



# **The daily cardinal. Vol. LXXIX, No. 70 January 9, 1969**

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# The Daily Cardinal

University of Wisconsin, Madison, Wisconsin 53706  
VOL. LXXIX, No. 70 Thursday, January 9, 1969 5 CENTS

## University Faces Spending Freeze

By LEN FLEISCHER  
Cardinal Staff Writer

The University is facing salary and personnel freezes for the current fiscal year as a result of a recent directive of Governor Warren Knowles noting the state's alleged fiscal "emergencies" and calling for stringent economy measures in state agencies.

In a letter to the Governor, Secretary of the Department of Health and Social Services Wilbur Schmidt said that the unexpectedly high cost of welfare expenditures was contributing to the state's financial crisis.

As a result, Secretary of the Department of Administration Wayne McGowen recommended the following administrative economy measures to Knowles:

\* Grant no further salary increases for the remainder of the fiscal year.

\* Place a freeze on hiring replacements for all existing vacancies, or vacancies which result during the remainder of the fiscal year.

\* Place a severe restriction on all out-of-state travel.

\* Eliminate capital purchases such as office furniture and equipment.

McGowen further recommended that Knowles notify the leaders of the legislature that he would not approve any additional spending proposals for this biennium which do not carry accompanying revenue measures to fund them.

Knowles responded to these suggestions with a letter to all state agencies including the University saying, "I hereby direct that the recommendations proposed by the Secretary of Administration be implemented immediately."

University Vice-President Taylor said that the University "will cooperate" with the governor's economy edict. He said the salary provision will affect mainly civil service workers. Taylor did, however, note that the personnel freeze would cause cutbacks in recruitment of instructional staff for the remainder of the academic year.

In a speech before the Madison faculty Monday, Chancellor H. Edwin Young asked that faculty members should not "panic" over the governor's order. He said the freeze would hit the faculty members hardest in out-of-state travel.

## Skaters Whip Gophers, 7-3

By STEVE KLEIN  
Sports Editor

Wisconsin's hockey team defeated Minnesota Wednesday night, outscoring the Gophers, 7-3, before 2,455 at the Dane County Coliseum.

The Badgers got off to a fast start, scoring three goals in the first ten minutes of the game. Chuck Burroughs scored once and John Jagger twice on slap shots from the left point.

Wisconsin's Dan Gilchrist and Minnesota's Pete Fichuk traded early second period goals to make the score 4-1. But just when the Gophers appeared to be coming alive, Badger goalie Wayne Thomas made two great saves and Mike Cowan scored while Minnesota had a man advantage to make the score 5-1 after two periods.

The Gophers gave the Badgers a scare with two goals by Fichuk and Steve Hall early in the third period, but Stu Henrickson and Murray Heatley got them back for the Badgers to make the final score 7-3.

### CORRECTION

In an article on the Madison mayoralty in Wednesday's Daily Cardinal it was incorrectly reported that Adam Schesch is not a formal member of the Wisconsin Alliance party. Schesch is in fact affiliated with the Wisconsin Alliance and is still being considered for the Mayor's race by the party. The Cardinal regrets the error.

## Reynolds Announces Mayoral Candidacy

By RENA STEINZOR  
Editorial Page Editor

Robert Reynolds, a former city alderman and a supporter of Eugene McCarthy in the recent Presidential race, announced at a press conference Wednesday that he will be a candidate for mayor in the spring city elections.

Reynolds, in a formal statement released to newsmen stated, "Things are changing and problems are piling up. We are entering into a new era of relationships with the county, the state and the federal governments. We have all the problems of city finances, management and labor relations, annexation and the future of our Madison business community."

Reynolds continued, "The time for blue sky and platitudes has passed. With your help we can make Madison the urban example of all America."

In placing a political label on himself, Reynolds said, "I am a liberal. I am known as a liberal and I will have liberal support."

During a question and answer period following his prepared statement, Reynolds took stands on several vital city issues and gave some limited indications of the concrete program he will offer to the voters in the months ahead.

"I am not going to be so irresponsible now or at any time in my campaign to promise lower taxes," Reynolds said. "We are limited by state statute to the property tax." He mentioned the possible implementation of a program to study the city's tax programs if he were elected.

Reynolds explained that a large problem with the city budget was that it was already committed to either school board budget provisions or payment of indebtedness before it gets to the City Council.

Reynolds said he supported the city's recent moves to tax state property.

He added that the city debt is a primary cause of the high property tax rates and questioned the advisability of the city's continuing to go into debt.

Reynolds noted that a liberal administration was important to city-state relations. He added that Madison can make a record for the people in the state even if it is generally unsuccessful.

Reynolds added that a number one priority item for his administration would be to investigate the "tax islands" of Madison-Shorewood and Maple Bluff—which presently pay property taxes at a much lower rate than the city as a whole.

In discussing the major problems which the mayor's office

## Faia Ordered to Resign By Sociology Department

By JUDY SHOCKLEY  
Cardinal Staff Writer

Michael Faia, assistant professor of sociology, has been asked to resign from the Sociology Department.

The Executive Committee of the department, which consists of all its tenured members, met last month and decided that they would not allow Faia to teach sociology here after June 1970. On December 13 Faia received a written statement of that decision.

Although the reasons for the department's refusal to grant Faia tenure are unclear, the fact that he has openly violated the University's conventional system of grading may have something to do with their decision.

"I have certain misgivings about this decision," said Faia, "and I think it raises some questions about academic freedom." He explained that he knew of no appeal processes available to him as a non-tenured faculty member, but he plans to write a complaint to the American Association of University Professors regarding his dismissal.

The AAUP is a national organization of college and university professors. In their handbook, "Academic Freedom and Tenure," they say in effect that while they are in favor of publicity in general, they would discourage publicity where academic controversies are concerned.

Faia, who came to the University in the fall of 1967, is presently teaching a graduate seminar, le-

gally graded on a pass-fail basis, an experimental undergraduate course, which is taken for audit by only about half a dozen students and which meets at Lorenzo's, and Sociology 690 for Seniors. Next semester he will be teaching Sociology of Education.

Faia explained that he conducted his classes informally under a mutual agreement with his students as to the direction of course content. He said that some students favored his methodology while others did not.

While there are few professors who openly violate University policy as Faia did in a statistics course this summer, he felt that there was a significantly large number of professors in the College of Letters and Sciences who violate the rules in the spirit of the law.

In his recent publication, entitled "Dunce Cages, Hickory Sticks, and Public Evaluation: The Structure of Academic Authoritarianism," Faia opposes the examination-grade-degree system on several grounds: its impersonality, its authoritarianism, its pressure toward academic dishonesty, and its pseudo-protection against the draft.

Over and over in his article Faia stresses that the grading structure "grossly interferes with... free and unimpeded intellectual inquiry. It is in precisely this sense that the examination-grade-degree structure," he says, "constitutes a clear, direct, inescapable violation of the academic freedom of both students and faculty, and it seems to me that those who believe in academic freedom, and in education, have a moral and professional obligation to refuse forthwith to have any further traffic with those aspects of this structure that impinge directly on the teaching/learning situation."

