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Paul Soglin faces several fronts these days.

City AEC hearings?

By ANDREA SCHWARTZ
of the Cardinal Staff

Mayor Paul Soglin announced Monday he is corresponding with the Wisconsin Congressional delegation to enlist their aid in having the fall, 1975, Lake Koshkonong nuclear project public hearing moved to Madison from Fort Atkinson, the site of the proposed plant.

"The City vigorously objects to the Atomic Energy Commission (AEC) hearing, which will run for several months, being held outside the City of Madison," Soglin said in a press release. "Madison is the capitol city of an entire state which is embroiled in the nuclear plant matter, and represents the largest population center which will suffer by the plant's installation."

SOGLIN SAID that holding the hearing in Ft. Atkinson will obstruct the citizen's and media's easy access to the hearing. He said that using Ft. Atkinson as the site for the controversial hearing would create "a news blackout and coverup right from the start."

"The public hearing is to study the most important question—posed by the Koshkonong project: the safety of a nuclear power plant only 35 miles from Madison," Soglin said. "The City will appear at this hearing, and strongly oppose the plant—its operation and radioactive by-products—as a dangerous safety hazard to life and property. I will insure great cooperation with federal officials in locating in Madison the necessary space for a hearing room."

Deputy City Attorney William Jansen, who had been assigned the Koshkonong case, is in the process of notifying the AEC of Madison's formal opposition to the construction of the nuclear power plant.

The AEC is currently receiving petitions on the Koshkonong matter, in anticipation of its fall hearing.

THE DAILY CARDINAL

VOL. LXXXV, No. 70

The University of Wisconsin-Madison

Tuesday, November 26, 1974

Housing funds zapped again

By ED BARK
of the Cardinal Staff

Mayor Paul Soglin's "sacred" budget underwent further surgery Monday night at the hands of the Board of Estimates.

The Department of Housing and Community Development (HCD) was the latest to go under the knife. It emerged minus \$36,000 of its proposed 1975 staff payroll. Unless the City Council votes later (most likely in December) to restore the salary cuts, HCD director Sol Levin will be forced to eliminate several new positions created to expand the city's commitment to low cost housing.

"THE PROBLEM I have," Levin said, "is which of the new positions is expendable. Actually, none of them are."

The payroll cut, introduced by Ald. Roger Staven (15th Dist.) was a compromise designed to thwart a more drastic proposal by Ald. Patricia Zimmerman (21st Dist.). Zimmerman's amendment would have deleted four new positions (administrative assistant, research analyst, housing management trainee and community services aide), as well as an existing one (special projects coordinator).

But Levin had little use for the halfway measure.

"In effect, what you're saying," he told Staven, "is that we can have all the auto parts except for one tire."

STAVEN COUNTERED, "It's been proven in the last year that everyone is either remodeling or overhauling their cars."

The auto analogy wasn't yet finished.

"It wasn't a Cadillac or Olds we were building," Levin retorted. "It was a Ford. And we cut away all the chrome."

The payroll reduction comes on the heels of a \$114,000 elderly housing subsidy cut. The funds would have been used to help reduce rent payments on an additional 100 units for the aged.

MAYOR SOGLIN emerged from the surgery in relatively good humor.

The HCD cuts, he said, were "not as bad as they could have been."

"The only question now," he said, is whether we'll be able to implement certain programs with the cuts in staffing."

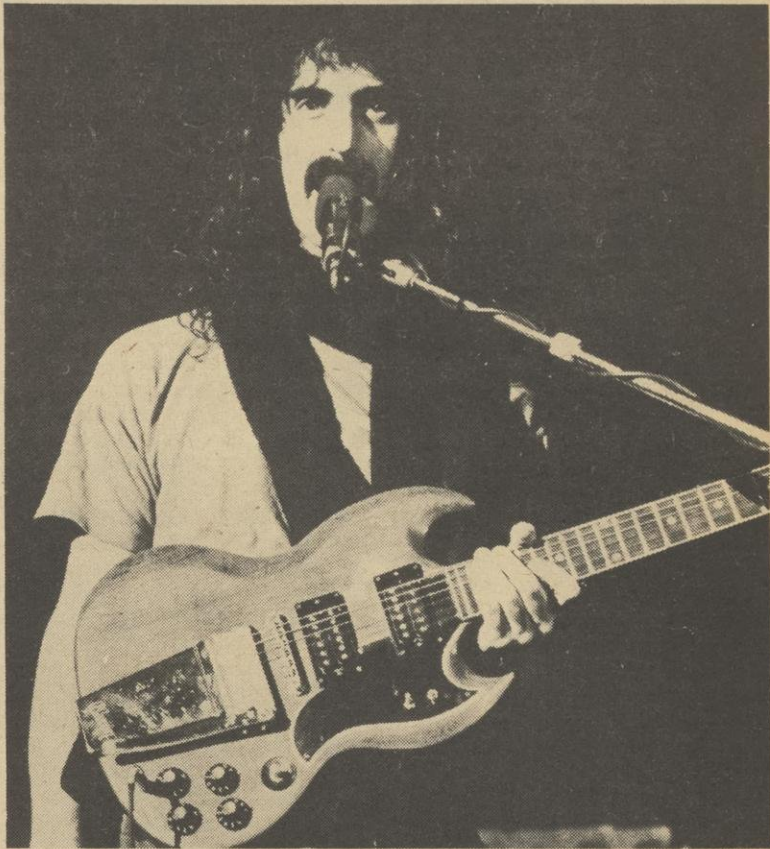
The mayor did gain a significant concession from the six member Board, when it voted to reinstate mayoral committee coordinators Debbie Littlejohn and Phil Ball.

