles purchased from Vitesse, Inc. and covers adjustment and inspection of principal component assemblies. Vitesse, Inc. offers a 25% discount on all labor charges for work performed on all new bicycles purchased from Vitesse, Inc. This discount is valid for the lifetime of the original owner.

SERVICE: Make sure you purchase your bicycle from a store offering prompt, efficient service. Stella Bicycle Shops currently offer 24 hour service on most repairs, all makes & models. **COST:** A handmade 10-speed is a lifetime investment and you should expect to pay between \$130 & \$160 for a good bicycle of approx. 27 lbs and between \$190 & \$250 for a lighter one with reinforced (double-buttressed) alloy steel frame. Racing bicycles can cost anywhere from \$300 to over \$1,000.

251-2273

311 North Bassett

**STELLA
BICYCLE SHOPS**
ALSO AT 3742 Speedway Road 238-8140

continued...

Frustrated Hirsch considers Hawaii

By CHUCK SALITRO
Sports Editor

It seems that University of Wisconsin Athletic Director Elroy Hirsch has one eye on Hawaii, and one on the state legislature as he considers his future in college athletics.

At the July meeting of the Wisconsin Athletic Board, Hirsch indicated that he is still considering an offer to become the Athletic Director at the University of Hawaii.

HIRSCH, who plans to visit Hawaii sometime after August 18, indicated to reporters that he was somewhat frustrated at Wisconsin.

"Money doesn't enter into it at all, not a bit," he said. "There's nothing at all about salaries or fringe benefits or anything like that."

"It's just that sometimes you get frustrated here with the continual drive for funds, asking

for help and not getting it in certain areas."

Hirsch, who has nine years to go on his contract at Wisconsin, cited the state Building Commission's recent refusal to use \$718,000 in tax funds to improve the Fieldhouse as an example of his frustration.

"I JUST considered it a very big blow to us because of the reasoning," he said. "The reason they (the Building Commission) used was that they didn't feel they should set a precedent of giving funds to the Madison campus for athletic purposes. Yet they have already set the precedent by giving funds to the 26 other campuses."

Hirsch said that if the commission's move developed into a policy, it would have a bearing on his decision to take the offer by Hawaii.

"If they follow through with this reasoning we will never get help,"

he said. "I don't know where the money is going to come from."

THE STORY of the offer by Hawaii broke in early July while Hirsch was in Green Bay. At that time he was quoted as saying that "it would be a very big move, but a very attractive one." However, he added that it was a move that couldn't be made in a "snap judgement."

Hirsch has been athletic director at Wisconsin since 1969. He was signed then to a 10 year contract, which was extended another five years — to June 30, 1984 — in January of 1974. His salary is \$35,000 a year.

The Honolulu Advertiser, who broke the story, reported that Hawaii had offered Hirsch \$40,000 a year, plus a down payment on a condominium unit and a membership in a country club.

Wallace Fujiyama, University of Hawaii regent who heads a three man selection committee,

was quoted by the Advertiser as saying that Hirsch was his choice for the job.



ELROY HIRSCH

ANOTHER prominent Hawaiian, Mackay Yanagisawa, the manager of Honolulu's new Aloha Stadium said, "He (Hirsch) was interested, and we talked several times." However, both Yanagisawa and Hirsch said that no firm offer had been made.

Upon the resignation of Hawaii Athletic Director Paul Durham, Hirsch was contacted by a member of the selection committee. Hirsch then met with representatives from Hawaii in Los Angeles in June for talks of an "informal, exploratory nature."

Hirsch is no stranger to Hawaii and makes no secret of the fact that he likes Hawaii's climate. "We used to vacation there when

we lived on the West Coast. We've been over there 24 or 25 times."

HIRSCH, a native of Wausau, Wis., starred as a halfback on Wisconsin's football team in 1942. "Crazylegs" later went on to play pro football with the Chicago Rockets of the All-American Conference and with the Los Angeles Rams of the National Football League.

He was a vice-president with the Rams, after serving in a number of front office jobs, when Wisconsin hired him.

Fred Haberman, UW Athletic Board chairman on behalf of the board urged Hirsch to stay at Wisconsin during its July meeting.

At that time both Hirsch and Haberman insisted that Hirsch was not considering the move in order to force more cooperation from the state. However, State Senator Timothy Cullen (D-Janesville) has called upon the legislature to help the Athletic Department in effort to keep Hirsch at Wisconsin.

ONE KEY factor in Hirsch's decision-making process is that he will not have to decide immediately after returning from Hawaii. Hawaii has named an interim athletic director giving Hirsch more time to weigh his choice.

Back to junior high

(continued from page 3)

during the coming season. It is interesting that the recent bottle throwing incident occurred after Wisconsin's most frustrating defeat of the season. Out of 75,000 people, there will be sore losers given to violent action of one kind or another: some fans throw bottles, others punches. But over 200,000 fans last year alone went into Camp Randall, watched and enjoyed a game, and yes, drank. They exited without incident.

Any tacked-on police

precautions will only aggravate the innocent and prod the troublemakers, be they drunk or sober. Totally useless wholesale shifting of student sections will only serve as a disturbing reminder to the students of the ticket authorities' motivation for the shifting and security measures. This could cause even worse incidents and a much sadder situation in general.

Unfortunately, the issue will stay the way it stands now. It's a shame. I didn't think Mrs. Armstrong's voice was that loud.

\$8.00

RENTS A TOYOTA
PICK-UP TRUCK



Exciting new Pacers

WEEKENDS

\$18.00 PLUS

9c/MILE PLUS GAS



OTHER WEEKEND SPECIALS \$12.00 TO \$24.00 PLUS MILEAGE
PLUS GAS ALSO. WEEKEND RATES WITH 400 TO 600 MILES FREE

THRIFTY
RENT-A-CAR

341 State St. Call 251-1717

LOCATED AT TERRY McCAGHEY'S SHELL

Home of MATC nationally-certified mechanics

Never Undersold!

It's worth the extra walk
to shop at Badger Liquor Shop

SALE!!

\$1 59

Large Bottle of Champagne or
Cold Duck —

79¢

Full 1/2 Gal. of Chianti —

99¢

Full 1/2 Gal. of Pink Chablis —



WE GUARANTEE: IF you find a
lower price anywhere in Madison, we'll beat that price.

BADGER LIQUOR

402 STATE ST.

**COVER YOUR
FEET FOR LESS**

CHECK OUR LOW PRICES
ON THESE NAME BRANDS:

- DEXTER
- Pro-Keds
- CONVERSE
- SHEBOYGAN
- Bingo
- ACME
- and many more



LIMOUSINES FOR THE FEET...at
RICKSHAW PRICES

JACK'S SHOES



208 State St.
across from
the Capitol Theater



WINTER BEGINS AUGUST 30 WITH

PETRIE'S ANNUAL AUGUST SKI SALE

and

SKI FEST '76

(Aug. 30, 31 and Sept. 1) - Dane Co. Youth Bldg.
Ski Sale - Over \$300,000 Worth of Merchandise!

Downhill Skis

OLIN

	Retail	Sale
MARK I	160.00	99.00
MARK II	195.00	129.00
MARK III	185.00	119.00
MARK II, JR.	129.50	99.00

HART

	Retail	Sale
FREE STYLE	160.00	119.00
BALLET	160.00	119.00
WIDESTUFF	160.00	119.00
COMPETITION	185.00	129.00

KNEISSL

	Retail	Sale
SHORT MAGIC	150.00	99.00
SHORT STAR	180.00	119.00
SL	195.00	99.00
RS	225.00	99.00
VIP STAR	275.00	99.00

ROSSIGNOL

	Retail	Sale
OLYMPIC	135.00	99.00
GSL-450R	139.50	109.00

KÄSTLE

	Retail	Sale
BOA RACER	85.00	51.00
COMPETITION ACTION	110.00	69.00
TOLERANCE	110.00	69.00
COMPETITION VANGUARD	145.00	87.00
COMPETITION RACING	170.00	105.00
DORADO	170.00	105.00

Downhill Ski Packages

Rossignal GSL 450R	139.50
Nevada GT	55.00
Installation	8.00
Total Retail 202.50	

Regular Season Price \$149.00

**SPECIAL PACKAGE PRICE
THIS WEEKEND ONLY—\$135.00**

Downhill Boots

LANGE

	Retail	Sale
SPECTRE	100.00	69.00
DEVIL	140.00	109.00
PHANTOM	165.00	119.00
BANSHEE	195.00	139.00

NORDICA

	Retail	Sale
VELOX	70.00	49.00
ASTRAL SLALOM	150.00	119.00
GT	85.00	129.00

RAICHLE

	Retail	Sale
JET	65.00	49.00
SPRINT	80.00	59.00
TARGA	120.00	89.00
CARRERA	155.00	119.00
COMPETITION	185.00	129.00

GARMONT

	Retail	Sale
ASPEN	70.00	49.00
DURANGO	75.00	45.00

VENDRAMINI NEW 75-76 BOOTS

	Retail	Sale
WINNER	125.00	89.00
VALENTI	99.00	69.00
CHARGER	60.00	39.00

Ski Clothing

Hats, Gloves, Sweaters, Ski Pants, Warm-Ups, Jackets, Turtlenecks, Sox, Goggles, Mittens, Etc.

