



# **The daily cardinal. Vol. LXXXII, No. 82 January 10, 1972**

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cardinal  
**MONDAY**  
magazine



Norman Lenburg



Hal Stoelze

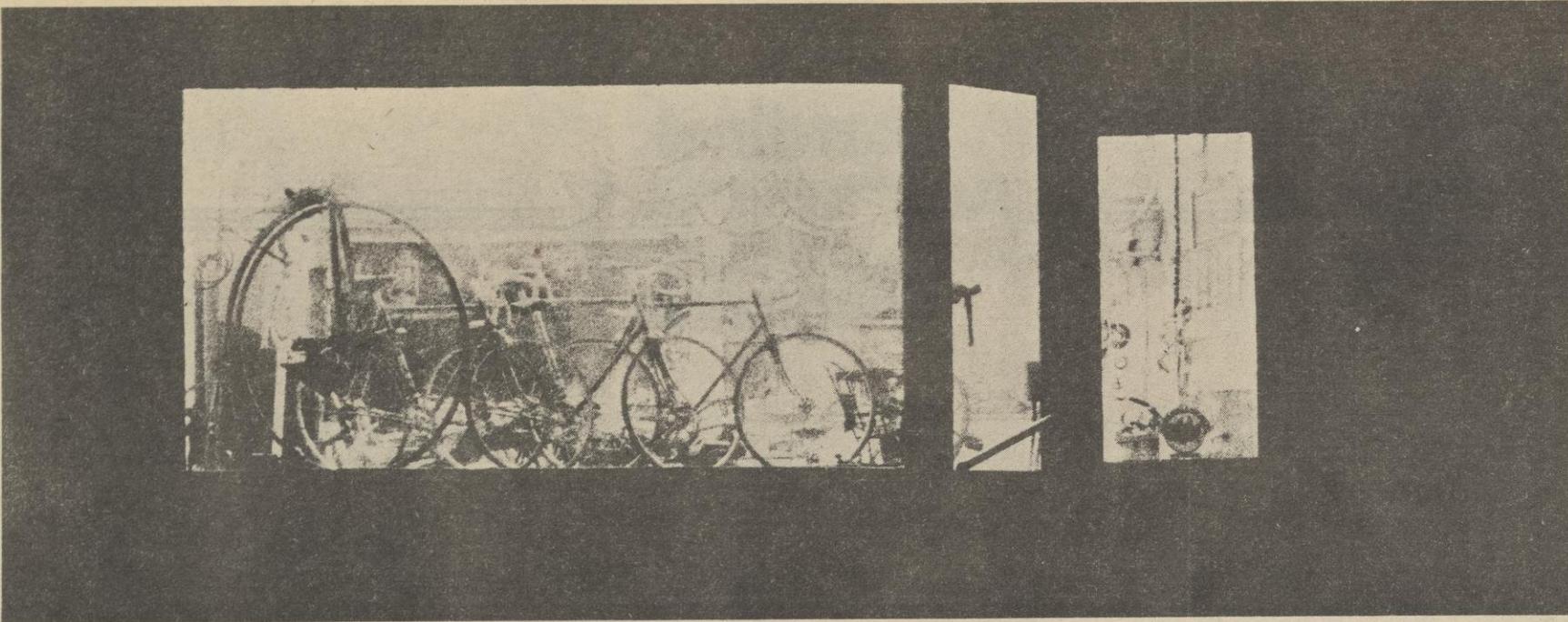


Skot Weidemann

A photography issue. By Madison photographers. Try looking into the photographs, not just at them. If they are any good at all it will be worth the effort.

The medium of photography is both simple and complex. Anyone can take a picture; it is something else to make a great photograph. Technical proficiency is not enough (though that is needed to best communicate one's intent); creating a true photograph involves a synthesis of intuition and understanding. Without these integral qualities, the photographer is merely a machine, recording images in a void. This issue is an attempt to start filling that void.

The Cardinal is grateful to all persons who submitted pictures for this issue. We regret that space limitations forced us to publish only a handful of the hundreds of photographs received.



Stuart Pettingell

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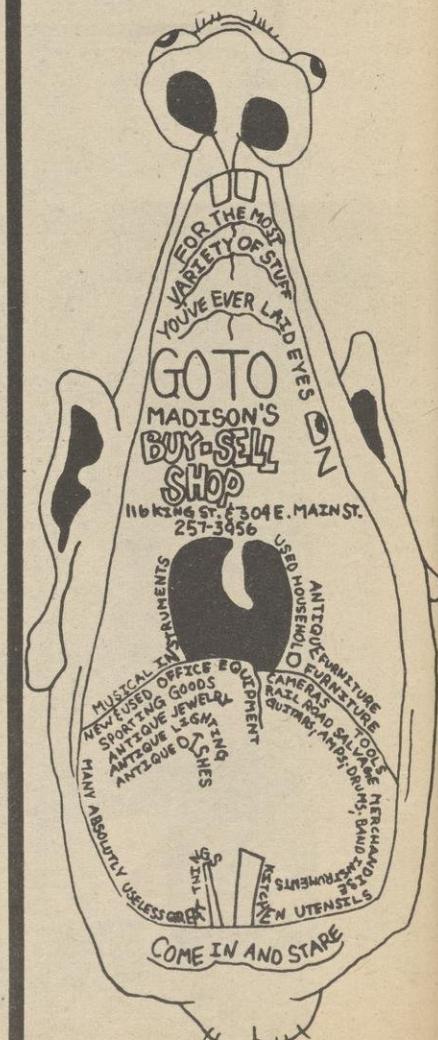
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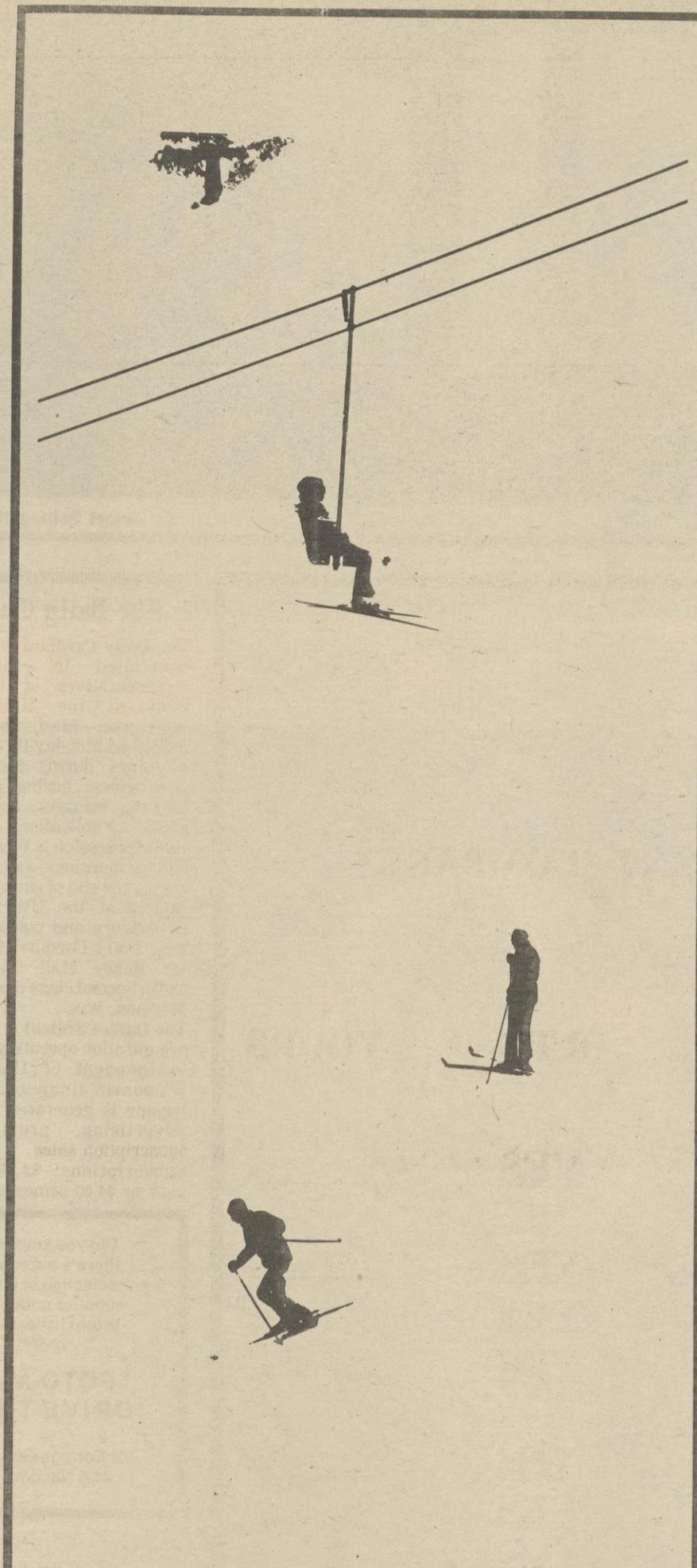
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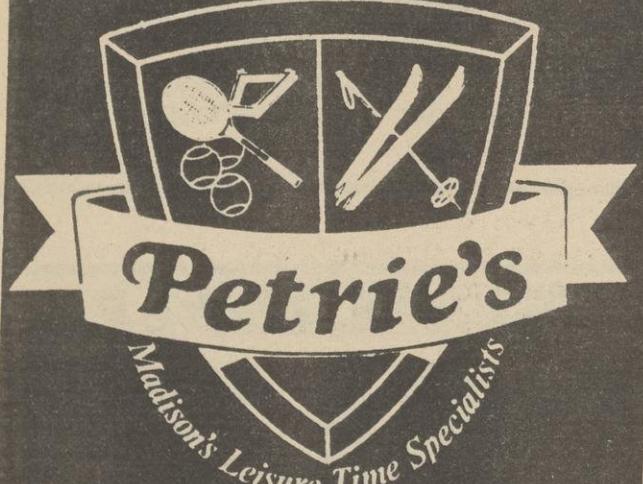
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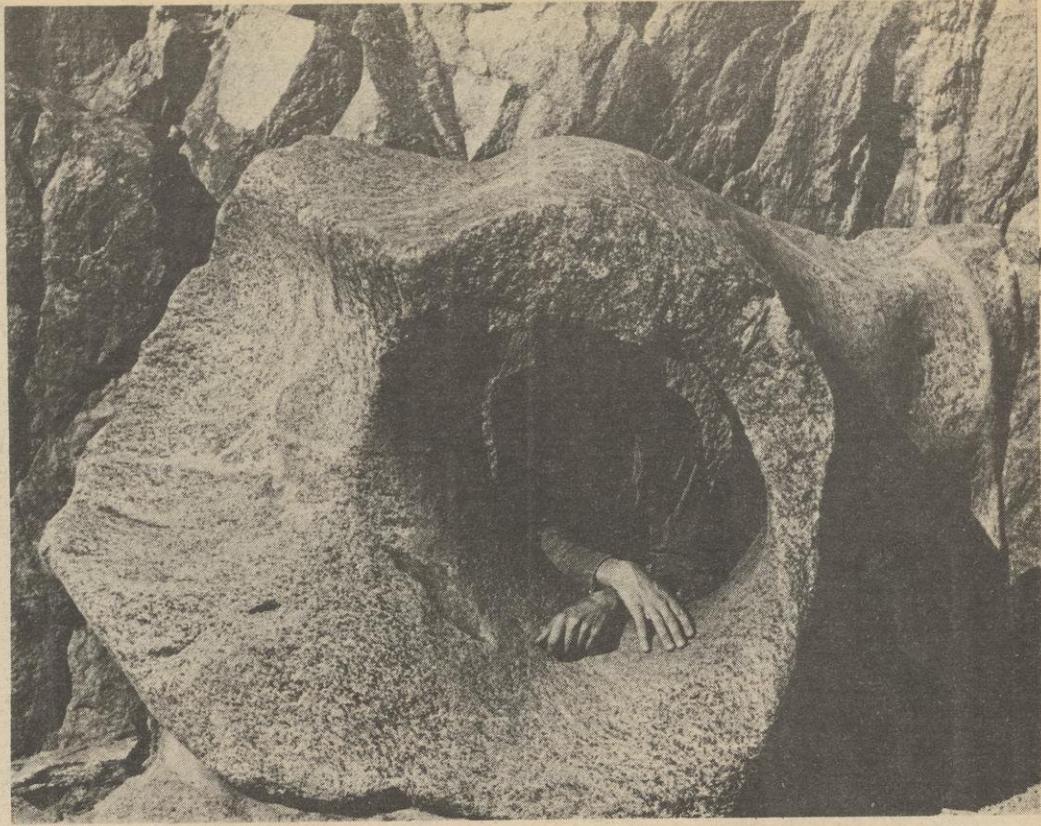
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We photographers deal in things which are continually vanishing, and when they have vanished, there is no contrivance on earth which can make them come back again. We cannot develop and print a memory.  
—Henri Cartier-Bresson, 1952