Faia said he would support acts of civil disobedience as a means toward change in the University system. He said that there have been and are now occasions when, in his opinion, it would be appropriate for the faculty to take a stand. Among these he named support of The Daily Cardinal, support of Peter Pan, and an active interest in Faculty Focus, a column in the Cardinal open to faculty opinion.

Faia, who used to teach at Whittier College and the University of Southern California, said that Berkeley has been experimenting with pass-no pass and credit-no credit courses with apparent success. He proposed such a notion to the Letters and Science faculty here in November, but the idea was voted down.

Reynolds stated he was in favor of rerouting the bus lane.

He added that he wished to

(continued on page 4)



MICHAEL FAIA  
Cardinal Photo by Ellen Lewis

## Regents View Legal Duties To Cardinal

By RICH WENER  
Cardinal Staff Writer

The Board of Regents has the right to "deny the printing services of the typographical laboratory to the Daily Cardinal," according to a report issued by a University legal advisor.

The report, compiled by C. J. Stratha for the Regents, claimed that the "typographical laboratory is owned and operated by the University of Wisconsin and has provided printing services to the Daily Cardinal since 1956... There is no formal agreement covering the supplying of this printing."

The Regents asked for the report following the "obscenity" controversy over an Oct. 31, 1968 article. They will be meeting Friday on the 18th floor of Van Hise, 9:00 a.m., to discuss the issue, and have the Cardinal Board of Control to be there.

The Board of Control issued a statement claiming the move by the Regents was an "assault on the Cardinal's integrity as an independent student organization." It stated they would not come to the meeting at the request of the Regents.

The legal issues seem to center around a point of grammar. The original gift of the typography laboratory to the University came with the provision that it "shall be used for the production of a student newspaper, now known as The Daily Cardinal."

This gift was rejected until the word "shall" had been replaced with "may." This indicated, to Strathas, a more "permissive" intent.

## Cardinal-U Fiscal Relations Shown by Legislative Bureau

By RICH WENER  
Cardinal Staff Writer

The Legislature Fiscal Bureau has issued a report on the relationship of the New Daily Cardinal Corporation to the University, which stresses the benefits both parties receive from the arrangement.

The report showed that the Daily Cardinal established the School of Journalism Typography Laboratory and "provided for the acquisition of up-to-date printing equipment today valued at \$70 thousand to \$90 thousand."

The University provides the Cardinal with 1,100 square feet of office space, valued at \$3,300, free of rent.

The relationship between the New Daily Cardinal Corporation and the University dates to 1956. Before then the Cardinal had been published by the Campus Publishing Corporation.

The Campus Publishing Corporation began in 1927 as the Cardinal Publishing Corporation. It is a non-stock, non-profit organization. It was "owned by the University of Wisconsin student," said the corporation's bulletin. "He has a stake in the

company. It is his printing plant built with his dollars."

By 1956 the Company had a net worth of \$93,718, consisting of \$60,000 worth of machinery and the remainder as cash. The transfer of these funds to the University divided the cash into sufficient funds to cover the remodeling of Daily Cardinal Offices, and a \$14,000 trust fund to be used as an operating reserve.

The conditions of the transfer were that the equipment would be used for a typography laboratory, for teaching and research, and with the "express stipulation that it may be used for the production of a student newspaper, now known as 'The Daily Cardinal.'"

In return the University was to provide space for the typography laboratory.

The Daily Cardinal currently pays a fee of \$27 per page to the typography laboratory to cover the cost of publication. In the past year this has amounted to \$60,000, or 50 per cent of the total operating income. It is combined with the original

(continued on page 4)

# Eugene Parks To Campaign for Alderman

By RENA STEINZOR  
Editorial Page Editor

Eugene Parks, who ran an unsuccessful write-in campaign for sheriff in the fall election, stated Wednesday that he is a candidate for the position of City Council alderman in Ward 5.

Following a press conference for Robert Reynolds who announced he would run for mayor in the upcoming spring election, Parks told reporters he would be supported by the Wisconsin Alliance Party and that his campaign would be based on two central issues—housing and city finances. Parks was attending the meeting in his capacity as associate editor for the Madison Sun.

The majority of residents in Ward 5 are students. Parks said he wanted to "show the students that their problems are similar to those of low income families in the city" through his campaign.

Finding adequate, low priced

housing is a problem both low income families and students face increasingly in the city, Parks said.

Parks added that the University was not taking sufficient measures to provide low cost housing for students because it is "controlled by people with a vested interest in the real estate business."

He mentioned the recent attempts by a private realtor to gain a rezoning ordinance for the Jenifer Street area as an example of how the University and the city are failing to meet the demands for low cost housing needed by students and other low income groups. The realty company wished at the time to erect high rise, high rent apartment housing in the Jenifer Street area, designed to appeal to the theoretically wealthy student market. The low income families now living in the area would have been evicted from their homes. The measure was approved by the City Council and later vetoed by Mayor Otto Festge.

Parks cited a growing national trend of students to look at themselves as "citizens first, students second" as a factor which both influenced and is exemplified by his campaign.

"We (the students) are looking at the issues seriously," Parks said. He added that students are thinking more and more of moving out into the community in political and social terms rather than marching down State Street and on Bascom Hill.

Parks said that the electoral process is unable to completely make the change in student action but that it "will raise the consciousness" of the community and students.

In speaking on the problems of city financing, Parks stated that property taxes were not the only

way city government could raise revenue.

He suggested the movement of the city into service areas now monopolized by private business as one alternative to property taxes. Parks cited the liquor business and the housing business as two examples of areas in which the city could provide its citizens with complete and cheaper ser-

cern about was the present situation of the police and fire commission. Parks termed this body "isolated and insulated" and stated that it reacted "unimaginatively" and "didn't create change." He called for more representation of different community groups, such as students and blacks, on the commission.

Parks said there were no blacks on the city police force and suggested that the city should actively recruit black patrolmen.

Parks will be enrolling in the University for the Second semester. He presently works full time for the Madison Sun. The group he is affiliated with, Wisconsin Alliance, was formed several months ago and includes about 150 Madison members, most of whom are students. The organization, registered as a pressure group, is expected to back other aldermanic candidates and a mayoral candidate in the upcoming election. A final decision on their slate will be made Saturday at 1 p.m. in the University YMCA.

The incumbent alderman of Ward 5, George Jacobs, is circulating nominating petitions but has not decided definitely to seek reelection.

Election petitions may be obtained from the city clerk; filing deadline is January 28. The primary election will take place Mar. 4, the regular election is set for April 1. Eleven aldermanic posts (odd numbered wards) and two seats on the Board of Education are up for election in addition to the mayor's chair.



EUGENE PARKS: "Citizens first, students second."

vice than private business, and also raise revenue for itself.

Parks also said that Madison and the state should take a serious look at the present tax structure in regard to private concerns presently avoiding taxation. Parks gave as an example the case of Northwestern Mutual Life Insurance Company which is avoiding some \$13,000 in taxes annually on two of its local holdings alone.