All 20 to 70% OFF Regular Retail Price.

SKI FEST '76 Manufacturers' Reps, Ski Hill and Ski Club Reps

will be available for you to talk with.

SKI SALE HELD IN CONJUNCTION WITH SKI FEST

Aug. 30, 31 and Sept. 1 - Starts 8:00 A.M. Sat. Aug. 30
Dane Co. Youth Building (Just off Beltline on Madison's South Side)
Prices Good While Supplies Last - BankAmericard - Master Charge

"ENJOY everything you do.
Develop inner happiness through
Transcendental meditation."

Maharishi Mahesh Yogi



Transcendental Meditation

Free Introductory Lecture
Wed. Aug. 13, 7:30 p.m.

621 N. Lake St.

Students International Meditation Society

Big Ten may start new

By JIM LEFEBVRE
SPORTS EDITOR

When the Big Ten held its annual football Kickoff Luncheon in Chicago July 31, the talk of many of the conference's coaches was about the impending end of an era.

The era has been one of nearly total football domination of the Big Ten by only one-fifth of its membership. It has produced the oft-used term "Big Two and Little Eight," now a cliche. It has seen the two superpowers, Michigan and Ohio State, win every conference crown since 1967.

OF COURSE, many of the football fans around the Midwest hopelessly addicted to the Big Ten have had the "end of an era" feeling year after year. "Illinois really IS gonna put it all together this year" or "Minnesota is so close to the Rose Bowl they can taste it."

They have followed each season faithfully, clinging to the hope that their team—their precious team—can hijack the Buckeye/Wolverine express to Pasadena some season.

But, for the last seven years anyway, it hasn't happened. So why should anyone believe it's going to happen this year?

Well, certainly no one is guaranteeing that the 1975 conference champ will NOT be Ohio State or Michigan. But there seems to be an overriding con-



BO SCHEMBECHLER

sensus that if the double domination is ever to be broken, this is the year.

BOTH MICHIGAN and Ohio State have some holes to fill from last year's teams. Michigan State and Wisconsin, meanwhile, have their best squads in a decade. And the change in Big Ten policy that will allow runners to attend Bowl games is certain to make the competitive edge keener throughout the conference.

What follows is a brief look at the Big Ten teams, listed in order of predicted finish based on a consensus of several preseason publications.

MICHIGAN

A member of the Michigan press corps was asked recently why Wolverine coach Bo Schembechler neither opens his practice sessions to the media nor

holds post practice press conferences.

"Because he is at WAR," the gentleman said emphatically. "He's at WAR, it's that simple. He doesn't think he should spend his time telling people whether or not so and so stubbed his little toe. He's at WAR, I tell you."

TO BE SURE, Schembechler's intensity is not to be taken lightly. His record since coming to Michigan in 1969 is phenomenal. In his six seasons, the Wolverines have gone 58-7-1, a winning percentage of .812, the highest of any team in the country during that span.

But, as any Ohio State fan will hasten to tell you, the Blue have not made a Rose Bowl appearance since 1971. And that is something the hungry Wolverines are ready to change this year now that voting is out and credentials are in.

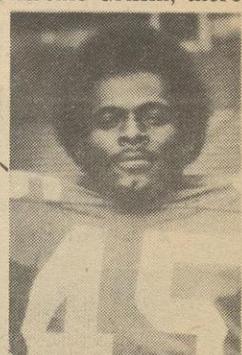
On offense, Bo will rebuild around quarterback Mark Elzinga, who was an impressive back-up for Dennis Franklin last year. Elzinga is seen as a Jerry Tagge who can pass, although he may not be called on to throw the ball too much. Tailbacks Gordon Bell (1,048 yards in 174) and Rob Lytle both return.

The line had some graduation losses, but as is usually the case with Ohio State and Michigan, there seems to be an abundance of able-bodied monsters ready to fill the voids.

OF COURSE, as any Big Ten fan worth his weight in pom poms knows, the name of the game is defense, and Michigan's is the best around. The line, with stalwarts Jeff Perlinger, Tim Davis, Greg Morton and Dan Jilek all returning, is probably the best in the country. There is some vulnerability behind the line, though, since Wolfman Don Fufek is the only returning starter.

OHIO STATE

Since little more can be said or written about Heisman Trophy winner Archie Griffin, there's no



ARCHIE GRIFFIN

need to go into the gory details and computer-load of statistics. Arch is back, along with QB Corny Greene, FB Pete Johnson and Wingback Brian Baschmagel. Together they comprise the most awesome backfield in college ball.

What they'll be running behind, though, may not be the human bulldozing machine of the last couple of years. However, the new names like Rich Applegate (268 pounds) and Chris Ward (262) may make people soon forget about Schumacher, Myers, Mack et al.

Defense is where the Buckeyes may really be hurting. Gone are such stars as linemen Cusick and DeCree, backs Colzie and Luke. The only returning starters are tackle Nick Buonamici, linebacker Ken Kuhn and safety Tim Fox.

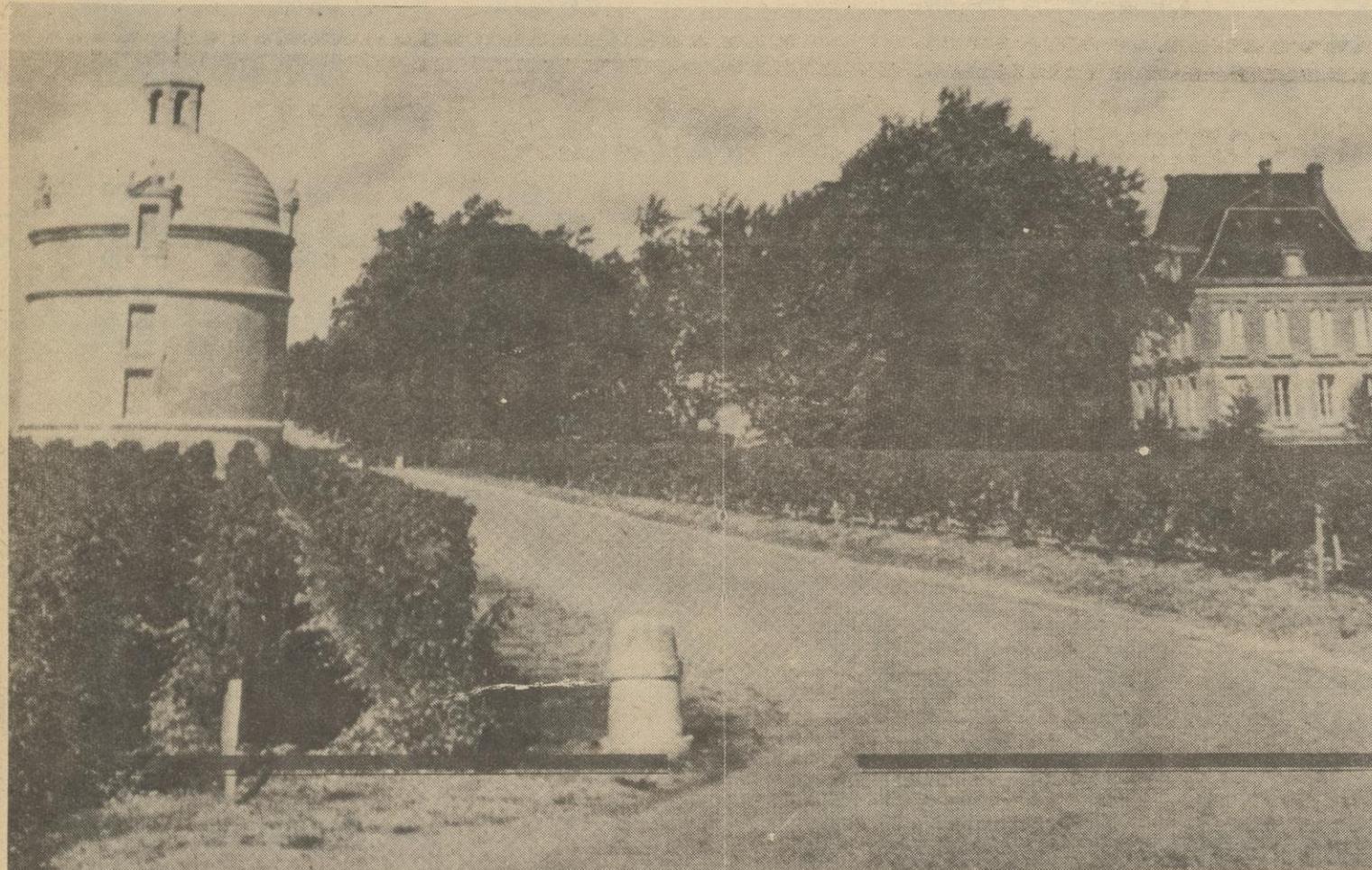
FILLING IN the holes, though, are people like Ray Griffin, switched to safety after spending a year in his brother's shadow at tailback, and Craig Cassidy, whose father "hopped along" to the Heisman for OSU two decades ago. Somehow, you know Woody is going to get by.