Soglin had charged that a Thursday night Board vote to eliminate the two positions from next year's budget resulted from "political differences" between left-leaning Ball and comparatively moderate alderpersons.

IT'S GOOD NEWS WEEK

It's Good News Week as all the campus gathers round to find out who's going where with whom over Thanksgiving vacation. The Cardinal ends publication for a week with today's issue giving worn out staffers with chronic typewriteritis time to recuperate for a big Turkey feed. Until we resume publication next Tuesday, have a good vacation and don't pay for any yellow sugar.

photo by Micheal Kienitz



TWANGING HIS magic twanger, Frank Zappa solicits alpha waves, but received only frozen giblet gravy. See page 3 for the cold turkey.
photo by Micheal Kienitz

Weaver backs faculty pay hike

By MICHAEL SHINN
of the Cardinal Staff

UW System President John Weaver Monday reaffirmed his support for the faculty pay raise adopted by the Board of Regents last week.

Weaver reacted angrily to a question which said that a member of the Governor's staff had suggested that the University's tuition cut and faculty salary proposals were "out of touch with reality."

"IT'S STRANGE," said Weaver, "that everyone thinks that every time the University presents its needs, it's out of touch with reality. We are under obligation to tell the people of Wisconsin what the needs are—it's up to the people in the state capitol to decide which needs the people can have."

Weaver continued his tirade against the budget's critics by saying, "The Greyhound strikers did better this morning than I even asked for. The nation is being paralyzed by a United Mineworkers strike in which the mineworkers are asking for more than I am. I don't understand why we're somehow more out of touch with reality for trying to protect our workers."

Weaver then switched his emphasis from faculty salaries to the proposed tuition freeze and cut for UW resident students. In defending the plan, Weaver said,

"I'm bemused by the fact that people somehow act as if trying to bring relief to the families of the students is done at the expense of some mythical being called 'the taxpayer.' I'm talking about relief for a group of taxpayers who are paying a very special kind of tax."

WEAVER THEN PROCEEDED to defend the concept of public education at all levels: "I'm paying taxes for high schools and elementary schools that I'm not making use of, and I do it gladly—I don't see why the philosophy should change so drastically past high school."

(continued on page 2)

Penthouse— Another serving of warmed-over sexism

By ED BARK
of the Cardinal Staff

Perhaps the reed-thin, six foot, five inch executive editor of Penthouse magazine can reach the lofty pinnacle on which he has reverentially placed his Playboy-like publication. But he'd have to stand on tiptoes atop an ample supply of New York City phone directories.

James Goode, who has the final say on what articles will appear in the flesh-filled, five year-old monthly, was in town Thursday night to speak to the Madison Press Club. Before departing on a late morning flight back to the Big Apple, Goode put the word out. He had an hour to kill in his eighth floor Hilton room, and was "available" for an interview.

The 50 year-old bachelor had his hosannas well-honed.

"Penthouse is the only current mass magazine," he claimed, "which tells you what your government and those rotten

politicians are doing on a steady month in, month out basis."

According to Goode, Penthouse "took off like a rocket" from its 1969 launching pad. The magazine's circulation has, in fact, boomed, from a paltry 294,100 "average paid circulation" at its inception to a 3,809,164 figure as of July 1. During the past fiscal year, Penthouse has peddled its "honesty and candor about all parts of life" to 21.6 per cent more readers. For the same period, Hugh Hefner's long-running Playboy has lost 3.6 per cent of its audience.

But if the rabbit magnate is, as Goode insists, "absolutely paranoid," it is not due to the power of the Penthouse pen. Rather, Hefner's clammy palms result from an overdose of pubic hair.

Penthouse's calculated exposure of female genitalia forced Playboy to finally slap the deft hand of its airbrush artist.

Goode, who held a similar editorial

position with Playboy from 1966 to '70, still views Hefner's nudes as "antique and old-fashioned."

"The Playboy girl," he said, "is a hooker who gets a percentage from the drinks sold at the bar. You could feel and smell the hypocrisy in Playboy from the beginning. It's not real. You know that a Playmate doesn't cook hamburgers for her little brother all day long."

Rather than cook for baby brother, Penthouse "Pets of the Month," like the current issue's "Miss Cathy Green," satisfy their own hungers.

"I'm definitely a prick lady..." reads the introductory text. "I can't stand skinny men, so I really go for size."

"The Penthouse girl is not a come-on or a tease," Goode explained. "You can look into a Penthouse girl. She's looking at you and not at the camera."

Not surprisingly, Goode brushed off (continued on page 2)





It's the real thing Jingle fever contaminates airwaves

By LYNN KELLERMAN
and BARB BOOKEY
of the Cardinal Staff
"It's not yours till you like it
It's not your to keep
If by chance you dislike it
It's not yours to keep"

Can you guess the rest? Chances are you can. Most likely these lines are so firmly impacted in your subconscious that nothing short of a fatal blow could shake them loose.