"Taxes are going up on low and moderate incomes because there are people who don't want to pay their fair share," Parks added.

Another area he voiced con-

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# South Lower Campus Ready for Occupation

By SARA SHARPE  
Cardinal Staff Writer

The new South Lower Campus complex, which was begun a little less than three years ago, is almost ready for habitation.

At the present time, only the art department has begun moving in. The complex, which consists of the Elvehjem Art Center and a building housing the art, music, and history departments, is located in the block between Park St., University Ave., and State St. It is being called the South Lower Campus because, according to University staff architect William Powers, "no one has been able to come up with a name appropriate for all three departments."

Although some art students are already attending classes in the

new building, construction is by no means completed.

The art-music-history structure is supposed to be finished by April, but it appears unlikely that the building will be completed by then.

The Elvehjem Art Center, located behind the art-music-history building and connected to it by a hallway, is not scheduled for completion until July. Powers explained that construction on the Art Center is being delayed so that time and energy can be concentrated on the art-music-history building, which is the only one of the two to have classrooms in it.

But the art-music-history building will contain more than classrooms. On the first two floors will be small practice rooms for music students, a large concert

hall, and two small recital halls. There will be some class rooms on the first floor, but most will be on the second and third floors. The history classrooms will occupy the north half of the building, and the music classrooms will be on the south.

When asked why the building was designed as it was, Powers said that Harry Weese, the architect, had designed the building according to the functions of the three departments.

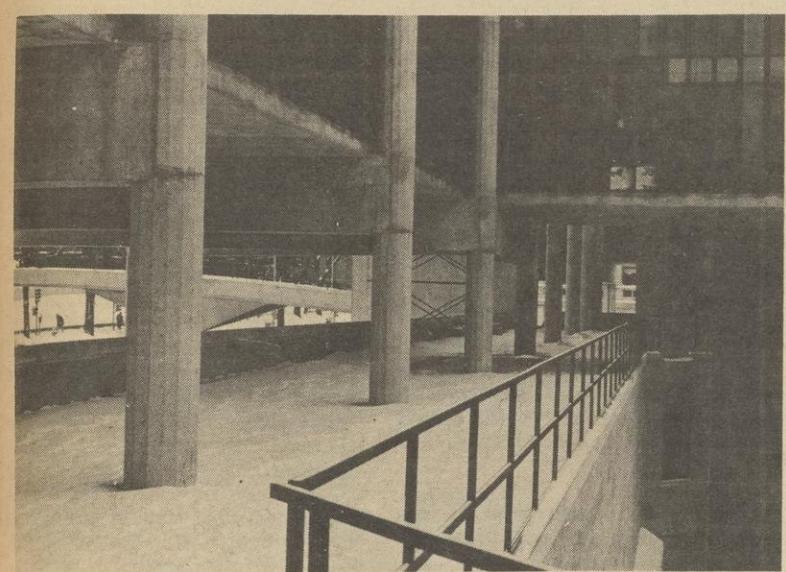
"There will be only two or three elevators in the building," Powers said, "and one will be a key-operated elevator."

Powers continued, "We wanted to keep the departmental classes as close together as possible so students don't have to walk great distances or climb many stairs. And the two departments are segregated because, as the music department admits, music students tend to make noise. We want to keep the noise transmission problem at a minimum," he added.

The history and music administrative and faculty offices will be located on the fourth and fifth floors. The art department will fill the top two floors, six and seven, with administrative offices, classrooms, and faculty studios. There will be one elevator that will go only from the first to the seventh floors, for art students and faculty members.

The Elvehjem Art Center, which will consist primarily of art galleries, will also contain art history faculty offices.

Both buildings will have entirely new interior furnishings.



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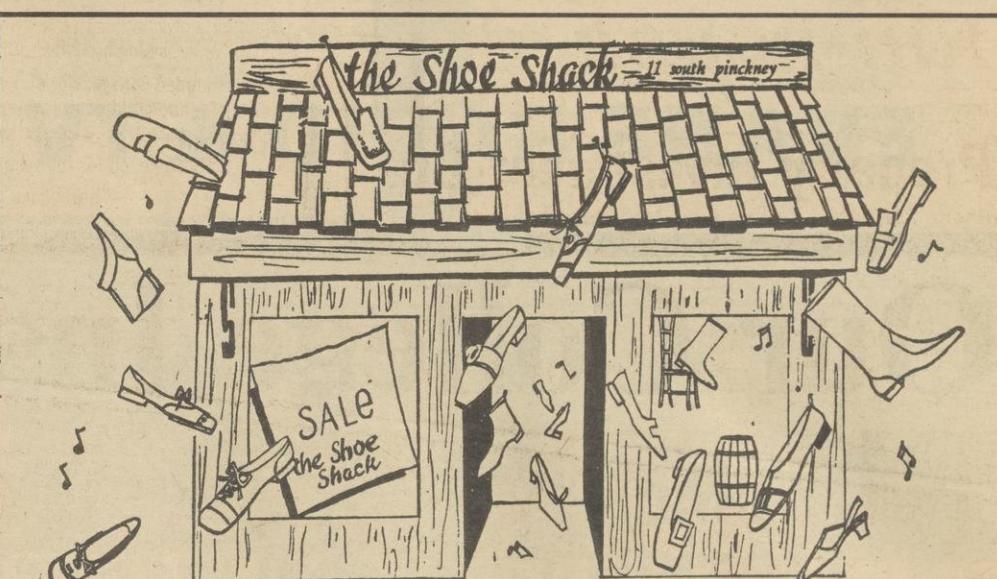
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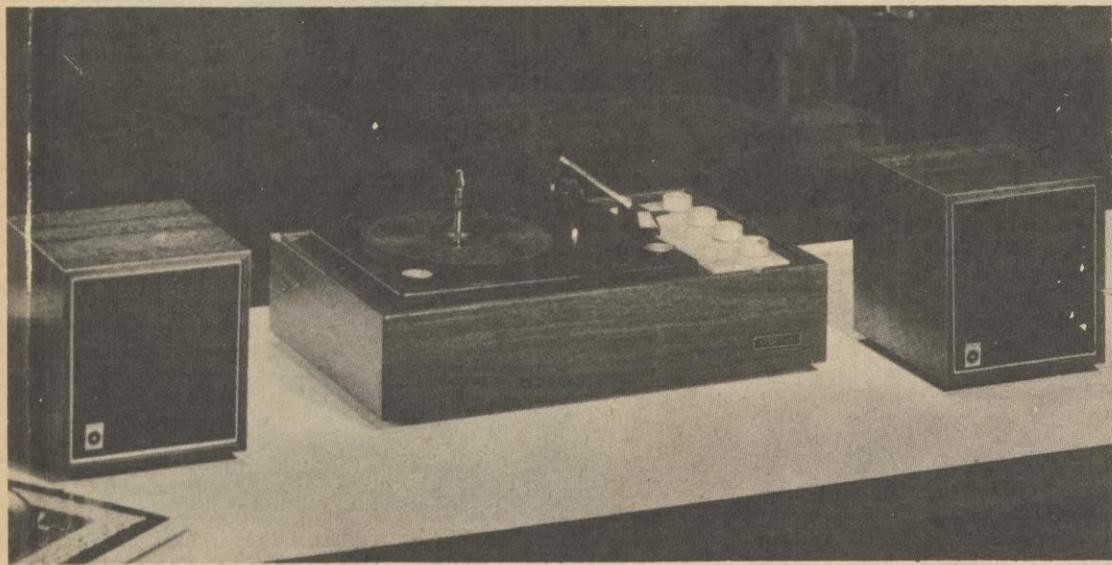
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## WSA Senate Supports Cardinal

By MONICA DEIGNAN  
Cardinal Staff Writer

cases should be handled by the civil courts.