Norman Ferguson

## W.S.A. Course Evaluations

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9-9

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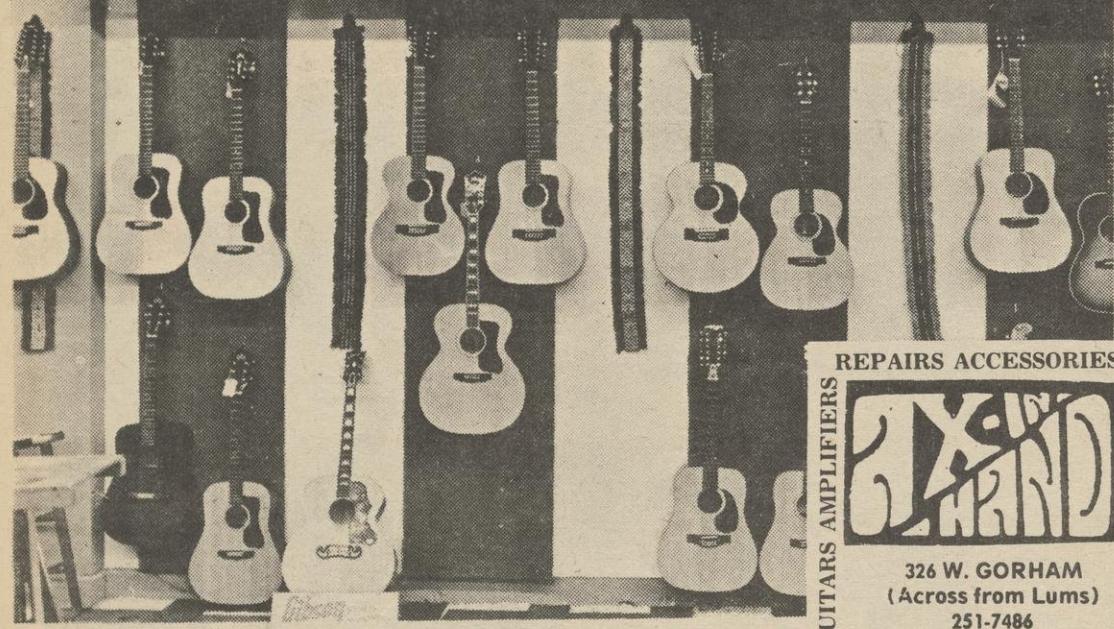
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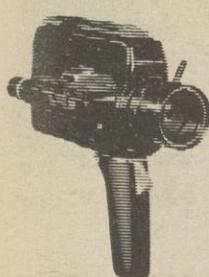
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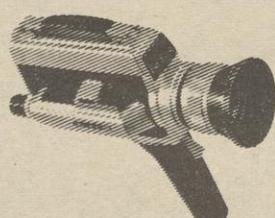
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Martha Madigan

## Secret of Looking

By MINOR WHITE

Minor White is Professor of Photography at Massachusetts Institute of Technology, and editor of Aperture magazine.

The way photography is learned today, few would be likely to know about the creativity latent in "reading" images of consciously responding to them in groups. A few stumble on this awareness in the dark. Consequently, we propose that colleges offer courses that aim to develop creative audiences for photography.

We have learned in seven years that, so far as the process of seeing is a part of creativity, the viewer can be as creative as the photographer. The same kind of creativity arises in making psychic contact with the livingness of a tree, for example, as arises in making similar contact with the livingness of the same tree seen in a photograph. Making contact with objects and spaces seen in images can be learned and furthermore developed to deeper and deeper involvements. So much for the individual.

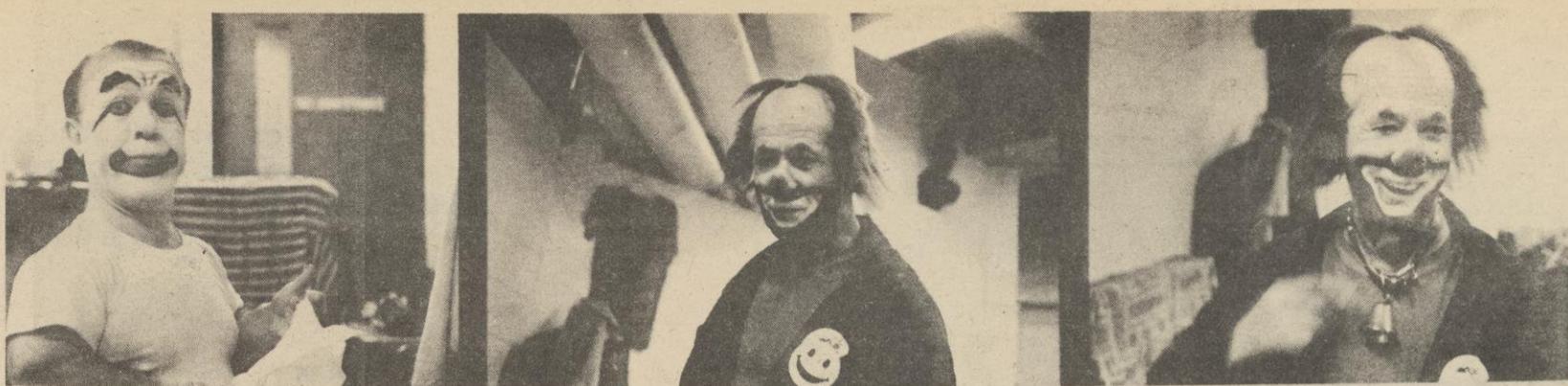
Collectively, in small groups, people can learn to function together creatively about the interpretation of photographs, any photograph. The secret is to make contact without judgment. (Instant criticism wipes out any possibility of deeper involvement.) A "creative audience" arises when a group comes together to share with each other the more honest experiences they have in a journey through a photograph—or any image for that matter. The creative part comes in making efforts to communicate the experience lucidly. This is called a response. Some form of creativity is generated in merely trying to give an honest response. This effort opens the inner eye of the viewer. He sees the blockades that prevent his seeing anything either deeply or honestly.