It might take a good deal of concentrated effort to recite the bill of rights, but it takes next to nothing to rattle off any number of jingles; Texaco ("you can trust your car"), Coke ("It's the real thing") and MacDonalds (If you can't guess that one you've obviously been living in a closet for the past five years.)

And Madison isn't coming up short either. There's First Wisconsin, the bank that knows you have a lot on your mind and plenty to do; Eagle Stores, where saving, of course, is an everyday thing; and Treasure Island, the store that's here to save you.

COMMERCIAL BROADCASTING invaded the air waves around the end of W.W.I. Advertising was at first limited to program sponsorship—(This program was brought to you by.....) Sales talk and repeated mention of the product was restricted by law. But the advertisers skirted this obstacle by attaching their product's name to the performers. Thus, dubious singing groups like the "A&P Gypsies" began entertaining the audience.

With the high cost of production in day to day programming, sponsors decided to ditch the content and zero in on the real target—the consumer. Thus, the radio commercial emerged—that constant reminder to BUY, BUY, BUY.

TODAY, JINGLE-making has mushroomed into an incredibly lucrative business for advertisers and musicians alike. A Chicago-based singer of jingles is rumored to make upwards of \$750,000 a

year. Her voice purportedly can range from the deep country flavor of Tammy Wynette to the shiek nightclub sensuality of Lena Horne.

Writing and producing a jingle is a good deal more complicated than many imagine it to be. First, either an advertising agency or a company will approach a jingle-writer. He will be given directions on writing the jingle; facts about the product, target audience and sometimes even lyrics.

THE FIRST CONCEPTION is the "spec"—a raw production of the jingle that is submitted to the clients. If accepted, full-scale production is begun.

The degree of investment in jingles fluctuates. In Madison, some advertisers might pay as much as \$10,000 for a high quality jingle production. National advertisers in New York or Los Angeles wouldn't blink an eye at allocating as much as \$300,000.

It takes an expert musician to create an appealing and professional sounding jingle. Often these musicians are people who either couldn't or didn't want to get involved in the popular music syndrome.

Bob Irons, jingle-man at Concept Productions in Madison, explains how he got into the field. "I was looking for a way to be in music and stay in music that I could make a living with without trying the top 40 route and aiming at superstardom."

IRONS, ONE OF the principle jingle writers in Wisconsin, got his start in the business 2 year ago, while doing studio sessions in New York. "When I came to Madison, I put a 2-track recorder in my living room. I started writing jingles and realized I was pretty good at it."

Irons is an all-purpose jingle man; composer, writer lyricist and producer. His clients include WPS, Condon Jewelers and Copps Department store.

Most of the talent Irons uses are union musicians who are paid at union scale rates.

JINGLE WRITERS with larger budgets can afford to produce a

musical extravaganza. Next time you hear the Affiliated Banks jingle ("Banking is easy as it can be"), listen to it was an appreciating ear; the harmonic background of strings and horns is brought to you by the Milwaukee symphony. No joke—moon-lighting is not limited to waitresses and factory workers.

Terry Sweet, who has his own jingle company in Milwaukee, uses the Milwaukee symphony frequently in his jingles; for the Metropolitan National Bank, Affiliated Bank and P.D.Q. "The talent that goes into some of these commercials is far superior to some of the records that are out on the market," said Sweet.

So just what is the object of the jingle? To provoke you, to sell you, to entertain you, to entice you or maybe—just to antagonize you. Perhaps, all of them at once. Whatever it is, it works. All kinds of businesses, from George Holmes tires to wig salons are finding jingles effective.

"The purpose of a jingle is to make people remember the name of the business," says Irons, "and to associate the feeling of the jingle with that business. The main function is recall."

"Hopefully you'll remember the name more than the hundreds of other names on the radio," he continued.

PART AND PARCEL of selling the product is selling an image. The hardsell method employed is a retail approach in a competitive market. For instance, Anchor Savings and Loan entices the listener to come into their bank because they may happen to be giving away lawn chairs with every \$100.00 deposit. They are looking for a direct response from the consumer.

On the other hand, many advertisers prefer the "share of mind" approach—the selling of an image. Carl Ames, a Madison advertising agent, explains it this way—"share of mind is something a little more subtle and a more lasting investment, and it consequently takes longer. You're establishing your position in the mind of the consumer, not necessarily for immediate response, but to create an image."

Most jingles incorporate this share of mind idea: "and like a good neighbor, State Farm is there" and "you've got a lot to live and Pepsi's got a lot to give."

PART OF THE image-making approach is to reach different audiences by using various jingle styles while the melody and lyrics remain constant. For instance the WPS jingle that you hear on rock stations (that earthy, western drawl) is quite different from the recording of the same jingle that your parents might hear on their preferred station (the eclectic 40's sound of the Andrews Sisters.)

For those who tune in to soul stations, the jingle blares out sounding quite funky.

Irons commented, "a jingle can create a mood without even saying anything. Ten years ago, old copy rules said to mention names as much as you could. Now a jingle comes on without your even knowing what the product is until the end."