On that principle, Senate earlier refused to appoint students to the Student Conduct Hearings Committee, which has the power to take disciplinary action against students. As it now stands, that committee is composed solely of faculty members.

### Cardinal Finances

(continued from page 1)  
cash gift to cover repairs and new equipment for the laboratory.

According to the present budget the income and expenses of the Cardinal will be equal at \$129,300. Of this income \$31 thousand comes from subscriptions and sales. In the past academic year \$950 of those subscriptions have come from University purchases for the administrative staff.

For the summer the University has adopted a different policy of purchasing the entire output, which is then distributed free of charge to the students. In the summer of 1968 this ran to \$4,800.

The report was prepared at the request of an unnamed legislator, perhaps of the joint finance committee, and has been distributed among the members of the Board of Regents. The Regents are meeting Friday to discuss what they have termed “obscenity” in an issue of the Cardinal. The Cardinal Board of Control has refused to appear.

The report showed the New Daily Cardinal Corporation with assets totalling almost \$90 thousand and \$5,593 liabilities. Although it will break even this year, in past years the Cardinal has had a net profit of up to \$15 thousand.

The \$14 thousand that has gone into the trust fund for maintenance of the lab is used along with the per-page charge for new acquisition and depreciation. The balance of this fund is \$17,500.

The paper is not the official University instrument for publication of announcements, the report stated. Local papers must be used when announcements must be published.

### Reynolds

(continued from page 1)  
work out detailed plans for the “co-operation of action between the University police force and the city police.”

Reynolds stated he did not support the right of city workers to strike because it was against state law.

Reynolds is a member of the Madison Housing Authority and has served on the Madison Board of Estimates. He was a member of the Bargaining Committee and the City-University Coordinating Committee when he was an alderman from Ward 10.

He also serves as a director of the Bayview Foundation, a non-profit housing corporation which hopes to construct moderate income housing in the Triangle Urban Renewal Area.

### GARGANO'S PIZZERIA

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# New Courses To Include American Negro History

A history of the American Negro from the time of the slave trade to the present is one of the new courses being offered to University students next semester.

The course, History 631, taught by Prof. Robert Starobin, will include the growth of slavery, the origins of black resistance movements and slavery in the south, the cultural renaissance at the turn of the century and the nature of the diversified 20th century protest movements.

History 492, another new course, The Intellectual History of China 1911-1949, will examine Chinese intellectual and political trends in the 20th century. The role of leaders in both the Chinese Nationalist and Communist movements will be studied. The course will be taught by Prof. Maurice Meisner.

The rise, expansion and fall of the Mughal Em-

pire from the middle of the 16th century to the middle of the 18th century, will be explored in the new course, History of Muslim India: The Mughal, History 430, and will be taught by Prof. John Richards.

The English Department is offering a new prerequisite to all literature courses beginning next semester. English 200 is the introductory course including analysis of poetry, drama and fiction of English and American literature. Students may take the course to fulfill sophomore literature or humanities requirements.

In the Art Department, a change will take place in Art Survey 122. Lectures will be taped in the multi-media room because the instructor, Prof. Frederick Logan, is studying in Nigeria this year. The course includes architecture, urban planning and other three-dimensional arts.

## Name Student Ombudsman

Chicago, Ill.—A fourth-year student at the University of Chicago, John W. Moscow, has been named Student Ombudsman.

The Student Ombudsman will receive student grievances and, at his discretion, bring them to appropriate people or institute investigations into cases where a review by his office seems warranted. He will issue quarterly public reports describing what his activities have been.

According to Provost Edward Levi, who made the announcement, "The appointment of Mr. Moscow is meant to improve the regular remedial processes of the University. The Student Ombudsman is not a representative, but an independent officer.

"We expect him to call attention to abuses of discretion wherever he finds them, and to suggest changes in rules, procedures, or policies wherever he sees fit. Basically the influence of the Ombudsman will depend on his ability to suggest and persuade. It will be a difficult job. But I think this has a chance to be an important experiment."

The term of appointment runs through the end of the summer quarter.

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were to \$55  
**Imported Loden**

full  $\frac{3}{4}$  and jacket lengths;  
contrast-piped & embroidered  
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famous-label suits, jacket dresses,  
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Panty Hose, were to \$4 ..... 2 for \$3  
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Lined Leather Gloves, were to \$6 ..... \$4.40  
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in sight...**

# THE DAILY CARDINAL

a page of opinion

## Blackmail

Thanks to a handsomely thorough analysis apparently on behalf of the Joint Finance Committee the financial relationship between The Daily Cardinal and the University has finally been clearly dissected.

The report by the Legislature Fiscal Bureau shows that both the newspaper and the University have benefitted financially through the complex arrangement. Through the funds received by the University from The Cardinal, the Journalism School has been able to set up a \$70,000 to \$80,000 typography lab for a variety of educational functions. And through the favorable financial arrangement, The Cardinal has been able to prosper and to serve better the University community.

Yet despite the favorable aspects for both sides, and the University's latest financial crisis, the Regents seem determined to eliminate The Daily Cardinal from the University picture. If the Regents in fact move to evict the newspaper from the campus, the paper will die. At the present time, there is no feasible arrangement to enable the paper to publish as a daily off campus. Moreover, if The Cardinal were to move off campus to publish, it would have to be through a negotiated agreement mutually acceptable to both the newspaper and the University.

But it should be clear to every concerned member of the University community that The Cardinal is once again the political

volleyball in state politics. The conservatives have long been determined to crush the University as a breeding ground of radical agitators. These politicians have consistently sought an issue, no matter how obscure or insignificant, to attack the University and its administration. They have been spurred on, of course, by a so-called public opinion which has been horsewhipped by the mass media into having a total misconception of what the University is all about.

Thus, lacking a more substantive or attractive issue, the state politicos are using The Cardinal as its whipping boy. And not only is the paper to feel the brunt of the attack, but the state legislature is using the issue to slash the University's budget request, including faculty salary increases and funds for special projects and programs. Simply put, the name of the game is BLACKMAIL: if the administration stifles the radical scum, then Harrington and Co. keep their jobs and get their budget—for the time being at least.