MICHIGAN STATE

Since it appears quite unlikely that MSU will be punished for its alleged recruiting violations before it's too late to affect the 1975 season, the Spartans are the favorite of a lot of Big Ten observers. Denny Stoltz's team

(continued on page 7)

RILEY'S



This semester we at Riley's Wine and Liquor Store would like to take you on a tour of the famous vineyards and chateaus of the world. All you have to do is stop in and let one of our knowledgeable staff explain the region you are interested in and help you pick out a bottle of wine. The rest is as easy as pulling a cork.

RILEY'S AT 329 STATE ST.

(Free delivery on 1/4& 1/2 barrels of beer.)

256-3000

earned plenty of respect last year, going 7-3-1, with two of the losses coming outside the conference.

And why was that? Because, free car or no free car, senior Charlie Baggett is one hell of a quarterback. He led the conference in total offense (156 per game) and accounted for 21 TD's (10 passing and 11 rushing).

Also returning is a fine pair of runners, FB Levi Jackson and Tailback Rich Baes. The receiving corps and offensive line are not as well stocked, but the Spartans should be able to score heavily.

THE DEFENSIVE line will be anchored by All-Conference end Otto Smith, tackle Greg Schaum and MG Kim Rowekamp. One of the McCloskey twins, Pat, is still at linebacker because of being red shirted for a year, and the defensive backfield, very young last season, should be much improved with the experience.

(continued on page 10)

Wisconsin football '75

SEP 13 MICHIGAN Starting Time 1:30 P.M.
SEP 20 SOUTH DAKOTA Band Day Starting Time 1:30 P.M.
SEP 27 AT MISSOURI
OCT 4 KANSAS Starting Time 1:30 P.M.
OCT 11 AT PURDUE
OCT 18 AT OHIO STATE
OCT 25 NORTHWESTERN Homecoming Starting Time 1:30 P.M.
NOV 1 ILLINOIS Parents' Day Starting Time 1:00 P.M.
NOV 8 AT IOWA
NOV 15 INDIANA 'W' Club Day Starting Time 1:00 P.M.
NOV 22 AT MINNESOTA

BOOK BAGS

Over 20 styles \$1.99 to \$25.00

Complete Camping Center

- Frame Packs, Universal, Mountain Equip, Quality Imports
- Sleeping Bags - \$9.99 to \$124.50 - Dacron to Down
- Tents - Ascente, Eureka, Outdoor Venture & more
- Boots - All styles, Hiking & Outdoors

Used Fatigues, Khakis

and military surplus of all kinds

—Lee denim clothing

Complete Scuba Pro Shop

P.A.D.I. Instructions, Rentals, Air, Repairs, Sales

FONTANA ARMY-NAVY STORE

CORNER STATE & JOHNSON

257-5043

When it comes to **CALCULATORS**
come into **BROWN'S BOOK SHOP**

Hewlett Packard
21 Scientific



32 pre-programmed functions and operations. The HP-21 performs all log and trig functions, the latter in radians or degrees. It's our only calculator short of the HP-45 that lets you:

- convert polar to rectangular coordinates, and back again ($\rightarrow P, \rightarrow R$);
- do full register arithmetic ($M+, M-, M\times, M\div$);
- calculate a common antilog (10^x) with a single keystroke.

The HP-21 also performs all basic data manipulations ($\bar{x}, y^2, \sqrt{x}, \bar{y}$) and executes all pre-programmed functions in one second or less.

Full display formatting. The Display key (DSP) allows you to choose between fixed decimal and scientific notation and lets you control the number of places displayed. (The HP-21 always uses all 10 digits internally.)

RPN logic system

- You can evaluate any expression without copying parentheses, worrying about hierarchies or re-structuring beforehand. Your calculator remembers what's where—automatically.

H-P quality craftsmanship. One reason Nobel Prize winners, astronauts, conquerors of Everest, America's Cup navigators and over 500,000 other professionals own H-P calculators.

Texas Instruments SR-50

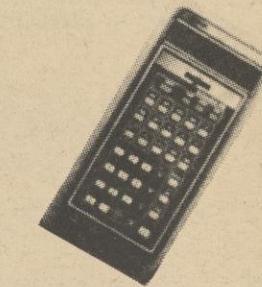


a combination of capability and economy

Litronics
2270R



Novus



- Performs all classical slide rule functions—simple arithmetic, reciprocals, factorials, exponentiation, roots, trigonometric and logarithmic functions, all in free floating decimal point or in scientific notation.
- Features an algebraic keyboard with single function keys for easy problem solving.
- Most functions process displayed data only—allows separate processing of data before entry in a complex calculation.
- Memory allows storage and recall of numbers, features sum key for accumulation to memory.
- Calculates answers to 13 significant digits; uses all 13 digits in subsequent calculations for maximum accuracy.
- Computes and displays numbers as large as $\pm 9.999999999 \times 10^{10}$ and as small as $\pm 1.000000000 \times 10^{-10}$.
- Converts automatically to scientific notation when calculated answer is greater than 10^{10} or less than 10^{-10} .
- Performs operations in the order problem is stated.
- Features bright 14-character display—10-digit mantissa, 2-digit exponent, 2 signs.
- Display provides overflow, underflow, and error indications.

Statistical Data at your fingertips! The Litronics 2270 performs arithmetic mean, variance, standard deviation, sum of "x" and sum of "x²" statistical calculations, plus it offers a full accumulating memory and calculates square roots. Litronics exclusive features—battery saving flasher, automatic 15 minute power-off, flashing "Error" signal, One Year Unconditional Guarantee—rechargeable

The Litronics Statistical, fantastic features at a statistically pleasing price.

- RPN logic with "built-in" hierarchy for increased accuracy and speed in calculating sequences involving arithmetic, trigonometric, logarithmic, power or exponential functions.
- A rollable 4-level stack lets you review or use intermediate solutions.
- Eight-digit plus 2-digit exponent LED display with full-floating decimal system.
- Scientific notation for increased mathematical capacity.
- Sine, cosine, tangent and inverse trigonometric functions.
- Common and natural logarithms and antilogarithms.
- Instant automatic calculation of powers and roots.
- Single-key square root calculations.
- Single-key Pi entry.
- Separate memory.
- Square, square root and reciprocal calculations.
- Engineered and manufactured by National Semiconductor Corporation, a world leader in solid-state technology.
- Simplified programming. You simply engage a Learn Switch and perform a problem in normal manner. The Novus 4525 records the formula and lets you debug the program as it's written.
- The learn-mode capacity totals 100 separate steps.
- The Novus Programmable Scientist is rechargeable and comes complete with nickel cadmium batteries, charger and attractive vinyl carrying case.

These and many other models in stock

30 Day Over The Counter exchange on any defective units

Friendly Courteous Service

State at Lake
255-7257

1319 Univ. Ave.
257-4688

now— the convenience of **cash**

- whenever you need it (24 hours a day, 365 days a year)
- at no cost to you
- the balance in your account earns daily interest

what is it?

MONEYMART[®]



Moneymart makes your savings account work harder for you with many added and convenient services. Moneymart is First Federal's new 24-hour automated teller, in the courtyard of University Square—Madison's newest shopping center located in the heart of the University community.

Cash any time With Moneymart and one of our new Passcard savings accounts you can get cash 24 hours a day, 365 days a year. Sundays, holidays, after midnight—any time—Moneymart never closes. You can get cash up to the balance you have on deposit in \$15 increments (up to \$60 in any 24-hour period) or you can make a deposit to your Passcard savings account any time. Next time you need spending money, use Moneymart.

It's free! Passcard is free. Completely. There's no service charge. There's no charge for getting a Passcard issued to you. All you have to do to get one for yourself is to fill out the form at right, bring or send it to our University Square branch and open a savings account. It takes about 10 days to get your card. When it comes you can use it any time you need it to get cash or add to your account.

Earn interest daily Your Passcard savings account earns interest—5.25% interest on your balance computed daily, compounded and paid quarterly. That can add up. That's putting your money to work, earning the most you can with every penny.