SOME ADVERTISERS shy away from using jingles in their campaigns for fear of entering an already flooded market and competing with popular music. Ames, a jingle skeptic, said, "The client thinks because he has music, he's on his way with an advertising campaign. It can work in reverse form. When you put music on the air, you're competing in some sort of popularity contest. When you buy time in broadcasting you're only fighting half the battle."

Irons believes that jingles have a style all their own—"A jingle usually would not make a top 40 hit, although it has been done

before." (I'd like to teach the world to sing in perfect harmony') "They're designed to catch your attention immediately and to catch your attention again at certain points in the advertisement so they're not comparable to popular music." Jingle writing is a hazardous business. It's a combination of creative writing, musicianship and advertising, which are all unpredictable.

THERE IS NO assurance that the jingle will trigger the desired response in the mind of the consumer.

Does the "Friendly Skies" jingle, with its "everything's cool" attitude, send you racing out to the airport, anxiously waiting in line for the next direct flight to Omaha?

Is your luck so pathetic that the only "break you deserve" is a quarter pounder and fries?

Beware of the omnipresent jingle. It is increasingly pervading your life.

Grads get new work guidelines

By MARY ELLEN HASKETT
of the Cardinal Staff

Academic departments were recently given the responsibility to determine when outside activities, mainly work, interfere with a graduate student's education. The Graduate School at the same time rescinded a regulation limiting students employed more than half-time to a three or four credit course load.

Simultaneously with the Graduate School's decision, the campus personnel office, headed by Assistant Chancellor Cyrena Pondrom, issued a position paper stating that University employees who work more than 20 hours per week may not take more than one course of four credits, or slightly more, depending on the number of hours they work.

According to the statement, "The percentage appointment plus the percentage academic work (nine hours equals 100 per cent graduate, 12 hours equals undergraduate) should not exceed 150 per cent." Therefore, a three-fourths time employee could take up to six credit hours as a graduate student.

BOTH POLICY PAPERS were written in response to questions from the Board of Regents concerning the previous rule. In effect, it forbade graduate teaching, research, and project assistants to work more than half-time while other students employed outside the university could work more hours by concealing their employment from their departments and the Graduate School.

The practical effect of the personnel office decision is to continue to allow students employed by the university to register for a full course load if they work less than 20 hours per week. University employees whose appointments will entail between 20 and 40 hours of work per week can take a prorated number of class hours. Other students must get department approval before taking outside jobs or other commitments.

It is important to note that graduate students must complete at least one year of continuous full-time study to obtain a doctorate.

THE NEW POLICY also leaves intact the requirement for graduates to earn residence credits, according to Dean Bernard Cohen of the Graduate School. Cohen was chairman of the committee that revamped the Graduate School rule.

"The change is that it is now for the department to decide the extent of outside activities that are appropriate for graduate students," Cohen explained. "There is no longer an over-all Graduate School rule. The department is to decide what level of participation it expects...and some departments expect their students to be available at any hour of the day."

The major result from all these changes is that the university as an employer has decided to limit the number of credits its employees can take.

Penthouse

(continued from page 1)

charges that Penthouse is a pseudonym for sexism and exploitation.

The Penthouse portfolios satisfy not only a "basic need," according to Goode, but the magazine itself is "the only defense you have against total takeover of this country by servants of the rich."

"Do they (women who find Penthouse and like sexist) think their soul is destroyed when exposed to the lens of a camera?" he asked. "They're no more exploited than Mount Ranier is when they photograph it for the National Geographic. I just don't understand."

The founder of the now defunct Earth magazine has an arsenal of similar of shoot-from-the-hip putdowns.

On Nelson Rockefeller: "We think he is a psychopath and far more dangerous than

Nixon or Ford. The American public does not exist for this man. Hitler was a responsive liberal compared to this man.

On government: "Ignore it; you don't need one. We've just been brainwashed for 100 years to think that government is a big number."

On the media: "The networks believe they have a moral responsibility to lie to you, to tell you everything is okay." Network news is the most laughable journalistic pursuit I can imagine. The American newspaper presents nothing."

If daily newspapers "present nothing," one may safely assume that Goode's Penthouse is likewise yet another warmed-over serving of eye-catching nudes, pictorial layouts of "uninhibited" women are nothing new; neither is Goode's rhetorical overkill, coupled with promises of superior editorial content.

After all, a magazine like Ramparts has taken the government to task for years. And it has done so without using the female body as a stepping stone.

Weaver

(continued from page 1)

Also discussed at the press conference were the UW-Milwaukee school of nursing and a possible veterinary school for Wisconsin.

The UW-M nursing school is suffering from over-enrollment. Students are allowed to take the first couple years of classes without knowing whether or not they will be allowed to finish the course because of a shortage of teachers in the more advanced courses.

A call over the radio network from Milwaukee told Weaver and Senior Vice-Presidents Don Smith and Don Percy that a lottery was conducted in Milwaukee Monday to decide which students would be allowed to continue in the program.

WEAVER RESPONDED to the news with great sympathy, saying, "The University does not do the citizens a good turn if we take more students than we give an education in their field."

No decision has been reached yet on the issue of a joint veterinary school for Wisconsin and Minnesota. Possible options that exist now are the expansion of the present Minnesota school, expansion of the large animal clinic at River Falls, and building a new school. The UW Regents will make their final decision on the best option at their January meeting.