\* \* \* \* \*

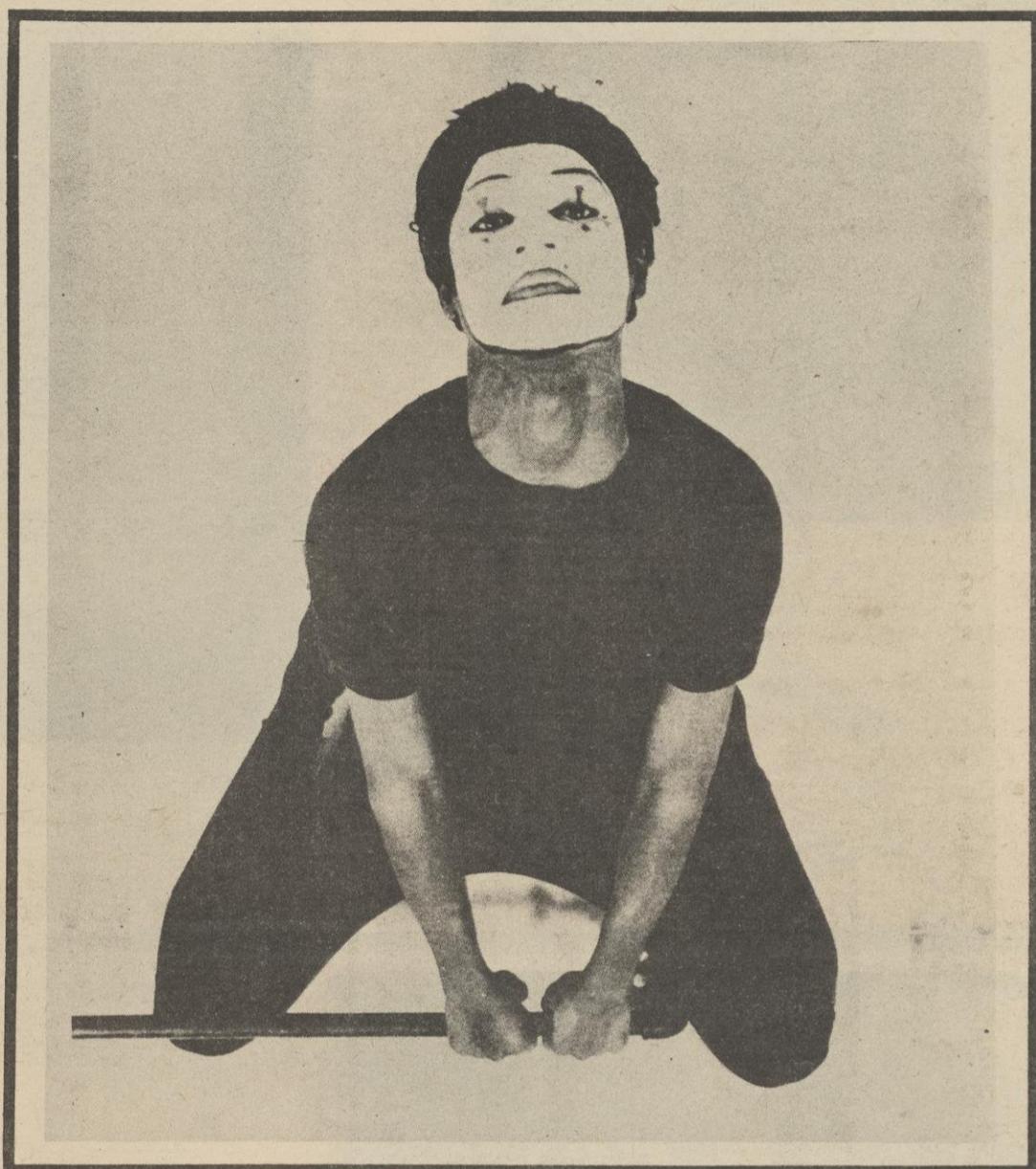
Creativity continues in the group when each person makes the attempt to go out of himself to hear and understand the responses that other give—without losing sight of his personal response. Creativity continues as all the responses are blended together, by whatever means are available to the group—conversation, sketches and drawings, dance-like movements, psychic interchange or love. When the blending is successful, most members of a group will reach an understanding of the image which by themselves they could not have reached, certainly not in such a short space of time. Understanding is the aim.

I suggest that through photography an increased understanding of life be taken as a serious aim in college photography.

Reprinted in part from the N.Y. Times.