Here's what else Passcard will do! You'll also get services that you'd probably have to pay extra for somewhere else. Services like these:

Travelers' Checks Free of Service Charge

Out-of-town Emergency Cash With a Passcard you can get up to \$200 cash (or to the limit of your account balance if it's under \$200) from over 1,100 other Savings & Loan Associations coast to coast when you're out of money, out of town (more than 50 miles from a First Federal of Madison office).

Free Money Orders To pay for clothes, books, rent—anything for which you need a receipt.

Statement Savings You get a receipt with every transaction and a statement every month you use your account, itemizing all activity and showing your up-to-date balance. And every quarter you'll receive a statement showing how much interest you've earned!

\$5.00 Minimum Balance

Shopper's Moneymart at Copps Your Passcard can be used at Copps Department Stores (East, West, and Monona). You can get cash from your savings, deposit cash or checks, or cash a check.

Passcard

Gives your savings added "cashability" — the more you use it, the more you'll save. Passcard — the 24-hour savings account.



First Federal Savings & Loan
31 University Square, Madison, Wis. 53715
(608) 251-2210

Beat the registration rush lines! Act now.

We'll open your Passcard account by mail — just fill in the Passcard application form below and return it to us. Early action now will have your account ready before registration.



I wish to open a Passcard savings account with an initial deposit of \$ _____ (enclosed)

The account ownership is to be

individual joint

My name (Please print)

(first name) (initial) (last name)

Joint owner's name

(first name) (initial) (last name)

My present mailing address is

School address on _____ will be _____ (date)

Issue Passcard

In my name only
 In my name and joint owner's name

My Social Security number:

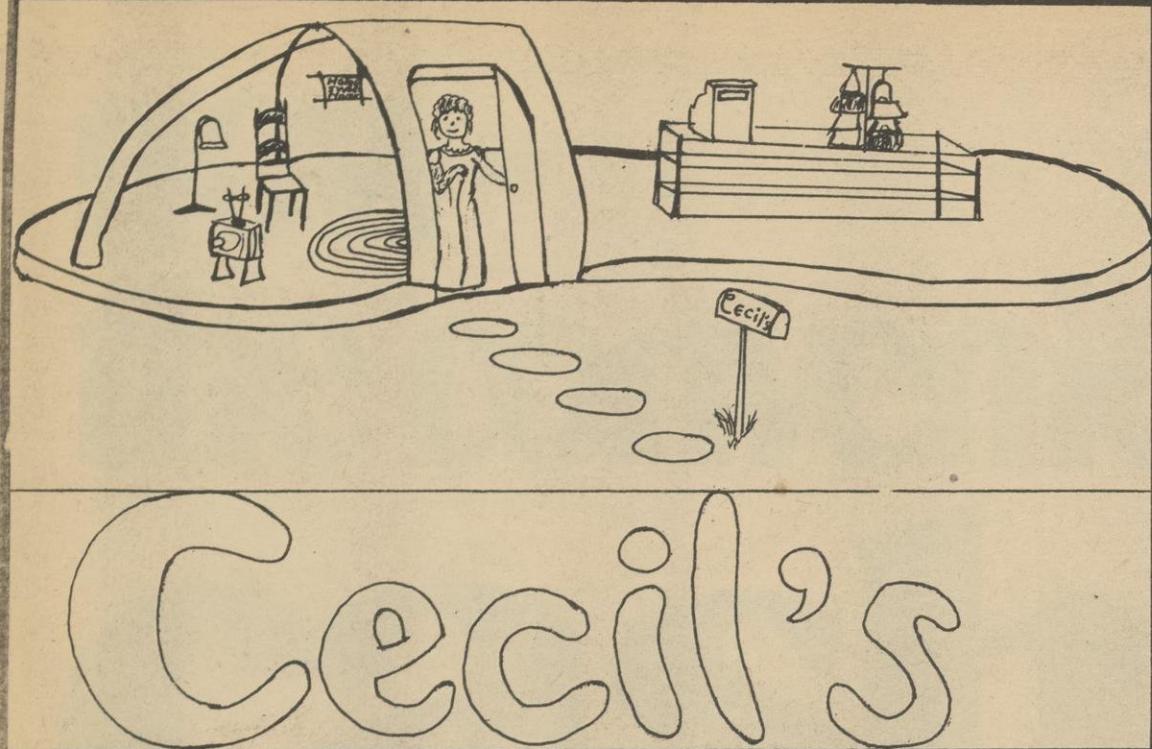
MAIL the completed application form with initial deposit to

FIRST FEDERAL SAVINGS
31 University Square
Madison, Wis. 53715

I understand that evidence of account ownership, signature cards, temporary Passcard and receipt for deposit will be forwarded to me by return mail.

(signature)

(date)



Cecil's

CUSTOM-MADE SANDALS
SHOE REPAIR
GENERAL LEATHER WORK

2730 Atwood Ave. Metropolitan Mall 407 N. Frances
249-0011 221-0655 255-5744

The Vineyard
chosen
the lowest priced campus liquor store
by the Badger Herald
in an independent study

The search for cheap booze ends here

By WILLIAM BROHAUGH
of the Herald Staff

Prices today are of no small concern to the University of Wisconsin-Madison student. Also of no small concern to many students is alcohol, and, of course, how much of their budget is spent on it.

These concerns led to an on-the-spot price survey of six liquor stores on campus—Casa di Vino, 537 State St.; Corner Liquor, 502 W. Main; Uptown Liquor, 540 University Ave.; Riley's Wines of the World, 329 State; Badger Liquor, 402 State; and the Vineyard, University Square.

The survey, conducted June 10 and 11, revealed that of the six stores, the Vineyard held a slight edge on overall pricing based on a basket of 17 items that included wine, beer, hard liquor, and mixers.

And, on top of the lowest prices, the Vineyard offers



- *free 5 lb. bag of ice with purchase
- *7 day service until 9
- *largest selection of imported wine
- *complete selection of beer & liquor
- *specially chosen "wines of the month" priced at \$1.99

Picked first for low prices

The Vineyard
wines - liquor

Conveniently located on University Ave., right off Lake Street,
in the University Square

WATCH FOR OUR GRAND OPENING

Spartans, Badgers challenge 'Big Two'

(continued from page 7)

WISCONSIN

Whenever the subject of the Badgers' quarterback situation comes up, someone is likely to say, "What difference does it make who plays all he'll ever have to do is hand the ball off to Marek anyway."

Wrong, my friend, and Billy Marek will be the first to disagree with you. "We just have to have that balance (between rushing and passing)," says the star tailback, whose netted 2,428 in two years. "Whoever gets it (the QB job) is really going to be good at everything."

Indeed, although the Badgers' running attack was excellent last year, it was passing that decided some of the bigger games. In the 21-20 upset of Nebraska, the passing couldn't have been better. In losses to Michigan and Michigan State, it was the ineffectiveness of a short-to-medium passing game that helped spell defeat.

THUS THE scramble for the starting QB job, vacated by two year regular Gregg Bohlig. Junior college transfer Mike Carroll took command during spring practice but twisted a knee and will have to work himself back into the picture this fall.

The most experienced prospect is Dan Kopina, who was Bohlig's back up for two years but lacks a great throwing arm. Two freshmen, Anthony Dudley and Charles Green are both excellent athletes and will be prime candidates if they can eliminate mistakes. Also in the running is another JC transfer Dave Hoppmann.

The stable of running backs returns completely intact, with the brutal fullback combinations of Ken Starach and Lawrence Canada, and Mike Morgan as an excellent back up for Marek. They'll run behind a solid, experienced line led by All-American Dennis Lick.

Defense is traditionally where Wisconsin has taken a back seat, and the line again could pose a problem. Coach John Jardine acknowledges that there is plenty of room for improvement at the end positions, which had difficulty stopping the option last year.

BEHIND THE LINE, though, everything appears solid. Jim Franz and John Zimmerman return at linebacker, and the entire starting backfield, led by outstanding "Buck" back Steve Wagner, is also intact.

PURDUE

For a 4-6-1 team, Purdue had a pretty good season in 1974. That, of course, is because the Boilermakers knocked off hated intrastate rival Notre Dame. This year, Coach Alex Agase would probably trade a victory over the Irish for a trip to the Rose Bowl.

Though not an outright contender, Purdue could surprise some people and help to shake up the conference race. The offense behind QB Mark Vitali, runningbacks Scott Dierking and Mike Pruitt, looks to be at least adequate.

The defense may be another question. Tackle Ken Novak, at 6-foot-7, 274 pounds, is the premier defense lineman in the Big Ten, but there isn't a great deal to go with him. Mike Northington, who was impressive as a sophomore tailback last year, has been switched to defensive back in hopes of shoring up that problem area.

ILLINOIS

IF A TEAM'S strength was to be measured by the number of star players trying to make comebacks from various injuries, the Illini would be a tower of power.