But despite this massive attack on the University, the question remains whether political repression can succeed in crushing an intellectual movement. At other times and places the politicians could probably achieve their goal. But with the pale of 1968 still hanging over the University and the Nation, such repression serves more to strengthen and solidify the long term resistance to the oppressors.

## Two Views

Garcon Marks

### ... from the Rath

I know they're out there, somewhere . . .

The furniture is all early American reproductions made out of plastic wood. There is a book by J. Edgar or maybe Ike if they're liberals on the mantel, one well thumbed copy of "Valley of the Dolls" where he or she can reach it, and a lot of old copies of The Reader's Digest. A big, color television dominates the room. There is no radio, only an old phonograph with Songs of the Marines on it—in dust.

The old man belongs to the V.F.W. He smokes cigars and she smokes cigarettes, like fiends. She likes to say she knits, he has his train set downstairs with his son's. Next to the gun collection. They always vote either a straight Republican or Democratic ticket.

He drinks heavily, openly. She drinks heavily on the sly. They both condemn drinking heavily to their son, John or Bill, along with sex. Old Dad had a good time when he got drafted into the army. Privately, he tells his son to have fun with them girls, but not to knock 'em up. Mom and Dad just can't understand us college kids today.

### ... from the Capitol Steps

I know they're out there, somewhere . . .

The furniture (what little of it) is broken and filthy, lots of lousy mattresses, slashed cushions, and whittled armrests, all cut up by razors and wicked, little click-knives. They all carry at least one.

The air is full of evil-smelling marijuana smoke, put there just to hide all the hypodermic syringes and gallons of bad, mind-washing drugs they sit around slipping and stabbing themselves with. Oh, they may read Commie manifestos and filthy, dirty books by people who are supposed to be egghead. But it's all pornography and red, disloyal garbage. I'd never let my children read those books.

Most of them are probably doing something disgusting like copulating, right now. In front of their friends! Others are planning marches and sit-ins and protests. Anything to stop or disrupt some legal law or other, some way to spend their parent's money on dirty beads or blankets or clothes so old a beggar wouldn't wear them. But they beg and steal and lie around with their long, greasy, smelly, dirty, lousy hair and beards and things and talk dirty to nice, old ladies. But they won't talk like that to me cause I know how to handle them.

#### EDITORIAL STAFF

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## Faculty Salaries: A Modest Proposal

Bill Knee

To improve the quality of higher education at the University, faculty salaries should be cut by at least thirteen per cent biennially.

This idea occurred to me while pondering what Northwestern Mutual Life Insurance Company Board of Trustees member Charles Gelatt said to Governor Knowles and key state legislators at the University budget hearings just before Christmas vacation. Gelatt wondered "why a school that is generally considered to be first in the Big Ten in academic excellence is near the bottom in faculty salaries."

I've often wondered why myself. Then, appropriately enough during the Christmas holidays, a revelation came to me: Not only is there a negative correlation between academic excellence and salaries at the University; it's also a matter of cause and effect. I mean, we are such a great institution of higher learning precisely because our faculty salaries are so low.

Let me explain. The well-dressed, well-behaved, well-conditioned young man-on-the-make who has long since lost any interest in his subject—except the all important interest of using it to further his career—naturally goes to work for the highest bidder. That is, he accepts a position from the University of Illinois or Ohio State University and rockets into suburban orbit with a very generous fuel supply.

On the other hand, those maladjusted, immature, sometimes bearded young Ph.D.'s who are interested in teaching and researching a subject which they feel is very exciting and relevant come to the University of Wisconsin, regardless of a thou or two less, because of its intellectual, stimulating, and liberal atmosphere.

Every year the new Ph.D. models appear in the dealers' windows (meetings of the Modern Language

Association or the American Association for the Advancement of Scientists, for example). And every year a few young mavericks manage to make it to the marketplace having somehow circumvented the graduate school conditioning process. The University of Wisconsin gets more than its share of such young faculty who, in spite of everything, are committed to academic excellence instead of self-aggrandizement.

Naturally we get lots of self-aggrandizers, too. You can always identify them because their chief conversational topic is how hard it is to support a home in Shorewood Hills, a cottage up north, two cars, a color TV, etc. on a professor's salary.

Self-aggrandizers are not randomly distributed at the University. The Business, Agriculture, and Engineering Colleges have a significantly higher number of them per department than the College of Letters and Science. After last school year's Dow Riot two professors from the west end of campus were overheard as they rushed to the subsequent faculty meeting: "We gotta go and outvote those guys on the hill or the state legislature'll never give us another raise." Even within the College of Letters and Science, some departments are particularly strong in self-aggrandizement. Consider what happened to those two Chemistry Department T.A.'s who participated in the post-Dow strike.

Self-aggrandizers often stay a few years and then leave us for greener pastures. At the budget hearings, University Vice-President Robert L. Clodius referred to losing this group because of raids carried out by the better-paying universities. Clodius, for the sake of academic excellence, let them go!! People who want to cash in on the education business really belong at Illinois or Ohio State.

A thirteen per cent biennial pay cut would accelerate their departure.

## A Correction

To the Editors:

I must strongly protest the inaccuracies of fact in the two front page news stories connected with my possible candidacy in the race for mayor. On Tuesday a front page story appeared which revealed that I was under consideration as a candidate for the Wisconsin Alliance. It also stated that I was a former associate of the "Young People's Socialist Alliance." There is no such group. I called the Cardinal to explain this. I also informed them that I was never associated with either the Young People's Socialist League or the Young Socialist Alliance, the two groups presumably from which the artificial name was drawn. I asked for a correction. I got it and immedi-

The Daily Cardinal is accepting sample columns from anyone interested in writing a permanent column for the paper second semester. Columns may be anywhere from 2 to 5 pages in length, should be typewritten and triple spaced. Turn them in at the Cardinal office at 425 Henry Mall. Any questions: Call Rena at 262-5854.

### CORRECTION

In an article on marijuana research in Wednesday's Cardinal the following information was unfortunately mistated: "Tobacco cigarettes can cause acute nicotine reaction far more spectacular than any effects produced by marijuana cigarettes when both are smoked in the same manner under controlled experimental conditions." The Cardinal regrets this omission.

# Economist Finds Cutting Costs Hard in Education

Iowa City, Ia.—The process of study and scholarship called higher education does not lend itself well to cost-cutting efficiencies common in most parts of the economy, according to University of Iowa President Howard R. Bowen.

The Iowa economist recently made the observation in introducing projections of future expenditures for higher education which show operating costs climbing from \$12.3 billion now to \$33 billion in 10 years. Bowen notes that the anticipated total of expenditures in 10 years would amount to only 2.6 per cent of the estimated Gross National Product. Today expenditures for higher education amount to 1.9 per cent of the GNP.

Bowen said the federal government now provides 30 per cent of operating funds to higher education. According to the U of I president's projections, the federal share by 1979-80 will be 40 per cent. He foresees one point drops in the percentage of funds coming from student fees and private gifts to 24 per cent and 4 per cent respectively.

The Iowan holds that increasing costs of education should not be shifted onto the student, who, according to his view, already carries a substantial share of the cost, including foregone earnings while in college. A financing proposal by Bowen has gained wide attention in higher education.