Martha Madigan



Robert M. Dolezal



Martha Madigan



Martha Madigan



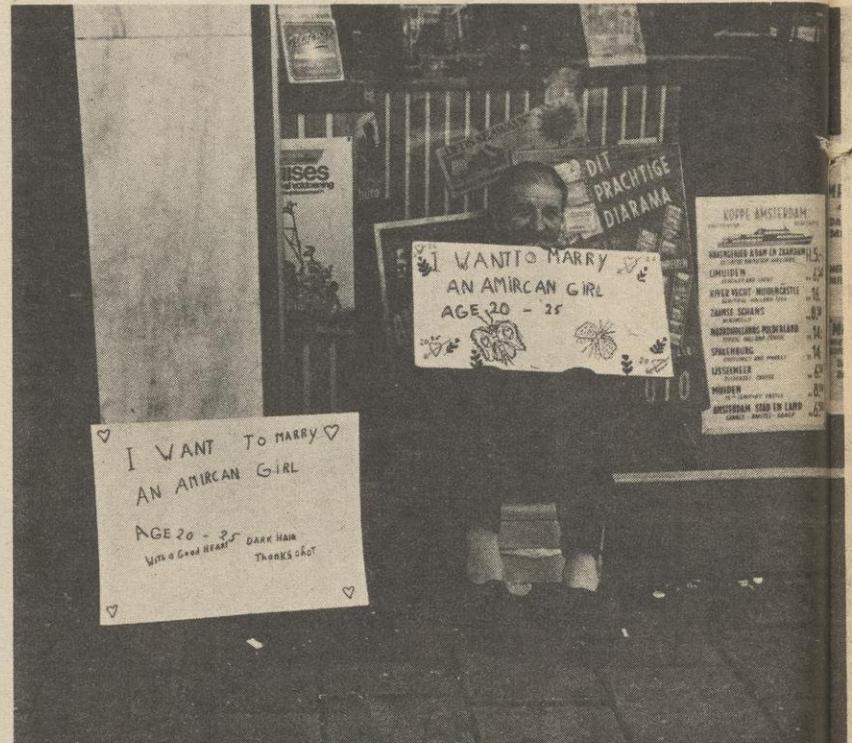
Martha Madigan



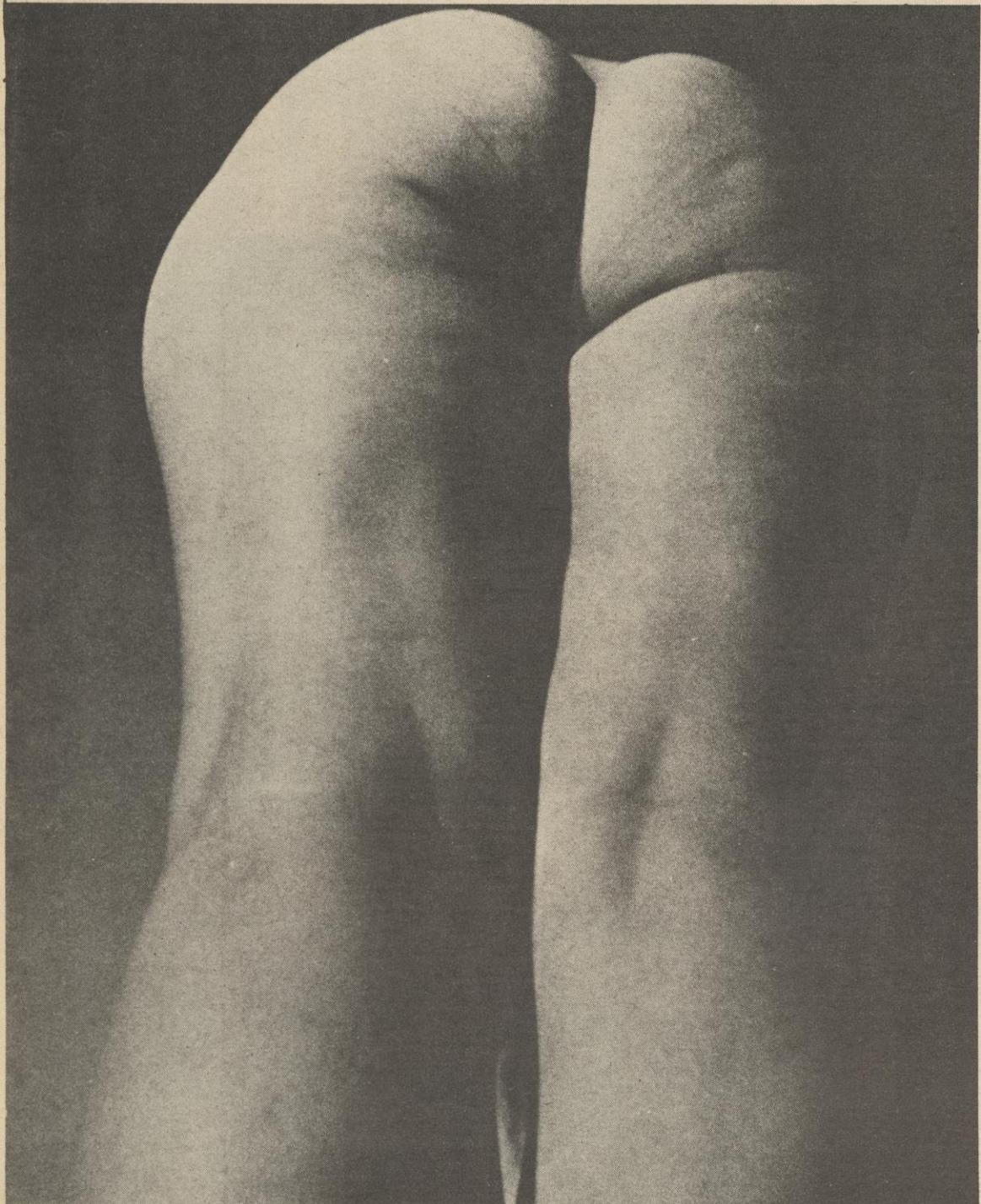
Hal Williams

"Is it art—can it be? Who knows or cares? Art is a word so abused that it is almost obsolete."

—Edward Weston, 1930



Linda Rhoades



Charles Hardin

I AM release the shutter still that something realizing being breathed.