You could start with tailback Lonnie Perrin and Steve Greene, both regulars in 1973 but shelved last year with knee injuries. Then there's Chubby Phillips, who led Illinois in rushing last season but hasn't gone through a year without some sort of leg problems since his high school days.

Add to that Tracy Campbell, who was the fullback in spring drills but hurt his knee in a recent "non-football" mishap and may miss the season; and Joe Smalzer, an excellent tight end who sustained a bad knee injury in spring practice and might miss half the season.

The quarterback situation is up for grabs with veteran Jim Kopatz battling sophomore Kurt Steger. Only three defensive starters are back, led by end Dean March and tackle John DiFeliciantonio.

IOWA

IOWA COULD RATE as the best dark horse threat in the Big Ten. Coach Bob Cummings surprised some people when he guided the Hawks to three victories in '74 (they were winless the year before), and he has recruited some more blue chippers from back in Ohio, where he used to coach powerful Massillon High School.

Quarterback is a question mark, with Doug Reichardt battling red shirt Rich Caldwell, but there are some talented runners in Jim Jensen, Rod Wellington and Dick Shick, a transfer who was great during the spring. Starting

(continued on page 12)

An Old Fashioned Setting For Your Family's New Life Style

- POOL AND LOUNGE CHAIRS
- LIGHTED TENNIS COURTS
- SAUNAS
- RECREATION ROOM
- BASKETBALL FACILITIES
- PICNIC AREAS
- EFFICIENCIES, 1 AND 2 BEDROOMS
- SECURITY LOCKED
- CAR WASH FACILITIES
- HEAT & WATER INCLUDED
- FRIENDLY FACES

NOB HILL

Chalets
MODELS OPEN DAILY
1108 Moorland Road
Rimrock Road to Moorland, left on Moorland 1/2 mile
251-6500



SIMPLE COMFORT THOUGHTFUL DESIGN MODERN EXTRAS

- WHIRLPOOL
- SAUNA
- POOL AND FURNISHED SUN DECK
- CENTRAL RECREATION BUILDING
- 24 HOUR MAINTENANCE
- PROFESSIONAL MANAGEMENT
- FAMILY BUILDINGS AVAILABLE
- ON BUS LINE

HOLIDAY GARDENS APARTMENTS

2502 INDEPENDENCE LANE
Across from East Towne 249-8519

THREE FOUNTAINS APARTMENT HOMES

5160 ANTON DR. 274-2727

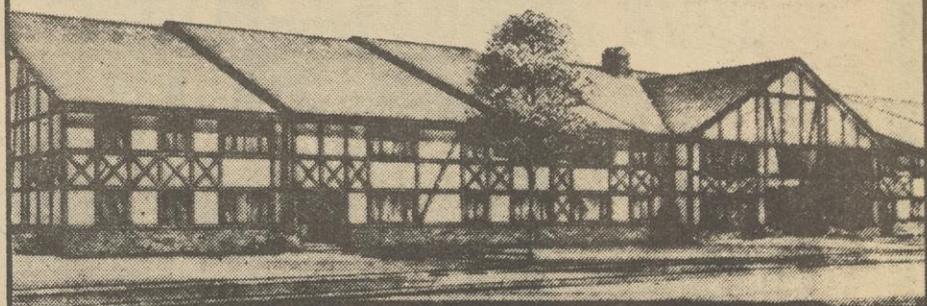
OPEN 8-8 DAILY, 10-5; SAT., 12-5 SUN.

- 2 POOLS
- TENNIS COURTS
- BALCONY OR PATIO
- DECK CHAIRS
- PICNIC AREAS
- PLAYGROUNDS
- SOUNDPROOFED
- SECURITY LOCKED
- 24 HOUR MANAGEMENT SERVICE
- EFFICIENCY, 1 AND 2 BEDROOMS

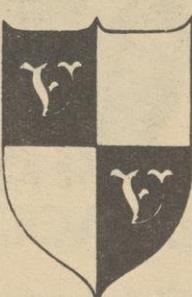
- FRIENDLY PROFESSIONAL STAFF
- SEPARATE FAMILY-ADULT BUILDING
- FURNISHED AND UNFURNISHED
- FREE HEAT AND HOT WATER
- GUEST ACCOMMODATIONS
- VACATION, MAIL AND DELIVERY SERVICES
- STARTING AT \$150
- RECREATION PROGRAM
- SHORT TERM LEASES AVAILABLE
- TIMELY RENT INCENTIVE REBATES

Old Fashioned Living

- TENNIS & POOL SAUNAS
- PICNIC AREAS
- BASKETBALL COURT
- CAR WASH
- SECURITY LOCKED
- AIR CONDITIONED
- DISHWASHERS
- LUXURY 20 UNIT WITH LOFTS
- 24 HOUR SERVICE
- HEAT INCLUDED
- RECREATION DIRECTOR
- BUS AT YOUR DOOR
- VACATION, MAIL AND DELIVERY SERVICE
- GUEST ACCOMMODATIONS
- FURNISHED AND UNFURNISHED
- LEASE NOT NECESSARY
(month to month accepted)
- STARTING AT \$150
- NOW RENTING FOR FALL



Valley View



OPEN DAILY 8-8, Sat. 10-5; Sun. 10-5
2925 Fish Hatchery Road 274-2255

Leisure activities: Intramurals,

Besides providing students with the opportunity of viewing Big Ten athletics, the University of Wisconsin-Madison campus also provides a unique chance to participate in many recreational activities.

On almost any given afternoon (when the weather is decent), the playing fields on the west end of campus are full of students playing football, softball, soccer, frisbee or countless other diversions. The Natatorium and Red Gym are, to say the least, well-used. The list is almost endless; and to a new student, the recreational possibilities are actually overwhelming.

If you're a freshman or an incoming transfer student this outline of recreation activities on campus may be helpful. If you're a returning student it may help to refresh your memory as well as inform you of some rate or schedule changes.

Facilities

A quick rundown of indoor facilities shows that there are seven indoor recreation centers on campus. They are: Neilson Tennis Stadium, the Natatorium, the Armory, the University Ice Rink, Lathrop Hall, Memorial Union and Union South.

Neilson Tennis Stadium is

located on the far west end of campus right next to Lot 60, which provides ample parking space.

The Natatorium, also on the west end of campus is on Observatory Drive, roughly located north of the barns of the Agriculture Campus and south of the Lakeshore Dorms.

The Armory, sometimes called the Red Gym, is located next to Memorial Union and can hardly be missed as it is red and looks like it came straight out of the days of King Arthur. This is also the building where all registration materials are turned in, a process that should forever keep it in the minds of new students.

The most recently-completed recreational facility on campus is the University Ice Rink, which as been built in the south end of the older Camp Randall Memorial Building, more commonly known as The Shell. Easily identified by its silver roof, the Shell is directly next to Camp Randall Stadium.

Lathrop Hall, close to the center of campus, is situated on University Drive about one block west of University and Park.

Memorial Union, one of the busiest places on campus, occupies the corner of Langdon and Park.

Union South, another recently-built structure, can be found on Randall Street just off the Johnson-

and Randall street intersection.

It should be noted that all these facilities are at these locations 24 hours a day and are seldom moved around.

Outdoors

While these seven buildings supply an abundant amount of recreational activities, there are also some major outdoor areas on campus which might be to your advantage to know about.

The largest area of land for recreational activities is located west of Nielsen Tennis Stadium. Here one can find twenty-two football fields and three soccer fields. All are available for use outside of designated intramural times.

Outdoor tennis, volleyball and basketball courts can be found in three locations: near Nielsen Tennis Stadium (six outdoor tennis courts as well as two outdoor platform tennis courts); near the Natatorium (26 outdoor tennis courts, six half-court basketball courts, and three volleyball courts, in addition to countless softball and football fields); and at the SSO (Southeast Student Organization) recreation area, across Dayton Street from Ogg Hall (two softball fields, two volleyball courts, two tennis courts and several half-court

basketball courts).

If your interests lie in other outdoor activities such as hiking, biking, skiing, camping, sailing, canoeing or horseback riding, your best bet would be to get in touch with the Union Hoofers or Outing Clubs (see related article). Both have headquarters in the lower level of Memorial Union and can supply the necessary information about these and other outdoor activities.

Intramurals

Without a doubt the most popular recreational activity on campus is participation in the sprawling IM program. The IM program set up by Intramural Director Jack Nowka will offer the following sports this fall: Touch football, Soccer, Tennis, Ice Hockey, Golf, Three man basketball, volleyball, bowling, paddleball, bridge and chess.

More information about sign-up times will be printed in the Cardinal during the first week of classes.