The Bowen formula relates fed-

eral support to each institution to the institution's changes in per-student educational expenditures and in enrollment. Under this formula, the federal government would finance half the increase in the per-student expenditures for all students, and all the expenditures for half of the increase in students.

He declares that there is no doubt that America can afford to support higher education on the scale of the projections, but cautioned that higher education faces a financial problem because of "certain adverse features of the political climate, competing claims for public and philanthropic funds, and likely continued high defense expenditures."

## Gregg Appointed to Commission

Prof. Russell T. Gregg, chairman of educational administration at the University, has been appointed by the American Association of School Administrators to serve on its commission on Professional Preparation of School Administrators.

The commission is composed of four professors of educational administration and four practicing administrators.



THE "TIMETABLE" OF geological history is dramatically exposed here where the meandering San Juan River of Utah has cut through a 30-million-years accumulation of rock strata. The San Juan Goosenecks and many other relics of our planet's past will be featured in "A Bird's Eye View of the Earth," an illustrated lecture for the public at 7:30 p. m. Friday (Jan. 10) in 180 Science Hall. The talk by Prof. Louis Maher is one of three planned this winter by the department of geology. They can be enjoyed by both adults and young people with little or no background in geology.

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Sale continues Friday & Saturday

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## Observatory Drive Closed

A portion of Observatory Drive from the Education Building parking lot to N. Park St., has been closed to all traffic until late summer.

The University Department of Planning and Construction, announcing the closure Wednesday, said the action was necessary to undertake realignment of a segment of the road, to install major utility lines, and to insure maximum safety during the critical excavation period prior to construction of the new College Library at 600 N. Park.

Campus buses normally traveling this road have been re-routed to accommodate the construction work.

The ban on use of the road includes both vehicle and pedestrian traffic.

## Satellite Education Explored

Prof. Charles Wedemeyer, University professor of education, will speak on "The Next Frontier: Problems and Potentials for International/Intercultural Education via Satellites" at 3:30 p.m. Thursday in 107 Psychology Building.

The talk is one of the last in a series in the Space Science Colloquium entitled "The Quest Goes On—Ten Years in Space and After." The colloquium is sponsored by the University's Space Science and Engineering Center.

SUN., JAN. 12 — 7:00 P.M.



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University of Wisconsin students will work and study in Brazil this summer. As in the past three years, the University YMCA will conduct an exchange program with the YMCA of Belo Horizonte. Wisconsin students will live with Brazilian families and work with children in recreation programs. Extensive travel throughout Brazil and neighboring South American nations will provide exchange members with the opportunity to compare and contrast Brazil with Spanish American countries as well as the United States.

Applicants will have to have one semester of Portuguese before this summer. Grants and loans are available to pay the costs of this program. Applicants who are selected will participate in weekly seminars during the second semester. Any University student may apply for this exchange program by stopping at the University-YMCA (306 N. Brooks St.) for an application blank. Further information may be received by calling 257-2534 (Univ-YMCA) or 262-7827 (Director, Wisconsin in Brazil Project).

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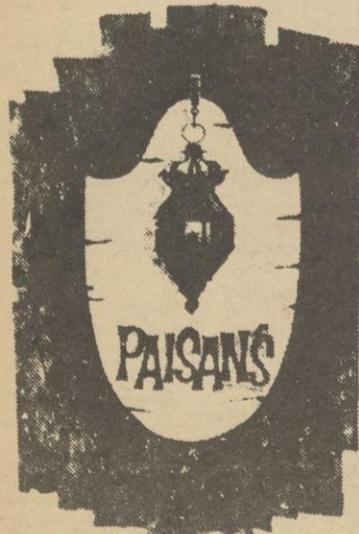
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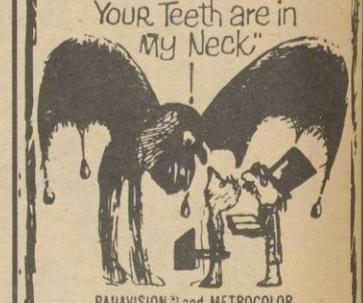
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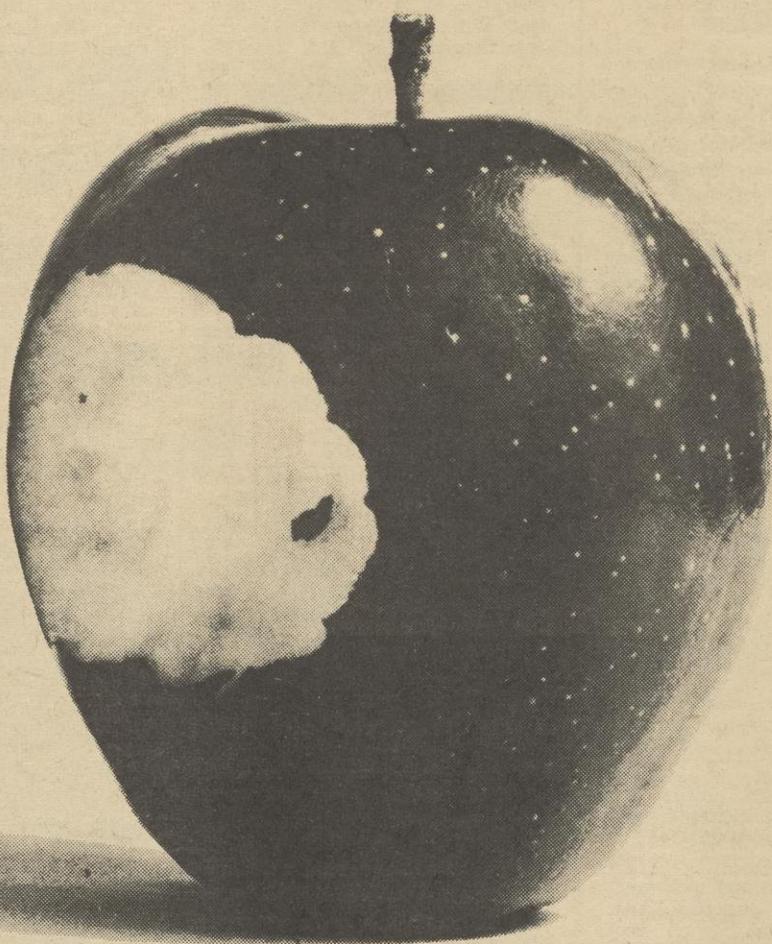
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Dear Mr. Doan:

Business has cast itself in the role of the doting parent, scratching its corporate head and asking: Now where have I gone wrong? We on the other side of the aptly-named generation gap can readily answer your question. The question we can't answer—and the one you must answer—is more difficult: What does, and what will, business do right?

The image that the corporate world has created in the academic world is a highly negative one. Business, which has sold us everything from living space to living bras, has been unable to sell itself. Hopefully, our dialogue will help dispel the "business myth"—although all myths are based on varying degrees of truth.