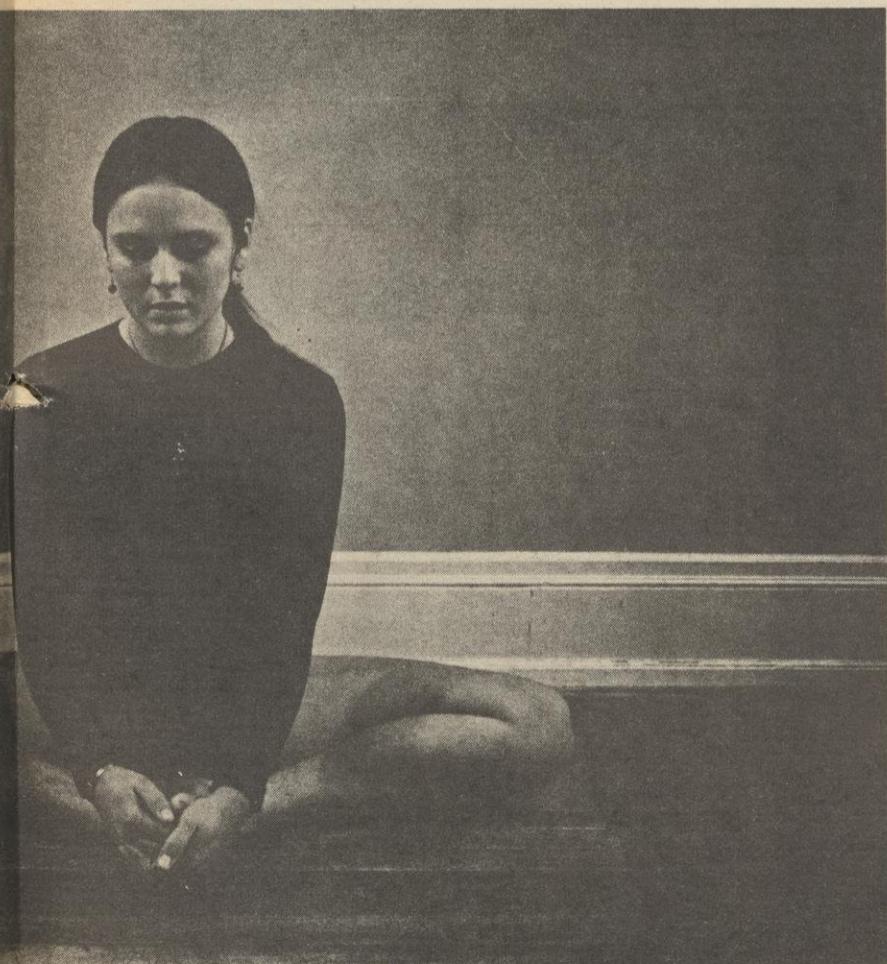




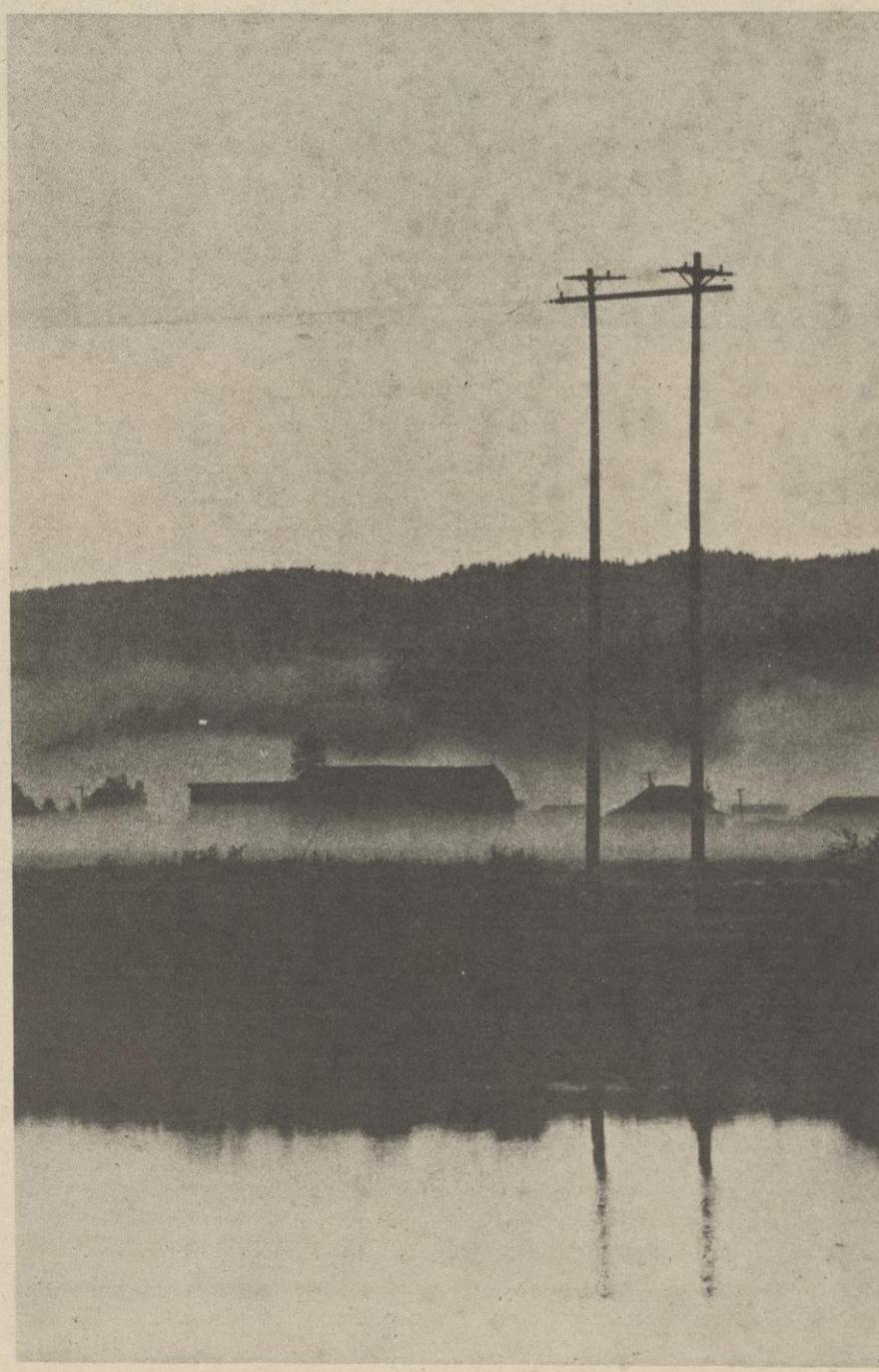
Sylvia Scappator

the shutter. It is like sitting so  
hing realizes that my body is

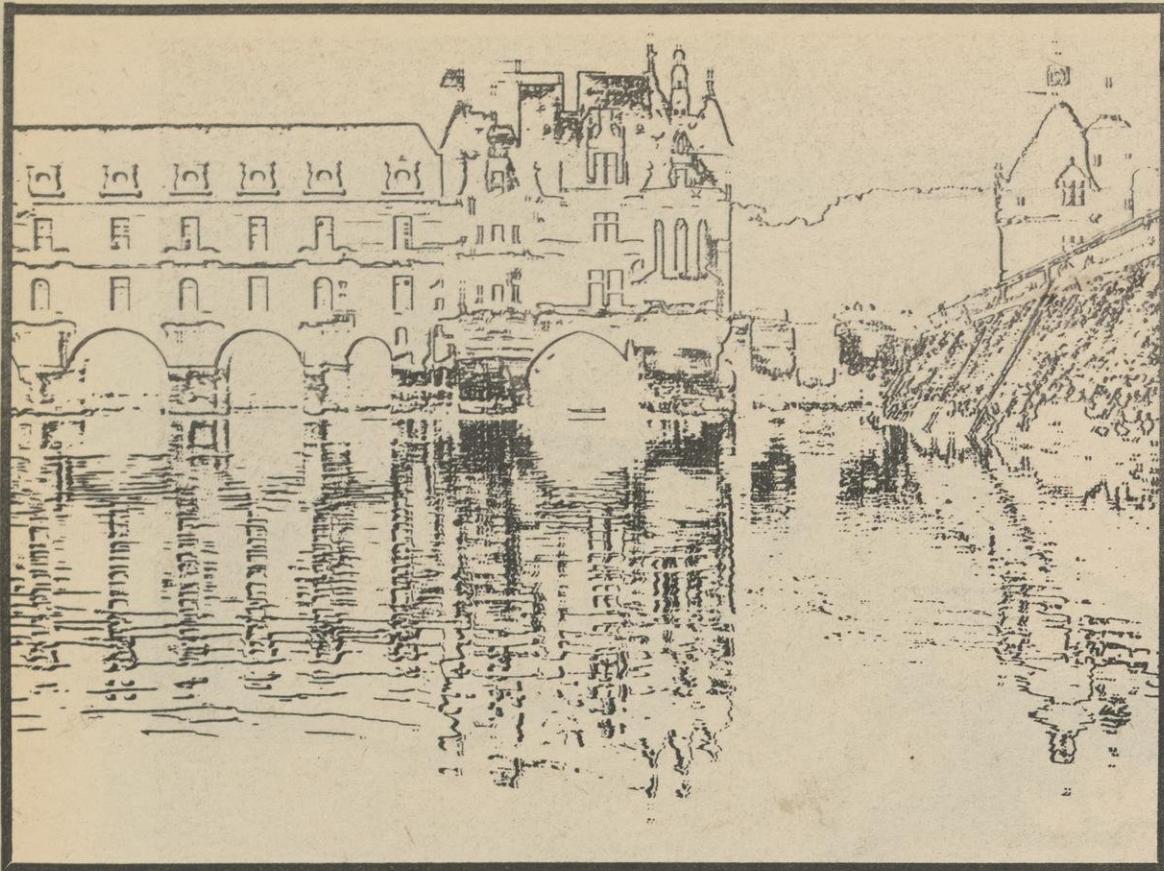
—Minor White



Hal Stoelzle



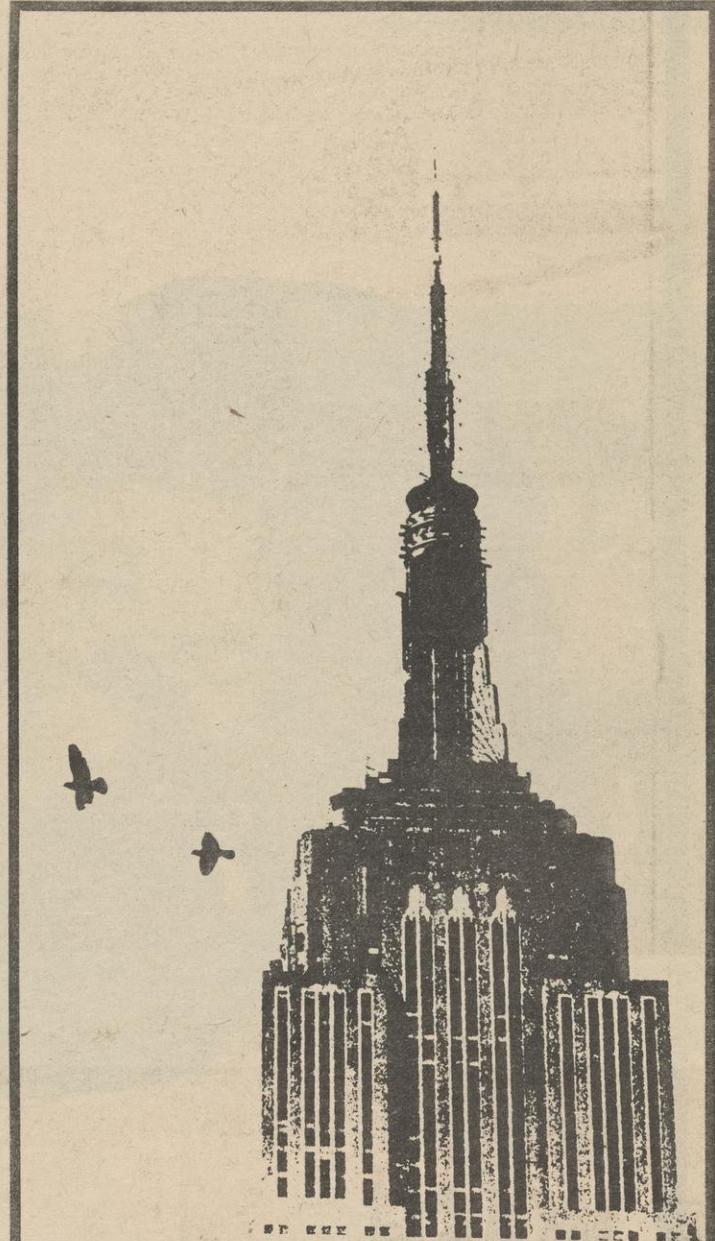
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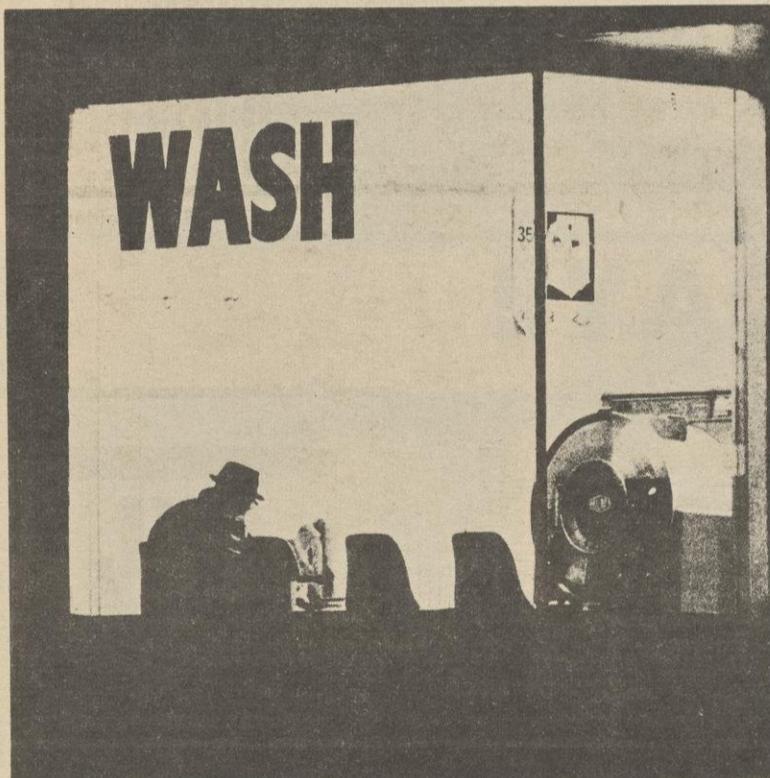
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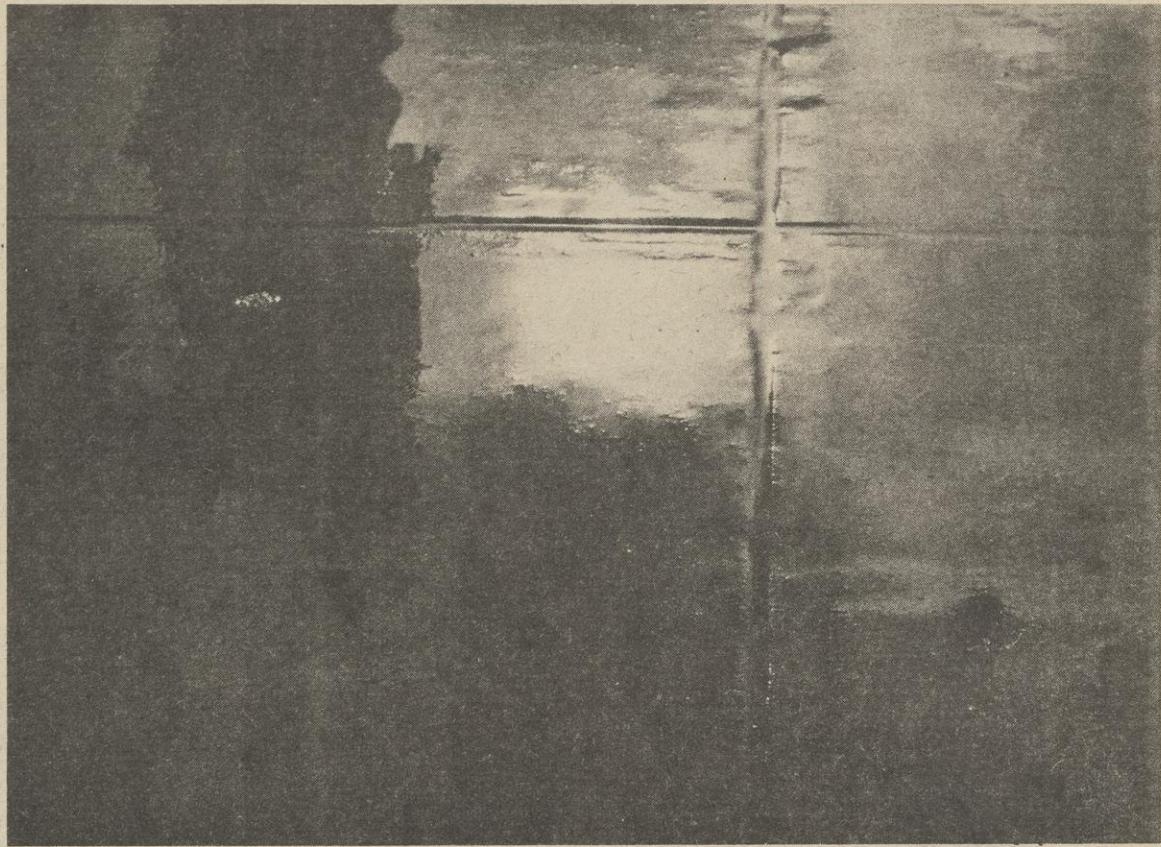
Kathy Desmond