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In concert

Frank Zappa's household

By DAVID W. CHANDLER
of the Fine Arts Staff

Frank Zappa's "conceptual continuity," the essential unity he envisions as binding all his creative efforts together, must be having some kind of cumulative effect on the public consciousness.

At least that's one possible explanation for the stunning reality of 9,000 raucous fans gathered to see the master Sunday night at the Dane County Coliseum. Another could be Zappa's recent (and first ever) best-seller, *Don't Eat The Yellow Snow*. By some quirk, that particular 45 off this past spring's Apostrophe' album was deemed sufficiently obtuse by AM radio program directors, to make it onto Top Forty and become a hit.

Actually, it is typical modern Zappa—a deadpan retelling of an elderly Eskimo's sage advice to his young son: don't eat the yellow snow kid, you'll live longer.

THE SONG POINTS up a change in Zappa's lyrical style

that was even more apparent Sunday night. The intense freak who penned the early classic anti-facist song *Brain Police*, now chooses to write and perform less direct expressions of his alienation. He has in fact cited *Penguin In Bondage* and *Montana*, both of which he did at the Coliseum, as songs closer to his heart than the old stuff.

Lyrics aren't the only change. Zappa was early into fifties rock and roll and particularly into old R&B, in fact his music has been characterized as "symphonic R&B"—an apt description. The first Mothers was of course an R&B band specializing in James Brown and Wilson Pickett covers on the bar circuit in Southern California, and that heritage lingered on after the group came under the tutelage of the Wizard of Cucamonga.

The new Mothers is a jazz group though, and the first half of the concert was almost entirely free-form improvisational music with

only a smattering of fragmentary verses from songs to lend some of the more verbal Zappa from the past.

FORTUNATELY THE GROUP, dominated by crack keyboardist George Duke and Zappa's fine guitar work, was very good and continually interesting to listen to. The layers of sound set up by vibes, drums, bass sax, the keyboards, and guitar wove in and out of each other and the variety was enough to at least hold the attention of the crowd, although many looked as if they had gotten more than they had bargained for. In fact the whole sound was startlingly close to that of John McLaughlin and the original Mahavishnu Orchestra, with Zappa's guitar and Duke's keyboard work coming off as kissing cousins to McLaughlin and Jan Hammer.

The second half of the concert, Zappa reverted to a more com-



photo by Michael Kienitz

Ann Chovie turned red upon those last sweet notes

fortable and familiar format, which finally set the crowd at ease. He did *Penguin* with a great (although inscrutable) mime as accompaniment, *Montana*—a wondrous song about a secret desire to move to Montana and become a dental floss rancher (!), and the deliciously lewd *Dynamo Hum*. This half of the show was of course dominated by the silky Zappa voice, a pitchman's delight and the chief tool (besides an achingly sharp perception) of the bard of the electronic age. Zappa strung together with matchless aplomb his lyrics, observations

concrete and imaginary on life and other oddities, stage directions, and commentary on the activity in the audience, without missing a beat or flubbing a syllable.

Zappa is now almost within the normal pale of a heavy rock band, which means the world really has turned upside down in the last ten years. In the mid sixties he freaked out even the bizarre denizens of the Sunset Strip, and later in the decade was too much even for New York. Now he's household fare. Uh-oh.

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| <input type="checkbox"/> Financial Aid | | |

NAME _____

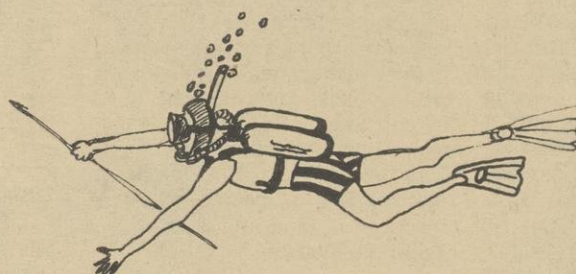
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Craig Holman (ST)

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(and remember to bring your I.D. and fee card)

W.S.A.

Cardinal

opinion & comment



Letters

ICAP'S ROLE

To the Editor,

I am writing this letter in response to Steven Saffian's attack on ICAP. I feel it is an injustice to blame ICAP for any part of the housing situation. The landlords are responsible for the "cracks in the student flats." It seems that Mr. Saffian is trying to confuse the issue. The landlords are responsible. It is their profit motive that prevents them from making repairs on their buildings. Twice in the past four years I've lived in shitty housing owned by irresponsible landlords who squeezed every penny they could out of me.

Housing is a political issue because housing for profit is capitalistic exploitation and that is a political issue! If ICAP has gone political, it is because of the exploitation of student housing that they have seen. It is only a logical progression of what they have experienced. Besides when is the last time that Dean Ginsberg or Mr. Saffian lived in student housing?

Secondly, the University seems

to be two-faced in this affair. On one side, they are "supporting" this inspection group to clear up housing, and on the other hand, according to a city inspector I talked to, the University owns some of the worst housing available in Madison. The University is one of these landlords.

Also, I would like to say that ICAP is doing a good job. They came into my house and told me what needed to be repaired. I am now aware of some of my rights as a tenant. Before Mr. Saffian goes around and speaks for those of us who live in the student "slum," he'd better consult us on who we know is responsible. ICAP is being attacked because they are beginning to try and find solutions to the housing situation, instead of sitting back and existing as a token student inspection service which hides University complicity with the landlords. ICAP deserves the support of people who are interested in doing something about the housing situation.