And what exactly is this image? It's that of a potential vehicle for social change overcome by its own inertia. Business has an immense social power which is exceeded only by its inadequate social commitment. This is not to deny that many major corporations are involved in health research, agricultural improvement, etc. But what we question is whether business is really carrying—or plans to carry—its share of the social burden.

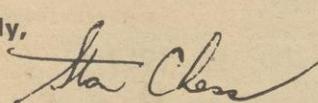
A psychologist's association test, for instance, would yield such verbal gems as "business" and "air pollution," "business" and "war-profiteering," "business" and "planned obsolescence." You yourself know only too well the two-syllable associative response generated by "Dow Chemical." It is hard for us to applaud a new measles vaccine juxtaposed with such immoralities.

Thus, many of the qualities we associate with business are contrary to our very way of life. We have awakened from the sleepy fifties and have begun to challenge both political and social tenets. Yet, while we question our involvement in a more-than-questionable war, business apparently closes its eyes and fills its wallets.

This is what troubles us. As corny as it sounds, we do hope to change the world. Business, meanwhile, is trying to change its image. But in so doing, it is merely creating a battle of antithetical stereotypes.

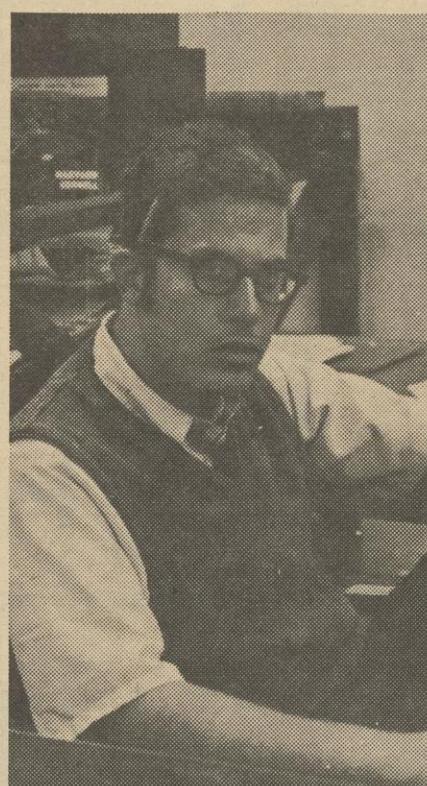
Thus unless it decides to give itself—and not merely its image—a major overhaul, business can continue to write off a growing segment of college youth. Perhaps our dialogue will help give the corporate world the rectal kick it so desperately needs.

Sincerely,



Stan Chess  
Journalism, Cornell

## Forget your image, business... Overhaul yourself



IS ANYBODY LISTENING  
TO CAMPUS VIEWS?  
BUSINESSMEN ARE.

Three chief executive officers—The Goodyear Tire & Rubber Company's Chairman, Russell DeYoung, The Dow Chemical Company's President, H. D. Doan, and Motorola's Chairman, Robert W. Galvin—are responding to serious questions and viewpoints posed by students about business and its role in our changing society... and from their perspective as heads of major corporations are exchang-

Dear Mr. Chess:

I agree with you that business has done a wretched job of selling itself. We tend to feel that our role in developing the highest living standards in the world is self-explanatory, and doesn't need much selling; and we are so busy, and engrossed, in what we're doing that we don't really have time to "sell" what we do.

Simple explanations of why a company is producing a product in the national interest don't provide the answer to "selling" business, as we at Dow are all too well aware. The fact that in the judgment of our military leaders the tactical use of napalm is effectively saving lives of our troops, and serves an indispensable need in accelerating the end of a dirty and unpopular war... the fact that there simply is no truth to reports of massive casualties among Vietnamese women and children resulting from napalm... the fact that hundreds of American doctors who have volunteered their services in Vietnamese hospitals report not having a single civilian napalm burn case, all are documented facts blandly ignored by those not responsive to reason. But I have yet to hear criticism of napalm from any returning combat veteran.

Doesn't this really mean that judgments should be made on the basis of objective inquiry and not unfounded opinion? Honest differences will always arise. But a better understanding of viewpoints and motives will follow from objective discussions. Business must sell "itself", not an image of itself.

It is from this perspective that I think we should examine your central question of "whether business is really carrying—or plans to carry—its share of the social burden."

You are of course aware of business' direct involvement in contemporary community affairs through such programs as those dealing with hard-core unemployment, blight-area housing, civil rights, traffic congestion, and pollution problems. To me these programs are evidence that business today is assuming a much more active social role. But this does not answer two questions fundamental to your inquiry: to what extent should business—an economic vehicle whose primary commitment to the community lies in its economic functions—assume social burdens; and how can these social respon-

ing views through means of a campus/corporate Dialogue Program on specific issues raised by leading student spokesmen.

Here, Stan Chess, a Journalism senior at Cornell, is exploring issues with Mr. Doan.

In the course of the entire Dialogue Program, David M. Butler, in Electrical Engineering Program at Michigan State, also will exchange viewpoints with Mr. Doan; as will Mark Bookspan, a Chemistry major at Ohio State, and David G. Clark, Political Science MA candidate at

sibilities be discharged most effectively?

Obviously all of society's institutions must assume some share of the burden; there is no sole responsibility. Can you visualize a solution in which only one segment of society provides equal opportunity for Negroes?

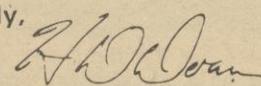
I believe maximum long-term profit growth is consistent with, and in fact cannot be achieved without, maximum service to society. Maximum service to society can be achieved only through maximum development of, and release of, the ability of individuals. And maximum release of individual abilities brings about maximum profit-growth.

Further, in my view, service cannot be delivered best by deliberately trying to be of service. Service can more often be achieved by indirection than by any direct attempt to be of service.

Business does so many things right that I don't really see this as an issue. We have developed a system that the rest of the world is frantically trying to copy. It is the worst system going except for all those other systems. Business can't do everything for everyone, of course; it wasn't designed for that. Like all of us, it should be doing what it does best. As an economic instrument, it can best fulfill its social commitment by excelling in that respect.

Our nation is going through a period of transition to new policies and new philosophies. Your generation on the campus is doing us a real service by questioning our assumptions, and by making us aware of hypocrisies and outmoded parts of our systems and institutions. You want to do away with outmoded ideologies, and so do I. As new values are accepted which emphasize the role of the individual in society today, and new relationships develop between the public and private sector of society, then more realistic answers will be found as to how business, in harness with government and education, can share the social burden by providing real—rather than illusory—service.

Cordially,



H. D. Doan, President,  
The Dow Chemical Company

Stanford, with Mr. DeYoung; and similarly, Arthur M. Klebanoff, in Liberal Arts at Yale, and Arnold Shelby, Latin American Studies at Tulane, with Mr. Galvin.

These Dialogues will appear in this publication, and other campus newspapers across the country, throughout this academic year. Campus comments are invited, and should be forwarded to Mr. DeYoung, Goodyear, Akron, Ohio; Mr. Doan, Dow Chemical, Midland, Michigan; or Mr. Galvin, Motorola, Franklin Park, Illinois, as appropriate.