Scott Arbit



David Sparer



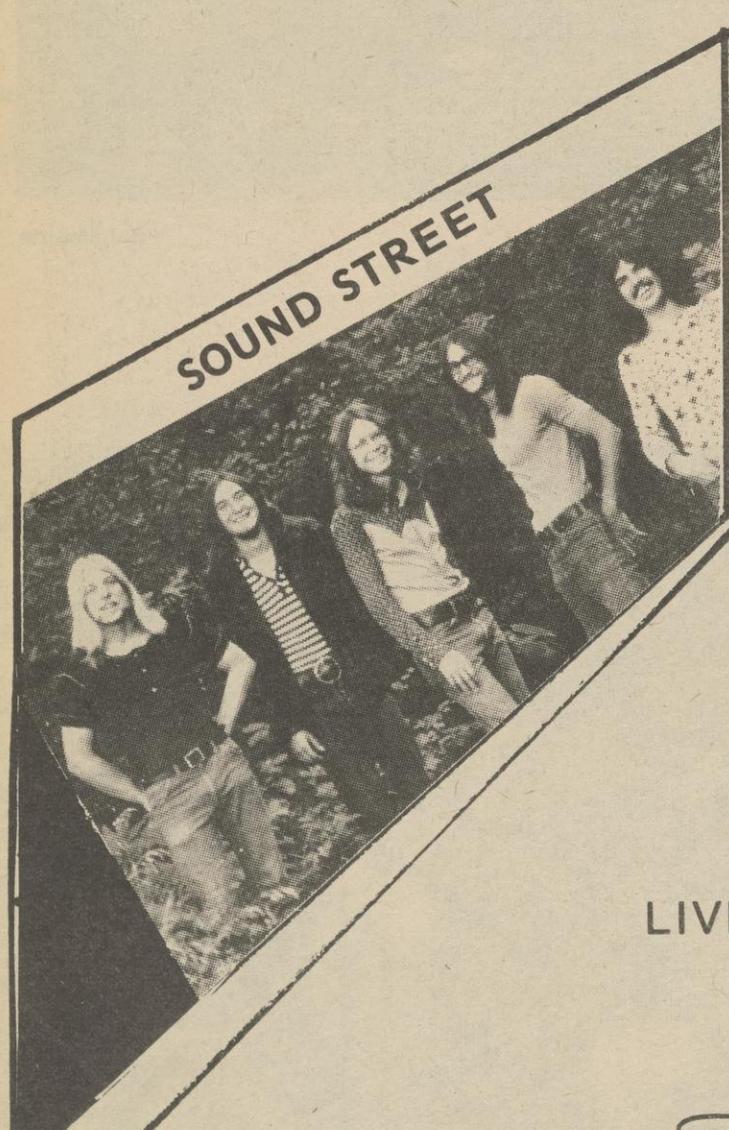
Hal Williams

... innocence of eye has a quality of its own. It means to see as a child sees, with freshness and acknowledgement of wonder; it also means to see as an adult sees who has gone full circle and once again sees as a child—with freshness and an even deeper sense of wonder.