Jon Gramling

To the Editor:

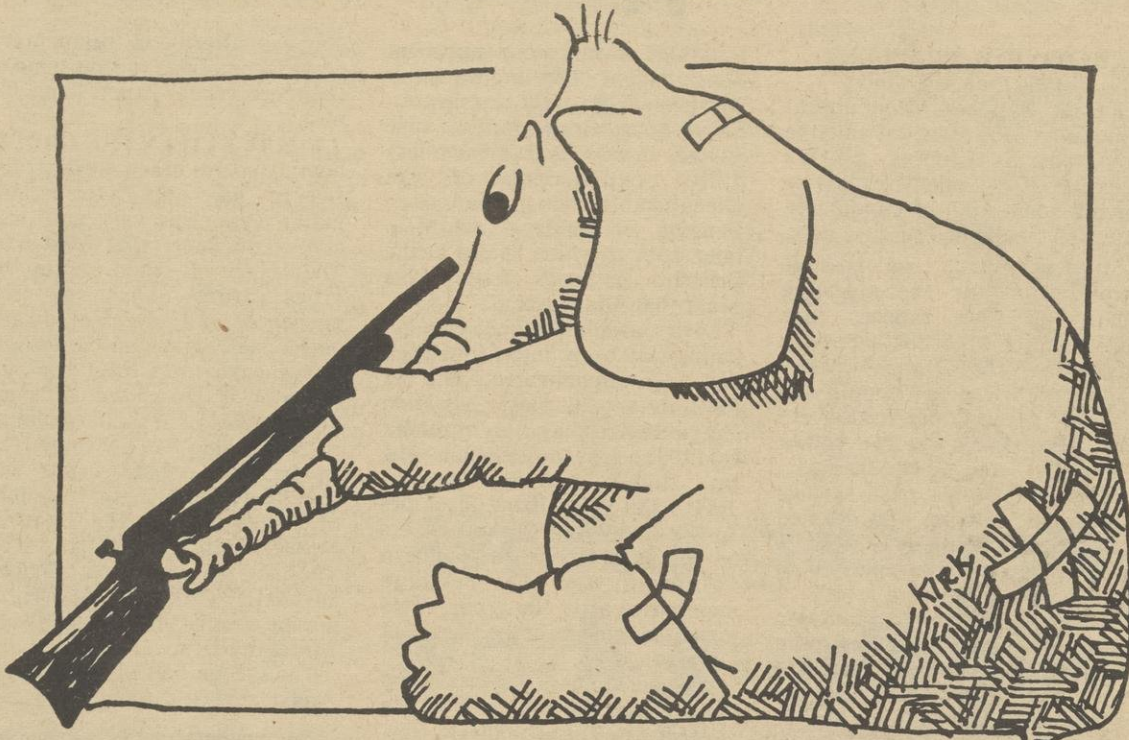
The suggestion by Mr. Saffian, of Campus Assistance Center, in his forum of November 22 entitled "ICAP'S Broken Promises" that chilly tenants stuff ICAP posters "in the cracks in their student flats" is about all students can expect if the University continues to assume the role of cop and turn every disagreement with ICAP into a major controversy. ICAP should not have to expend its energy on answering unwarranted criticism by the University. It has more important things to do such as housing inspection. Mr. Saffian may very well feel that ICAP has broken some nebulous promise and made his too-friendly relationship with landlords a bit rocky. But in no way can Mr. Saffian honestly imply that ICAP has broken any promises to the people ICAP exists to serve, that is the tenants. ICAP has conscientiously and consistently been receiving and inspecting large numbers of complaints, and it will continue to do so with or without the support of the University.

As for ICAP's johnny-come-

lately status, the formation of ICAP coincided with the time when the University and WSA were floundering without any housing inspection program.

In other words, ICAP bailed out WSA. Furthermore, the agreement to "make objective judgements about the condition of those apartments" has never been violated by ICAP. All parties involved: landlords, tenants, and the City Building Inspection Department, have all congratulated ICAP on the quality and accuracy of its inspections.

Mr. Saffian's judgement that without owner cooperation "only an insignificant number of apartments can be seen" is erroneous. Apartments inspected by ICAP after a complaint has been submitted are the apartments with the most serious code violations. In addition, because complaints have been coming in such large numbers, it has become a full time job to keep up with the inspections of them. Unless the city is willing to train additional inspectors, the inspection of listed housing is im-



In a Republican administration, the government is trying to break up the AT&T monopoly.

staff forum

Gallo's lies

Twice in the past week the Cardinal ran ads from the Gallo Wine Company, ads which are plain lies and distortions of the current battle in California, and clearly call on people to scab on the struggle of thousands of Farmworkers.

We, who are members of the Cardinal Staff, feel, along with other people not working on the paper, that to run and print such ads is to spit on the struggles of the Farmworkers. Gallo is putting out these ads with the specific purpose of breaking the strike by spreading lies, and portraying themselves as some sort of happy family company which treats its workers well.

The facts are clear—the farmworkers face miserable working and living conditions, low pay, and exposure to dangerous pesticides, and have, in the face of intense repression, been fighting these conditions for nearly 10 years, by organizing the fields and striking over these issues.