Nielsen Tennis Stadium

At Nielsen, \$50,000 dollars just spent to resurface all twelve indoor courts; also has six outdoor

courts and two platform tennis courts. Rates for indoor courts represent a price increase over last year (someone has to pay for those new surfaces); prices go up to 75¢ per hour per person for students, \$1.50 for spouse or faculty, an \$4.00 per hour per person for anyone else. Outside courts—25¢ per person per hour

(continued on page 13)

Big Ten

(continued from page 10)

receivers Bill Schultz and Brandt Yocom also return.

The defensive line may be shaky but linebackers Andre Jackson and John Campbell return, and the secondary, which led the nation in pass defense, lost only Earl Doughty.

MINNESOTA

If the 1974 Minnesota Gophers have a winning season, credit their schedule-maker with a big assist. In the first four weeks, Cal Stoll's squad plays Indiana, Western Michigan, Oregon and Ohio University. That's Ohio U., not Ohio State.

SO BEFORE entering the meat of the Big Ten schedule the gophers should have time to recover from some of their many graduation losses. Missing are star runningback Rick Upchurch, the entire starting linebacker crew and most of both lines.

Quarterback Tony Dungy was slowed by injuries last year and was something of a disappointment. J. Dexter Pride, Sam Brady and John Jones form a decent contingent of runners. The receivers are only fair.

Minnesota allowed 30 points and 426 per Big Ten game in '74, and prospects of those figures improving much are dim. The only obvious standouts are tackle Keith Simons, a starter since the first game his freshman year, and Doug Beaudoin.

INDIANA

"We don't get no respect," says Hoosier coach Lee Corso, going into his Rodney Dangerfield routine. "We're everybody's Homecoming game this year. I look at the schedule the other day. We play a team the first week of the season and it's their Homecoming."

ALL EXAGGERATIONS aside, the Hoosiers (1-10 in '74) could be in the another long season. There's some outstanding individual talent, but not enough depth or defense to post a serious threat.

QB Terry Jones led the league in passing, and his favorite target Trent Smock is also back for another year. Halfback Courtney Snyder was a pleasant surprise, finishing third behind Griffin and Marek for conference rushing honors.

On defense, linebackers Craig Brinkman and Donnie Thomas are the leaders, but they'll need more help than they are likely to get.

NORTHWESTERN

The Wildcats, not everyone may remember, are the last team to break the Ohio State/Michigan stranglehold on the top two positions in the conference race. NU tied for second in 1970 and was second alone in 1971.

NO SUCH FORTUNE is likely to fall upon Coach John Pont this year, however. The Wildcats defense, which gave up 385 points and 4,896 yards last year, does not appear to be a very stellar unit, to put it charitably.

Offensively, Pitchin' Mitch Anderson has departed, and that means the 'Cats may go more to their running game. Runningbacks Jim Pooler, Greg Boykin and Rich Boothe all return, as does tight end Scott Yelvington, the Big Ten's leading receiver last year. Throwing to him will be Kim Girkins, whose played only 61 minutes in two years.

ROCKY ROCOCO PAN STYLE PIZZA

Winner of the Daily Cardinal's 1974 Pizza Poll



ROCKY HUMBLY ACCEPTS THE AWARD...

411 W. Gilman (at State)

Whole Pies, Sandwiches,
Salads, Schlitz on tap.

Delivery 256-0600

Two Locations

HRS.
11:30-1 A.M.
Fri. & Sat.
11:30-2 A.M.

651 State

Slices-Sandwiches

Recreation are almost limitless

(continued from page 12)

for students and 50¢ per hour for anyone else.

Squash courts are also available, five singles and one doubles. Prices are 30¢ per hour for students and 60¢ for others.

Reservations for both tennis and squash are a must. Students and faculty may place reservations three days in advance; all others two days in advance.

At Nielsen and only at Nielsen, everyone receives a lock for their locker and a towel for shower when you pay your rental fee.

Wed.-Fri. - 6:30-9:30 p.m.; Saturday-10:00 a.m.-5:00 p.m.; Sunday-1:00 p.m.-5:00 p.m. and Thursday nights from 6:30-8:00.

Handball, racquetball, paddleball, and squash—six courts for

Handball, racquetball, paddleball, and squash—six courts for handball, racquetball, and paddleball, and three squash courts available by reservation only; courts are free, no reservations

taken before 8:00 a.m. and can be made for only one day in advance; cards for courts must be picked up before going to court in Intramural Office; reservations for

weekend games made on Friday mornings, Monday reservations on Monday morning only, no equipment supplied; Reserva-

tions must be made early as courts are usually filled by

8:30 a.m., takes cool temper,

strong dialing finger, and a

little luck; Call 262-3742 to

make reservations or for

further information.

Basketball courts—four on

second floor, (they could use four

more); Play full court games

unless it gets too crowded, then

switch to half-court, "winner-

stays-on" system; Free and open

anytime there is no class or other

sport in gym.

Other sports in Nat are bad-

minton in Gym 2, Monday thru

Other sports in Nat are bad-

minton in Gym 2, Monday thru

Friday from 11:45 a.m. to 1:15

p.m.; Volley Ball Gym 3, Monday

thru Friday 11:45 a.m. to 1:15

p.m., and Co-recreational

volleyball in Gym 3 from 6:30 p.m.

to 9:30 p.m. every Friday.

Weight room—completely outfitted with all weightlifting devices open Mon. through Fri. 11:45 a.m.-1:15 p.m. and 3:30 p.m.-9:30 p.m.

Gymnastics room—open 7:30 a.m.-9:30 p.m. Monday thru Friday.

General Exercise room—open Monday thru Friday 8:00 a.m.-9:30 p.m.

Golf Room—this room is open upon request at any time during regular Nat hours, see building supervisor on second floor.

All of the above activities are supervised by qualified personal.

The Armory

There are no intramural sports run at the Armory; therefore it is open for recreation use Monday thru Friday from 11:30 a.m.-9:30

p.m. Saturdays 10:00 a.m.-5:00 p.m. and Sundays 1:00 p.m.-5:00 p.m.

Facilities at the Armory include; three basketball courts, six three-wall paddleball courts, free swim and a weight room.

Lathrop Hall

Not really the best but it's better than nothing. It contains two gyms and a swimming pool (of sorts). The gyms are on the second and third floor and haven't an official-sized anything in them.

Open Volleyball in the third floor gym is held on Friday 7:00 p.m.-9:00 p.m. Badminton in Second floor gym Friday 7:00 p.m.-9:00 p.m. and Sunday 2:00 p.m.-4:00 p.m.

There is also free swimming at the following times: Monday-Friday, Noon-1:00 p.m. and 7:00

p.m.- 9:00 p.m.; Monday thru Thursday 4:30 p.m.-5:30 p.m. and Sunday 2:00 p.m.-4:00 p.m.

Open dance classes are held every Monday and Wednesday from 7:30 p.m.-9:00 p.m.

Again, for any further information watch the bulletin boards in Lathrop or call Sally Leme at 262-1640.

University

Ice Rink

Open skating from noon to 1:30 p.m. Monday thru Friday and 8:30 p.m. to 10:00 p.m. Monday thru Sunday. Hours on Saturday and Sunday also are from 2:30 p.m. to 4:00 p.m.

Rates are 50¢ for students, 75¢ for faculty and staff and \$1.50 for general public. Both figure and hockey skates can be rented at 50¢

Football tickets

Sale begins Aug. 25

The Ticket Committee of the University of Wisconsin Athletic Board followed up its decision to eliminate student seating in the upper deck for football games by doing away with the annual spring sale of student football tickets.

According to Otto Breitenbach, assistant athletic director this move was made after "lots of student complaints." He said many students felt they were being discriminated against because they were short on money in spring and could not buy the tickets until the fall semester, and thus were given poorer seat locations.

HOWEVER, the ticket office received many complaints from students after the decision was made. These students felt that the spring sale date was much more "sensible" than the present sale dates during the always hectic registration week.

Nevertheless, single student and student group orders for 1975 football season tickets will be accepted at the Fieldhouse between August 25 and September 12.

Students wishing to purchase tickets must fill out a student application at the Fieldhouse during his or her's "priority purchase period." The priority purchase schedule will follow the system now used for the registration for fall semester classes.

Medical and law students may purchase tickets on August 25; graduate students with last names beginning with M-Z on August 26, A-L on August 27; seniors M-Z on August 28, A-L on August 29; juniors M-Z on September 2, A-L on September 3; sophomores M-Z on September 4, A-L on September 5; Freshman M-Z on September 8, A-L on September 9; and all classes from September 10-12.

STUDENTS MUST present a validated I.D. card (not fee card) and \$18 in order to receive their six-game ticket package. Only full time students are eligible.

Married students with adequate proof of marriage may purchase one additional ticket. (Proof of Marriage can be a joint checking account, an Eagle Heights address or an official document with both the husband's and wife's name on it.)