—Minor White

## Super MONDAY!!

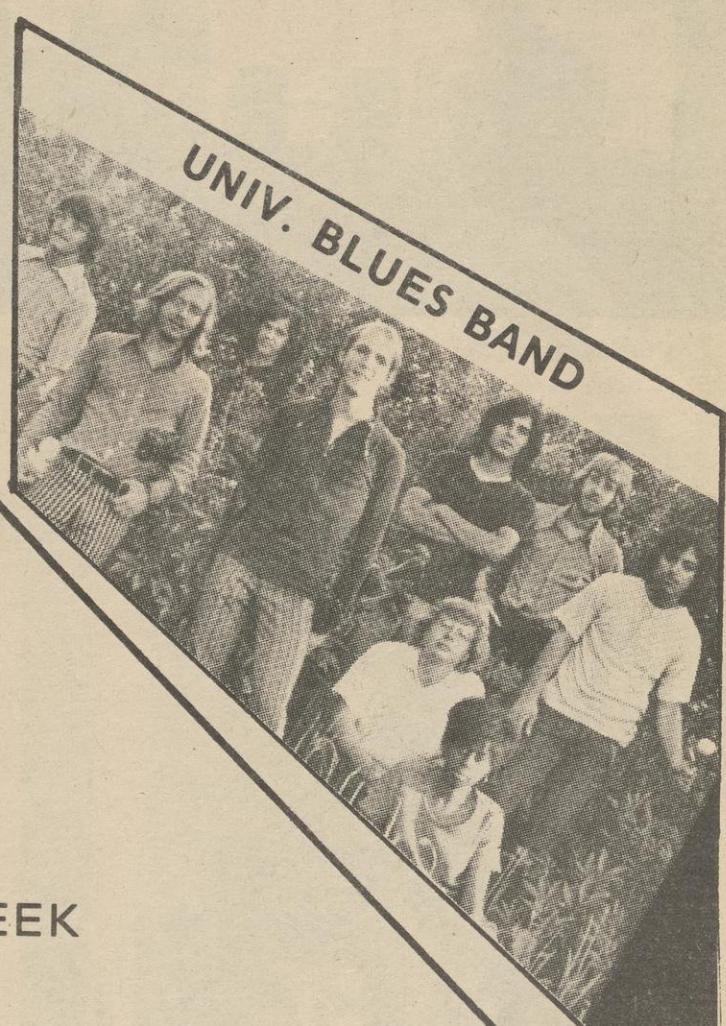
LOOK OUT YOU MOTHERS— THE GODFATHER IS HERE

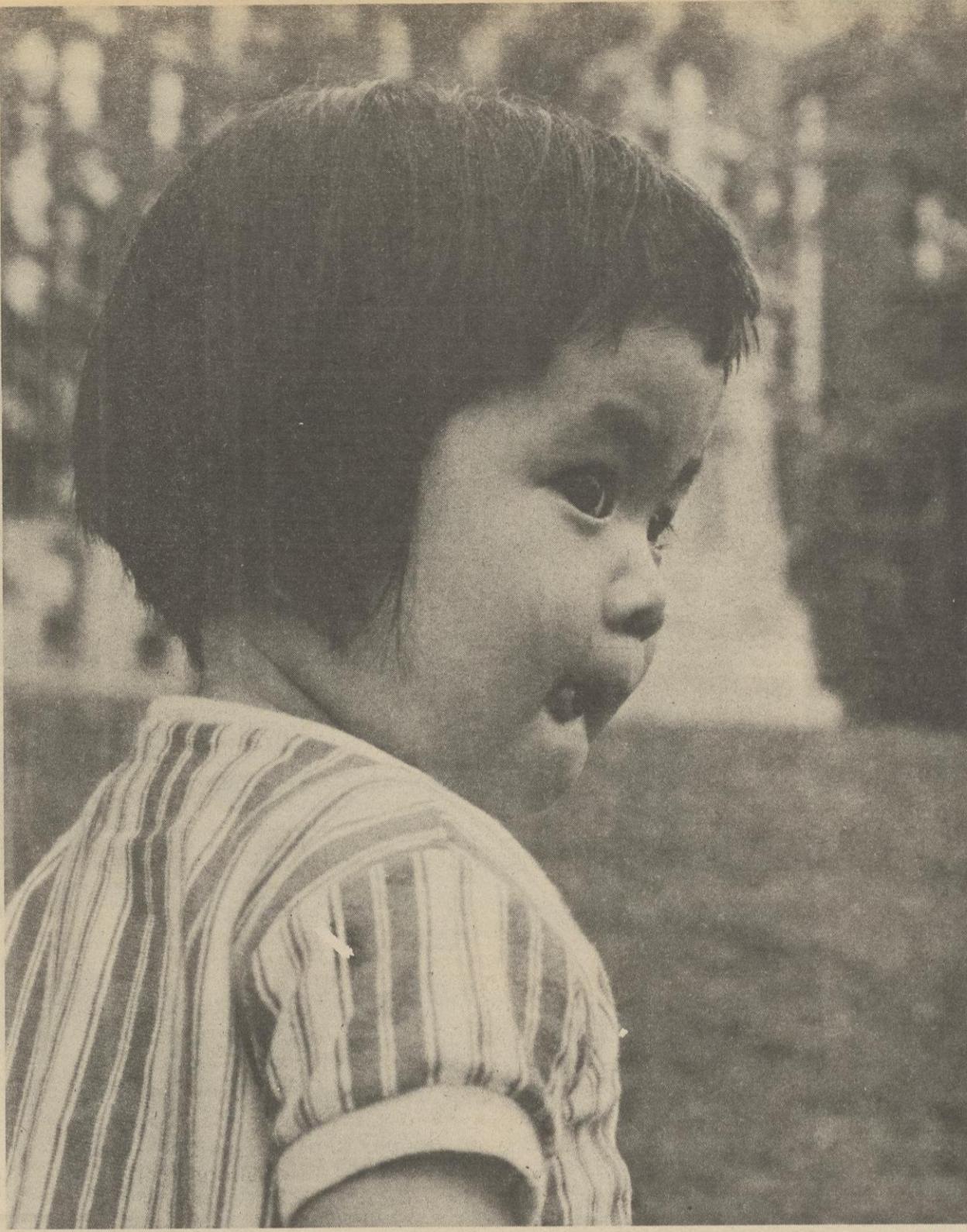


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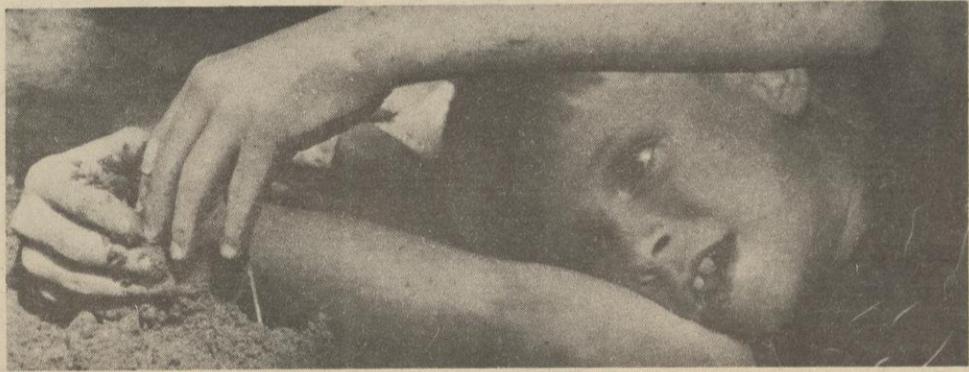




Scott Arbit



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What is there more fugitive and transitory  
than the expression on a human face?  
—Henri Cartier-Bresson



Randy Croce

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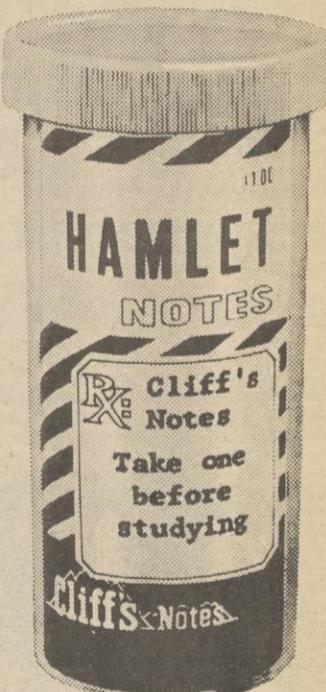
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**GREENBUSH APTS.** furnished one bdrm. \$170 on monthly leases 256-5010. — xxx

**GIRL** to share, own bedroom, Johnson Street, \$65/mo. call 257-7623. — 5x13

**ONE GIRL** own room \$65.00 mo. 212 So. Henry call Suzi 255-3780. — 6x26

**ONE PERSON NEEDED** to share large 2 bedroom apt. E. Gorham with male 257-7696. — 6x26

**MALE** to share house, modern, own room, \$50/mo. 271-4972 before noon, 257-4820 after six. Mark. — 5x13

**DESPERATE MUST SUBLT** 2nd semester Henry Gilman Apartments studio \$125.00 not including utilities. 256-5862. — 5x13

**LARGE APT.**, 6 persons, 1/2 block to library. 257-2832. — 5x13

**APT. TO SUBLT** excellent location Towers/male or female 257-6346. — 10x4

**APARTMENT SUBLT** one or two girls. Excellent location 1/2 block from library and union at 626 Langdon Call Sue 257-9302. — 3x11

**SUBLT** one bedroom apt. for 1-3 2nd semester and summer 255-7930. — 6x26

**SUBLT** LARGE bedroom in two bedroom apt/1 or 2 girls 255-6014. — 6x26

**SUBLEASE** now 1-2 bdrm utilities main Bassett \$150 nice 257-0163. — 6x26

**MEN SINGLE** 1805 Univ. furnished, all utilities kitchen \$75. 238-9750. — 5x13

**SUBLT** females, own rooms, kitchen, bath. Towers. Available anytime. 257-6848. — 6x26

**GIRL** to share 1 bedroom Gilman area \$77.50 utilities now 255-6444. — 5x13

**MUST SUBLT** room private bath refrigerator Kent Hall 616 N. Carroll rm. 503 No. phone. — 6x26

**APARTMENT** sublet 2nd semester furnished utilities air cond., disposal dishwasher. Near campus. Nice roommate Sue 238-9991. — 6x26

**ROOM AND BOARD** Alpha Delta Phi Fraternity 640 N. Henry. call Mrs. Sampalis 256-9561. — 10x4

**APTS.** 2nd semester, 1 or 2 persons. 257-2832. — 5x13

**SUBLT** \$70 girl with three 2302 University 251-2955 after 5. — 6x12

**SUBLT** 3 or 4 people-furnished apt., immediate occupancy; 111 W. Gilman. 255-5863. — 7x13

**SUBLT**: girl, good location w/3 others, \$62.50/mo. call 255-3693. — 7x13

**NEED** 1, 2 girls to share room, apt. 150 W. Gorham apt. 2. 255-4791. — 6x12

**SUBLEASE** one bedroom apart. Feb. 1 st. \$130 with heat stove refrigerator call 255-3834 near square. — 6x12

**APARTMENT** to sublet woman on Langdon—one block from library price neg. call Nancy 256-2550. — 6x12

**PARTIALLY FURN.** 1 bedroom apt. 2nd sem. occupancy. Share with 1 girl West end of campus. Rent negotiable 233-6896 evenings. — 6x12