At Gallo, the farmworkers have been on strike since July 1973, when the Gallo brothers signed a sweetheart contract with the Teamsters Union, without even consulting the Farmworkers. Workers there, organized by the United Farmworkers Union (UFW), are striking for recognition of the UFW, and have initiated a national boycott of the Wines produced by the Gallo brothers.

The ad from Gallo is an attempt to break the back of the strike, and boycott. Whatever excuses for running the ad—that the paper needs money, that we have "to present both sides" of the story, or that "censorship is a bad thing" still miss the central point—that the workers are on strike, and that we must support their strike and boycott.

By putting the ad into the Cardinal, the paper is only legitimizing and in essence supporting Gallo's efforts to break the strike. The struggle of the Farmworkers, and the Gallo ad are not an abstract question, something that should be debated out by two opposing ads in a newspaper. Their struggle is real, workers are putting their jobs and families on the line to fight against the oppression that they face, and win better lives for themselves and many others.

Whether or not to run the ad is a question of whether or not the Cardinal will clearly stand on the side of working and oppressed people, and use our paper to support their struggles. Supporting the Farm workers must include saying loudly and clearly to our readership, and to Gallo—we won't touch Gallo's scab ads, and we stand behind the farmworkers.

The farmworkers are holding high the banner of the working class and it's struggle over the past decade, and their struggle against the monopoly growers and the forces of the state that have tried to bust the strike has been an inspiration to people across the country. They have shown the highest sense of unity and solidarity by their support of many other struggles of people. The Cardinal must show the same support for the Farmworkers. Victory to the Farmworkers! Boycott Gallo!

Kent Kimball
Jay Lieberman
Bill Silver

latter to reinstate the food stamp program. Certification has begun and the crisis should soon be over. But people will still need money to purchase food stamps. More food in a poor area is always welcomed.

Here's what you can do:

1. You can send food—bake a nutritious bread or cookies and mail it to Mrs. Ernestine

Schumaker, Rt. 2 Box 166A, Ackerman, Miss. 39735. She will personally deliver it to families needing food. It's expensive and a small contribution, but it is a personal gift of something from your own hands to someone who may never have had such a thing or can afford it infrequently.

(continued on page 5)



Letters

(continued from page 4)

2. You can donate money: An organization has been set up in connection with the court that will distribute the money. The School of Social Work has agreed to handle checks and you can mail cash donations or checks to the School of Social Work, 425 Henry Mall. If everybody gave one dollar...it adds up. Mrs. Schumaker will return a list of families to whom the food was sent. This will be published if we can get the newspapers to do this, if not it will be available at University Family Health Service, 1553 University Avenue, or at the School of Social Work.

3. Tell others about this—all of your friends have probably not read this article. Show it to them, take it to a meeting of a club you belong to, send it to your parents, post it in your fraternity or sorority house. Urge others to help.

Help us make use of the channel that has been set up to provide some people with food to eat every

day. This article has been incomplete for the sake of brevity. If you want more information you may call University Family Health, 262-1407.

STUDENT FRUSTRATIONS

To the Editor:

Faced with a University which provides for 40,000 students, any one trying to capture an individual, educational direction, might be bombarded with slippery restrictions. Originally planning to major in Psychology, I was resigned to confine my studies within that department and possibly limit exposure to other departments. When my ideas focused towards a particular interest in Art Psychotherapy, I took advantage of a seemingly appropriate and flexible alternative, accessible only through the innovating intentions of the University.

The proposal of an Individual Major, incorporating various courses from available departments, is both a thought and time-consuming effort. Feeling stagnant because of the inaccessibility of relevant and

motivating classes, an individual major could have provided me with an inspiring program of study. My outline was carefully thought out and reviewed, substantiating the proposed direction. The committee assigned to consider the possibilities for this major, unanimously rejected its application, reflecting personal reservations.

Basically, their combined individual and professional qualifications opposed to the major indicated that this denial was for my own good. Any acceptance of such a major would be a shaky foundation for Graduate Work. In addition to this, it was their contention that my attempt merely skimmed the surface of the chosen departments, ignoring the depth that is so critical for my interest. With this in mind, they suggested I stick with a Psychology Major, emphasizing its applicability.

RECOGNIZING THE VALIDITY and intent of their
(continued on page 6)

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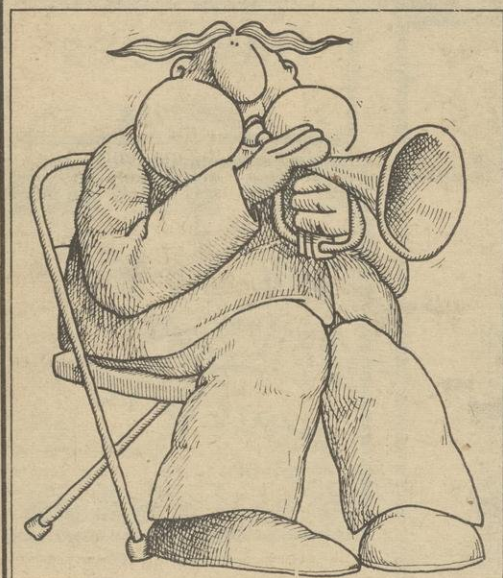
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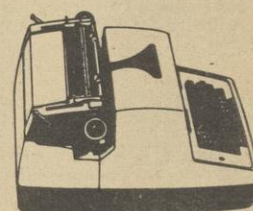
You've been meaning to get it out and practice, but it's not much fun playing the bassoon part to Holst's First Suite by yourself. It's missing a lot. And so are you. If you enjoyed a musical experience in high school, continue it now. Music is NOT for music majors alone.