# Daily Cardinal Sports

## Hoosiers, Iowa Drop Gymnasts

By RICH SILBERBERG

The Wisconsin gymnastics team's winning streak was halted at four Saturday, as the Badgers dropped a double dual meet to Indiana and Iowa at Bloomington.

Indiana outscored the Badgers, 164.425-152.75; Iowa won 178.373-152.75.

The Badgers managed to win two events in their meet with the Hoosiers, floor exercise and side horse. In floor exercise, Don Dunfield led the field with a score of 8.45. The side horse competition was taken by John Russo with an 8.4 mark, considerably below average for the AAU Champion. Senior captain Pete Bradley took the honors in the long horse competition with an 8.95 score.

Wisconsin failed to win a single event against the formidable Hawkeyes.

Wisconsin did manage to defeat Northern Illinois on December 19 at DeKalb, 136.425-107.925. The Badgers swept every event, with Bradley placing first in still rings, long horse, parallel bars, and horizontal bar. He also shared the honors with John Kugler in floor exercise.

The Badgers' next meet will be at home Saturday against Mich.

# McGuire a Smooth Victor

By TOM HAWLEY

After hanging on for a Milwaukee Classic overtime victory over Wisconsin two weeks ago and watching his guard, Dean Meminger, shoot the Badgers' zone defense to death, Marquette's Coach Al McGuire commented that he wished "everybody would play a zone against us."

The winning coach is obviously the one most likely to have something to say after the game, and McGuire is a classic when it comes to being "quotable." Leaning against his new trophy and shooting off quotes faster than most pencils could keep up with, he stayed a good sentence or two ahead of a crowd of reporters and looked more completely at home doing what he was doing than a few of his players did on the court.

The Badgers' John Powless was



AL MCGUIRE  
quotable coach returns

rather less at ease than McGuire and closed his comments by pointing towards the NCAA Mid-East regional in Madison, stating that he'd welcome seeing Marquette there too.

In the event that the Badgers bounce back from an 0-2 Big Ten sendoff and make it to their regional tourney, the championship tilt in the Classic and any possible regional clash between the cross-state rivals would both overshadow the importance of the second Marquette-Wisconsin game two weeks from Tuesday, especially for Wisconsin.

McGuire, who played playground, college and pro basketball in New York, has to keep an eye on the press service ratings for a boost in recruiting efforts. Any loss at all hurts ratings and chances for a tournament bid, and with the comparative pushover schedule Marquette plays, it can hardly afford losses to many major teams.

The fact that Marquette features what must be one of the most colorful teams anywhere won't hurt them when they start waiting for a tournament bid. Another thing

that isn't hurting them is the fact that they now own a 9-2 record, complete with an upset equal to Wisconsin's New Year's Eve triumph over third-ranked Kentucky, a sound victory over nationally ranked Detroit and former Olympian Spencer Haywood.

McGuire's colorful quotes ("We should have mickeymoused around when we had that eight-point lead;" "The only way we could have lost would have been NOT fouling.") would go largely unnoticed if it weren't for a starting line that featured New Yorkers George Thompson, a legitimate all-American candidate, and Meminger, who shares with Lew Alcindor the honor of being the only high school ballplayers ever to make all-NYC three years in a row.

A looked-forward to matchup between Meminger and Clarence Sherrod never really came off in the Classic final, although Meminger did pick up towards the game's end on Marquette's man-to-man defense. The similarity between the two players and the way they're accepted by the fans is striking. McGuire, after opening the Classic with a victory

over Army, mentioned that he had no intention of placing Meminger on Sherrod and having his top guard foul out. Both looked good, possibly as a result.

McGuire and his counterpart in the Army game, Bob Knight, who accepted the job Powless now has before backing out due to an ill-timed announcement of his hiring last spring, were a pair of whom only one looked good, Knight did little to make fans wish he'd come to Madison, drawing four technical fouls while being upset by Ohio in the tourney consolation game.

**ARMCHAIR QUARTERBACK**  
Badger sports fans: Are your friends getting tired of hearing you complain about the Wisconsin sports scene? Give them a break! The Daily Cardinal sports staff would like to hear from you concerning your views on any and all Wisconsin sports issues. Just keep the letters as short as possible so that we may print as many as possible. Please sign all letters. Names will be withheld upon request. Send letters to Sports Editor, The Daily Cardinal, 425 Henry Mall, Madison.

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## A Bad Trip

It was a bad trip.

From its beginning, when the bus taking the Wisconsin basketball team to the airport didn't start, to the end, when the Badgers played their first bad basketball game this season, the trip to Michigan State was one that all concerned would like to forget.

The 77-67 loss to the Spartans left Wisconsin, a team that looked proud and solid with a set lineup, facing a possible breakup. Although it's too early to doom a team in the Big Ten race, the Badgers have a long way to go.

They played good basketball losing to Purdue at home, a place where few Big Ten champs ever lose. The Badgers also failed to pick up one of the few road wins a potential champ needs. The East Lansing trip may be the easiest one the Badgers make all season and missing this opportunity to win on the road may be almost as damaging as losing one at home.

After the game, coach John Powless told his team what they probably knew already: "Your heads are on the block."

When the bus from the fieldhouse to the Old Terminal didn't start, the trip got off on a jovial start when Powless chimed out, "anybody want to make two bucks." Players with cars drove to the airport and were reimbursed.

But it wasn't very funny when the Badgers arrived after eight o'clock at the Jenison fieldhouse, about four hours late. The team didn't eat its evening meal until just before ten. No wonder the 16 players ran up a \$152 meal tab.

The game itself would have been a laughing matter for anyone but a Wisconsin fan. Wisconsin's starters could do very little right. They allowed State to score seven straight points at the outset, and were down 24-11 with just over nine minutes to go in the half.

Powless replaced his Nagle, Johnson, Mayberry, Sherrod and Mitchell team with Dave Zink and Ted Voigt at forwards, Al Henry at center and John Schell and Mel Reddick in the backcourt.

From there, he substituted somewhat freely, but Mayberry and Nagle never got back into the contest. "There were eight guys busting their asses in the second half," Powless said after the game.

Wisconsin was down by as much as 22 points in the first half and was behind 42-26 at intermission. From there, MSU laid in the Badgers' laps a chance for a great come-from-behind win, but the Badgers only mildly took advantage of it.

Michigan State didn't score a point until 12:28 left in the game, but the Badgers had only narrowed the gap to 42-35. Wisconsin quickly got in the 1-1 foul situation, and in the last five minutes the Spartans obliged with 14 of 17 from the charity stripe. The Badgers never got closer than five points; they had dug their graves by their loose play in the first 20 minutes. "There was no excuse for that first half," Powless commented.

The Badgers didn't hustle or play their normally tight defense against the surprising Spartans, a team that shook off a five game losing streak.

Ohio State at Columbus, one of the much tougher trips, is next. Powless and his cagers can only hope that this trip won't be as bad an experience as the first Big Ten trip was.

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