**NEEDED** 1 girl to share 1/2 modern 2 bdrm. lakeside apt. 1 block from Mem. Library 256-2509 or 257-5802. — 6x12

**GIRL SHARE** room. Kitchenette suite. Dinner plan. \$450/yr Towers 257-6463. — 6x12

**TWO TO SHARE** Mifflin St. apartment with three girls 257-5752. — 6x12

**SINGLE ROOM** second semester \$250 kitchen privilege women 211 West Gilman St. call Connie 256-9614. — 6x12

**SINGLE APT.** for sublet after 5 p.m. 257-6145. — 6x12

**NEEDED** male to share furnished apartment second semester \$50 utilities included—free parking right on campus 933 W. Dayton. Call Dave 255-2173 — 6x12

**FURNISHED EFFICIENCIES** 2 blocks from campus carpeted air conditioning available now or Feb. 1st call 221-0758 after 5 p.m. — 10x12

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**WOMEN SINGLES** doubles parking kitchen privileges. 505 Conklin Place 255-8216, 222-2724. — 10-2

**SUBLT**. Flat 4 persons 146 W. Gorham 256-7293. — 4x7

**LARGE** apt. need 1-4 reasonable 251-0309. — 6x11

**TWO PEOPLE** needed share large apartment on East Gorham 251-2560. — 6x11

**ROOM FOR SUBLT** male 256-6489. — 6x11

**WANT** to share apt. man or woman. Bus route 2 bedrooms 255-6981 after 5. Good deal. — 8x13

**SUBLT** second semester 1 male, The Frances, air cond., 10th floor, 3 blks to campus 256-7326 any time. — 6x11

**ROOM SUBLT** 18 South Bassett \$50.00 month includes everything 256-0727. — 6x11

**SUBLT** 2nd semester own room 104 S. Brooks 251-8844 after 5. — 3x13

**111 N. ORCHARD** 2nd semester doubles \$237 kitchen privileges 251-6747 John. — 6x11

**GRAD MALE** roommate wanted \$46/mo. free parking near campus. 251-7217. — 6x11

**HELP**: Girl needed to share pleasant double \$65.00 month private bath, kitchen call 255-9143. — 6x11

**FOR RENT** furnished apartment, corner N. Henry & W. Gorham, campus location/2 large bedrooms, living room, kitchen & bath for 3 or 4. Heat & hot water included, available Feb. 1 to June 1. \$210.00 month. 255-4197. — xxx

**526 W. MIFFLIN**, two-4 bedroom apts. or entire house. Visit anytime. — 6x13

**GIRLS**, own room in large house. Vilas area, \$65/mo. Anne 257-7416. — 3x10

**DESPERATELY** needed: girl roommate, second semester, on campus, double bedroom. Call 255-0935. — 5x12

**SUBLT BRAND** new one bedroom apt. for two. Excellently furnished, campus area-West Wilson St.; security locked, soundproofed, A.C. electric disposal, washer & drier, wall to wall carpet, all utilities except electricity. \$170. 251-7162. — 3x13

**SUBLEASE**: Spend spring semester on Lake Monona with two grad women. Call Marn at 251-3751. — 6x13

**OWN ROOM**, share apartment with two males; \$50-negotiable. 255-0479. — 3x10

**THE CARROLLON**, 620 North Carroll. Furnished 1 bedroom apartments for 2 or 3 persons. All utilities included. Short walking distance to campus. Each person responsible only for his share of the rent. 257-3736; 257-5174. — 10x13

**UNIVERSITY COURTS**, 2302 University Ave. 1 & 2 bedroom furnished apartments. All utilities included. Some without lease. 238-8966; 257-5174. — 10x13

**LARGE** efficiency; 501 N. Henry; furnished, \$140 including utilities, available now. Call eves. 251-0970. — 5x12

**MUST RENT** by Feb. 1; own bedroom apt. Cheap, great location. Call 256-2975 after 5:00. — 6x13

**BIG DOUBLE ROOM** walk-in closet in house by lake available end of January \$58/person heat included call 257-7488. — 5x12

**NEED GIRL** to share furnished apartment with 2 others on E. Johnson. Own room \$55 month. 255-6057. — 4x13

**APARTMENT** for sublet one bedroom call after 5 p.m. — 4x13

**SINGLE** bedroom in Mifflin available for second semester call 257-3560. — 4x13

**SUBLT MEN** great location! 621 North Lake. Share room, Kitchen, living room. Color TV \$50.00! person/month Warren, Ken. 255-1102. — 5x26

**COACHHOUSE** apt. need one make own room, frn. \$58 mo. 136 E. Gorham 257-5270. — 4x13

**NEEDED** single apartment or efficiency call Jan 256-4069. — 4x13

**APT.** for rent 2 or 3 people, \$150/mo. furnished 140 W. Gorham #104 251-7071. — 4x13

## PAD ADS

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**MINALTA** Camera, SRT101, excellent condition-best offer. 255-8875. — 5x12

**FLUTE**, 1 yr. old. \$200 new, will sell for \$100. 257-3059. — 5x12

**FOR SALE** Gibson guitar c & w model jumbo body \$200.00 call Ray 255-5873. — 3x12

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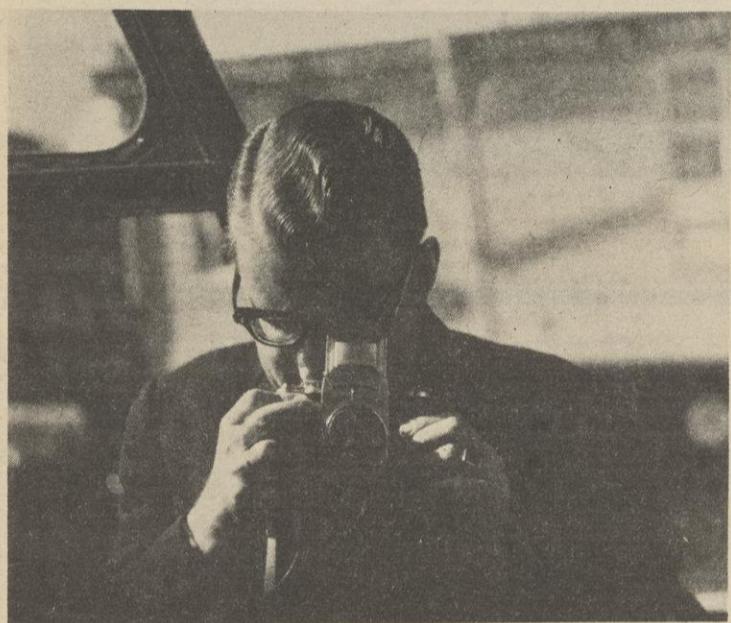
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**WHEELS FOR SALE**

MGB '70 only 14,000 miles, wires, 2 tops, excellent; 238-5327 evenings. — 6x11



Scott T. Ingmarson



John "Cocoanuts" Weaver

## In the Dark

### A survey of Madison darkrooms

By JAMES KORGER

For students showing a bit of initiative, there are currently at least seven dark rooms available on or near campus and by the start of next semester there may be as many as ten.

Because of large scale rip-offs, the university YMCA dark room was closed down for a breathing period while officials determine its future. The main features of the YMCA dark room are a Bessler 23-C enlarger and a drymount press. For information on its possible opening in January, contact Avram Friedman, room 416 in the YMCA building on North Brooks street.

The Union South dark room is still in the planning stage, but it should be opening sometime in March. Further information may be obtained from Rendy Christensen, 263-2544.

Residents of Ogg Hall reportedly will be getting a new dark room by the end of January. It will be open only to Ogg Hall residents for a probable registration fee of one dollar. Contact Tim Ryder, 262-9218 or Jim Korger, 262-9436.

The largest and most available dark room in the area is in the Memorial Union. It is open to all students, and the fee is one dollar for each semester and five cents per hour. For more information contact Elliot Starks, 262-0330.

The Madison Community Center dark room is open only to Madison residents, and one of the requirements of lab privileges is continuous attendance of the Community Center Photographic Club's meetings. Call Madison Community Center, 16

East Doty, 255-5193, for more information.

The Badger Photographic Society Darkroom, 621 North Lake Street, is only open for color work to members who have taken the society's color course. Membership in the club costs one dollar. Benefits include a twenty per cent discount off most photo items at Midwest Camera, a lecture series, contests, tours, courses and advice from experienced photographers. For further information about the dark room or the club, contact Larry Kneeland at 255-1102.

The Lakeshore Halls Association has a dark room in the basement of Sullivan Hall. Wane Wiese, 262-4253, or Richard Bowman, 262-6086 can provide further information.

The journalism school's dark room is open only to students in that department for their journalism projects. For more information, see Prof. Hawkes.

Sellery Hall has a dark room on the first floor that is open only to residents. Contact James Schneidewind at 262-8555.

The Witte Hall dark room is open only to Witte residents. For information call the Witte desk at 262-7850.

THOUGH THE UNION dark room is easy to get at, it's usually busy. The equipment at the Union is generally in poor condition, the enlargers are dusty and the print dryers have a tendency to destroy prints. If the YMCA opens up again it will probably be as crowded as ever. The other dark rooms have pretty good upkeep.



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