Group orders will be processed during the "priority purchase period" which coincides with the lowest student classification in the group (if the group includes one sophomore classification, the order will not be processed until the date that the sophomore is eligible to buy tickets).

Groups may choose one person to obtain application blanks at the designated service area in the Fieldhouse anytime during the 9 a.m.-5:30 p.m. sale hours.

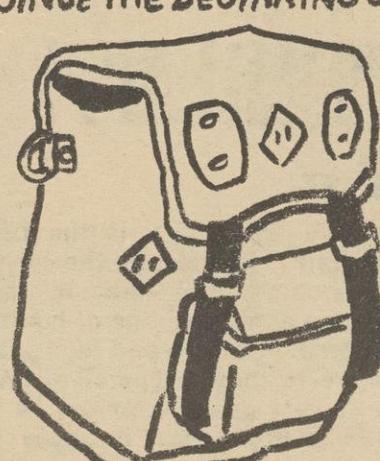
APPLICATION BLANKS must then be filled out and signed by each member of the group. Then one person from the group should return the signed applications along with the validated I.D. cards of each member of the group on the "priority purchase period" coinciding with the lowest student classification in the group.

Each person in the group must then appear individually at the Fieldhouse by September 12 with his or her 1975 first semester fee card stamped "registered" to pick up their assigned season ticket.

The ticket office warns that group orders which are incomplete in any way will not be processed or accepted until they are complete.

CLIP THIS COUPON

bare foot
SINCE THE BEGINNING OF TIME



UNIVERSITY SQUARE MALL

251-8900

SPORT SHOES & SPORTS

\$2*

SAVE \$2* ON ANY

PACK

of your choice

• CAMP TRAILS

• ALPINE DESIGNS

• WORLD FAMOUS

* OFFER EXPIRES 9PM SEPT. 1, 1975

STORE HOURS: MON.-FRI. 10-9 SAT. 10-5 SUN. 12-5

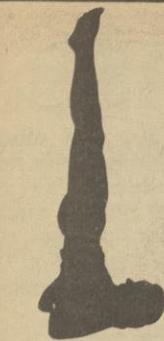
SAVE THIS COUPON

BADGER OFF PARK
Colonial Heights
APARTMENTS
NOW RENTING FOR SUMMER AND FALL
Everything you need in apartment living.
• 1-bedroom apartments, completely furnished.
• 1 block to shopping center
• On bus line
• 10 minutes from the Square
• Free parking
• Complete conscientious maintenance
• Heated pool, tennis court
• Reasonable rents
MODEL OPEN DAILY
Mon. to Fri. 10 a.m. to 8 p.m.
Sat. 10-6 Sun. 12-6
620 W. Badger Rd.
(Park St. of Bellin)
257-0088

UPTOWN
Liquor Store
master charge
AT THE POINT 540 UNIVERSITY AVE.
CORNER OF FRANCIS, UNIVERSITY AND GILMAN ST.
FINE SELECTION OF
IMPORTED AND DOMESTIC WINES
COLD - BEER - KEG BEER - WINE
OPEN EVERY NIGHT
DOWNTOWN AND CAMPUS AREA
UNTIL 9 P.M.
CALL FOR DELIVERY 256-5493
Bring in this ad for
10% Discount on all
imported wines.
expires Sept. 15

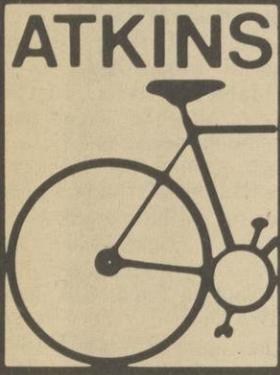
HATHA YOGA
with MEDITATION

— 8 WEEK COURSES —
BEGINNERS AND INTERMEDIATE
(Starting Sept. 1, 2, 3, 4)
MONDAY THRU
THURSDAY EVENINGS



For further information on times, dates and
places, or to register
CALL
238-1732

INNER LIFE FELLOWSHIP —
GARY K. DOUGHMAN — DIRECTOR/INSTRUCTOR



SCHWINN®
cycery

Quality Schwinn Bikes,
Parts & Service
Now Available in the Central City
409 State St. 255-2490
5252 Verona Rd. 271-4255

VW REPAIR



- TUNE UPS
- BRAKES
- ENGINES
- PARTS
- TIRES

VALKS HAUS

1824 SOUTH PARK STREET
257-0047

**HAM.
IT
UP at**

Suburbia
SUBMARINE SANDWICH SHOPS

514 State St.
2741 University Ave.
Randall at University
*also
salami &
balogna, tuna
turkey &
corned beef!

**FREE
COKE with the purchase of
any sub**



Title IX

'Effects already felt'

By AL LAWENT
and
GEOFF METZGER
of the Sports Staff

Despite the continued fears of the National Collegiate Athletic Association (NCAA), the revised federal guidelines barring sex discrimination known as Title IX, will probably have a minimal effect on the nation's campuses and universities.

"Title IX as it stands is in watered-down form," said UW Women's Athletic Director Kit Saunders. "Most of Title IX around the country has already been felt."

TITLE IX, which went into effect on July 21, is the new federal rule which requires equal treatment for men and women in admissions, financial aid, classrooms, housing, dress codes and athletics.

Originally, the guidelines were published in June of 1974 as part of the Education Act of 1972, but the Department of Health, Education and Welfare (HEW) revised the guidelines.

Those revisions and the long delayed implementation of Title IX has been the result of vigorous lobbying by NCAA officials to exempt major, exclusively male college athletics from the guidelines.

Those schools which do not comply with Title IX will lose their federal funding, which would mean financial disaster for most public and private schools.

NCAA FEARS that the HEW will interpret the rules to mean that athletic departments must equally fund men's and women's programs.

It contends that since many athletic departments rely on revenue producing sports like football and hockey to fund their programs, those sports will suffer if equal programs must be provided for women.

But, the proponents of Title IX say that HEW will not interpret the rules so strictly.

If HEW does interpret the rules strictly this would mean that, for



KIT SAUNDERS

example, at Wisconsin where the total athletic budget was \$2.7 million last year, half of that would have had to be spent on women's programs.

BUT, LAST YEAR, \$1.1 million was spent for football, hockey and basketball at UW, and it is probable that the HEW will exempt those sports for the time being from the guidelines.

The remaining athletic budget money would be divided in a fashion that would provide "equal opportunity" for men and women in non-revenue producing sports.

HEW said, "clearly it is possible for equality of opportunity to be provided without exact equality of expenditure." Provision of those opportunities would be judged by the HEW on such factors as game and practice schedules, locker rooms, travel and publicity.

"We're going on demand," said Cyrena Pondrom, Affirmative Action officer, who will largely be responsible for seeing that Wisconsin does comply with the funding aspects of the guidelines.

"THE IDEAL is for women's athletics to reach its fullest development and fullest preference," she explained.

According to the guidelines, if enough women express an interest in forming a team in a contact sport like basketball and the school already has basketball for men, then a women's team must be provided.

In non-contact sports like track and tennis, women must be allowed to try out for spots on the

men's team if there are not enough women interested in forming a separate team.

Saunders and Men's Athletic Director Elroy Hirsch each said that they feel Title IX implementation will have little effect on the present structure of the Wisconsin athletic program.

HOWEVER, there may be some effect in other areas, namely physical education classes. At present, all classes in the physical education department are coeducational except freshman physical education.

For the first time last spring women participated in weight lifting and hockey classes, and men were able to enroll for all classes in the women's physical education department. Title IX would force freshman physical education to become coeducational as well.

However, a recent recommendation from the men's and women's physical education departments favors elimination of the freshman requirement. If the faculty senate approves this recommendation next fall, the problem of integrating these classes would be erased.

There has also been a recommendation to merge the men's and women's physical education departments.

**Lee named
Hirsch's aide**

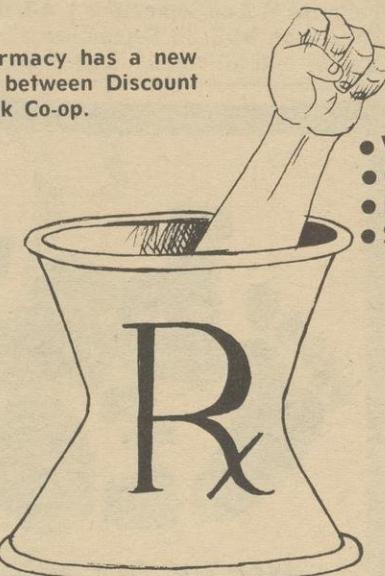
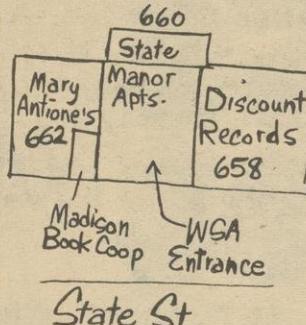
Bob Lee, assistant football coach at Wisconsin will become an assistant director of athletics beginning Jan. 1, according to Athletic Director Elroy Hirsch. Hirsch made the announcement of Lee's appointment at a meeting of the Athletic Board on July 24.

Lee, who works with the receivers, is the only black on Coach John Jardine's staff. He has been coaching at Wisconsin since August of 1974.

Lee's new job will deal mainly with counseling.

HEALTH CARE FOR THE PEOPLE NOT PROFIT

THE non-profit WSA Pharmacy has a new entrance. It's in the alley between Discount Records and Madison Book Co-op.



- VD and Birth Control Handouts
- Contraceptives
- Household Products
- Sunglasses

WSA COMMUNITY PHARMACY

511 N. LAKE ST.

PHONE 251-3242

The WSA Community Pharmacy is the first community owned non-profit pharmacy in the country. Located on the corner of State Street and Lake Street right behind Rennebohms, the pharmacy provides a complete prescription service and carries an extensive line of health care products. We also carry a large number of natural vitamins and food supplements. The pharmacy tries to provide an alternative to the usual profit oriented pharmacy and strives to offer the consumer the lowest possible prices. A second goal of the pharmacy is consumer education and our staff is always willing to answer questions and provide information on any of our products and other health related items. We need your support so please stop by.

MON.-THUR. 9 A.M. TO 9 P.M.
FRIDAY 9 A.M. TO 7 P.M.
SATURDAY 10:30 A.M. TO 6 P.M.
SUNDAY 12 NOON TO 6 P.M.

HOURS:

Daily Cardinal

\$7

This year, the Daily Cardinal promises to be fresher in its outlook but just as irreverent as ever.

Whatever happens you'll be able to read about it in the Daily Cardinal. The Cardinal is published Monday through Friday, except during vacations, and mourning periods after the fall of world leaders.

We charge \$7 for a subscription for the academic year, which has been the price we've set for the last 3 years. So if you want your news without inflation, it's time to subscribe to the Daily Cardinal.

Check out the handy coupon below.

Mail with a check for \$7.00 to:

The Daily Cardinal
821 University Ave.
Madison 53706

or come down to room 2142 in Vilas Hall between 9 a.m. and 4 p.m., Mon. thru Fri.

Name

Address Apt. #

Zip

The UW fan's week--a day-by-day guide

By JEFF CESARIO
of the Sports Staff

I'll never forget it. It was the third quarter of the home football opener two years ago, and a cleancut family sitting between two groups of guys happily helped pass a joint and 1/2 bottle of vodka from one group to the other.

Yes, football season's here again, and it has the same effect on me that yoga has on the high priests of Nepal, the same mystifying power Buddhas uses to control millions with. When the first game rolls around, my inner self becomes content and peaceful, firm in the knowledge that over the next 11 weeks I will be a happy participant in some of the heaviest partying the world has ever known. You see, the Big Ten football season is the Meditation of the Masses, the common man's krishna.

THE AVERAGE BODY takes a tremendous amount of punishment during the 11 weeks. The alcoholic content of the blood rises to towering heights, and the lungs are constantly forced to cleanse themselves of various and exotic residues. At certain times during the 11 week period, the body will absorb bench and table bruises, broken glass cuts, severe wind and cold, and other assorted tortures. But in the tradition of the greatest aesthetic philosophies mind prevails over body.

For the student, "The Game" becomes the focus of attention, but the phrase is misleading. "The Game" really means game day, the event, including Friday night before, the Sunday afternoon following, and all 24 hours in between, adding up to about 50 total hours. This time period could be termed the black area, and by the fourth game of the season, the rest of the week is pretty dark gray.

For those unfamiliar with "The Game," here's a sample student schedule:

MONDAY—Because of ABC Monday Night Football, this is a good night to bone up on football facts and game-watching techniques. About a three beer night.

TUESDAY—If any bookin' needs to be done for the week, it's done Tuesday night. If studying is light, what appears to be a zero night can surprisingly turn into a two-pitcher affair.

WEDNESDAY—Any dates for the weekend with the opposite sex are usually made this night. The body is allowed a night's rest, and this is usually it. Wednesday is the calm before the storm.

THURSDAY—This is psyche night. The mind has to be driven to

a certain level to prepare for "The Game." Moderately heavy drinking and doping are done to achieve this; this process also prepares the body for the upcoming ordeal.

FRIDAY—Professors generally throw light stuff out in class, as

it's destined to go through the head on the ol' "ear Interstate." Friday night's a good tavern night, and when they close, apartments and houses pick up the slack gallantly. Four hours of sleep is about average...the mind's just too busy to rest.

SATURDAY—Up bright and early to prepare provisions for the game. All sorts of hard liquor is brought in, enough to mix any possible drink, and some impossible ones. I'm a simple man, and my personal favorite is a pint of Southern Comfort, although Bacardi 151 rum has recently come on strong. Mad Dog (M.D. 20/20) and Wild Irish Rose are cheap highs, but don't even try to eat a Lifesaver after that stuff, 'cause it just won't stay down.

As far as smokin' goes, Mexican dope is alright, but an ounce of Columbian is the best game-watching equipment I ever had. A couple packs of Marlboros are good to have around, just to keep something in your hand.

After the game, there's usually some good parties in the vicinity, followed by an hour or so freetime in which to rest, eat supper, and try to figure out what your legs do for a living. It's at this point that you've got to get your second wind, or else you're through for the night. Deep slow breathing helps.

Then it's off to the bars and private victory (or defeat) parties. One should rally to

exhaustion, which is until your eyelids fail to respond adequately to commands from the brain to stay open. Some unfortunates stop dead like a wind-up toy wherever they stand, sit or lie. Experienced partiers save a little reservoir of energy on which to get home.

SUNDAY—The sandman needs Federal Airlift Assistance to get the job done here. The letter "Z" has a field day until 1:00 p.m., at which time most people stumble out of bed, grab their head in one hand and a couple of brews in the other, and watch (don't think, just watch) all N.F.L. doubleheader. This is the "cooling down" period, so the body doesn't go directly

from stoned to straight in only 12 hours. This period is really important for mind and body, and

missing it could louse up the upcoming week but good.

Another important aspect of "The Game," though, is that every body in the Stadium, long hairs or short hairs, flannel shirts and jeans or white belt and white shoes, is really interested in the game itself. Attention spans, or let's say consciousness spans, may differ, but I honestly feel that everybody at one time or another would really like to see the Badgers win.

In previous years, this whole football magic existed on the principle that on any particular Saturday, the Badgers might just come alive. However, after last season's historic 7-4 record, and the prospects for even a better team, fan interest will be even greater.

From the freshman in the no man's land of section "L" and "M" to the freaks in section "S" and "R" to the cats with the Buick LeSabres in "B" everybody WANTS to see the Badgers go all the way to Pasadena. And like the high priests need yoga or the Chinese need Buddhism, everybody NEEDS to at least see them try.

I for one, am anxious to start meditatin'.



THE THRILL OF VICTORY — This was the jubilation which resulted following Wisconsin's 21-20 upset victory over Nebraska in last year's home opener at Camp Randall Stadium. This year's home opener against Michigan on September 13 could provide much more celebration. A victory over the Wolverines will start the Badgers off to a possible Rose Bowl season.

Interested
in
writing?

Interested in sports? Like to write? Want to become a Dan Jenkins or Dave Andersen? We don't guarantee any results, but we'll gladly welcome you to the Daily Cardinal Sports Staff.

Come to the annual organizational meeting of the Cardinal staff on Friday August 29, in the Cardinal offices, located on the second level of Vilas Communications Hall, 821 University Avenue.



LEARN
TAE KWON-DO

KARATE
The Ultimate in Self Defense and Physical Fitness
For Men and Women

East Side
303 E. Wilson
255-2000

West Side
1320 S. Midvale Blvd.
(Brookwood Shopping Center)
271-4000

Join the U.W. Karate Club

MADISON KARATE SCHOOL

J.B. Chung, Headmaster
● Former World Champion
● Director of World Tae Kwon-do Assn.
● Korean Army Tiger Division Instructor
● Head Instructor at Madison Police Dept.
● Director West Point Military Academy Program
● Pres. of U.W. Tae Kwon Do Karate Club

Asst. Instructor D.C. Couper - 3rd D. Black Belt
12 additional Black Belts

Member of World Tae Kwon Do Assn.
Largest Organized Network of T.K.D. Schools in the World

MOTORLESS

MOTION

Authorized Dealer For

TAKARA
MIZUTANI
VELITAL
CHIMO

Same Day Service · Yesterday's Prices

PARTS AND ACCESSORIES SERVICE ON ALL MAKES

1002 REGENT STREET • 251-6640