Auditions for Concert Band will be held the week of December 2-6. You've got a chance to practice a little over Thanksgiving. If you think you're not audition material, you can sign up for University Band without an audition. Before you toss the idea aside, come to Room 4561 Humanities to sign up or learn more about the band program on campus.

*If you have no horn at all, we will try to find one for you.

UW BANDS PHONE: 263-1896

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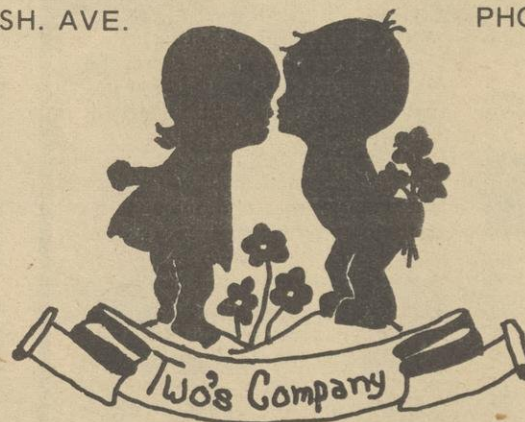


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THANKSGIVING

A number of churches in the UW/Downtown area have joined together in a project entitled Farmworker Thanksgiving. The church groups plan to remind area residents that it is America's farmworkers who provide the food that makes Thanksgiving possible.

Among the local groups participating are: Calvary Lutheran Chapel, the Lutheran Campus Center, the Luther Memorial Church, St. Francis Episcopal Church, St. Paul's University Chapel, and the University Methodist Church.

Support for the cause of the United Farm Workers Union has come on both a national and international level.

Recently, in a dramatic break with precedent, Pope Paul VI met with Caesar Chavez (president of the UFW) and gave encouragement to the striking farmworkers. The Pope told Chavez, "I know of your work and I thank you for it. Your effort to help farmworkers is very important and you must continue working in this field."

FARMWORKERS, living in desperate poverty, have been struggling and organizing through strikes and boycotts for 10 years. Presently the UFW is under attack from an alliance of large California growers and the Western Conference of Teamsters. Intimidation, firings, legal harassment, and physical violence have been used to deny farmworkers their basic rights.

The United Farmworkers Union has requested consumers not to purchase table grapes and iceberg lettuce. This boycott is essential if the farmworkers are to win full contract protections.

Support for the Boycott has been overwhelming. Religious groups who have joined the UFW Boycott are: the National Conference of Catholic Bishops, the United Church of Christ, the National and Wisconsin Council of Churches, the Madison and Milwaukee Priest Senates, the Central Conference of American Rabbis, and the Wisconsin-Upper Michigan Lutheran Synod.

Theatre:

Gold rush follies

By JAN FALLER
of the Fine Arts Staff

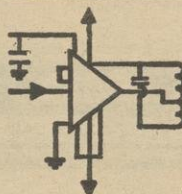
The sudden appearance of a Texas-style Tommy and Dickey Smothers-ish duo singing their way past a figity audience and on to the stage threw everyone off guard; the sing along was an unexpected prelude to the play. In fact, even four folklore ballad favorites with repeated choruses couldn't get the group warmed up. What it took to get Sweet Betsy from Pike rolling was a little of author-director Dan Friedman's folly—an explosive combination of comic dialogue and expressive body theatre.

Sweet Betsy, a free performance by UW Experimental Theatre, last weekend, centered around the travels of Betsy and Ike, a pair of liberated young lovers who, tired of the hum-drum of their mid-America Missouri home, head for the California gold mines.

During their travels, they meet up with a cross-section of stereotypical America: Sam, a

thief who's pervading goodness prevents him from stealing anything, except for Betsy's heart; a southern bigot slaveowner whose bygone fortune has left him with nothing but cheerleader optimism; his wife, whose harried henpecking over money earns her a kick in the ass from her husband (which sends her flying headfirst off stage), and Lawson, a John Wayne-macho, cigar-smoking wagonmaster who performs a self-righteous ballad in honor of his heroic, give-a-nigger-a-hand gentility.

Yet, while Director Friedman lets the audience romp with the cast through most of the Hee-Haw comedy, it ends with a shattering impact that sticks with you beyond the theatre's confines. The light-hearted comedy closes with a touch of realism, as Betsy and Ike find neither fame nor fortune in California, and a love that once thrived on optimism grows stale. Even in Friedman's make-believe theatrical world, folly isn't everlasting.



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ACROSS
1 In its present state (two words)

5 tributary of the Moselle
9 Prohibit
12 18th Century deviate

13 Fish
14 Greek letter
15 Knights of Columbus (ab.)

16 — and feathers
18 Prefix: new

20 Regular Army (ab.)
22 Slices
24 Certain tennis strokes

27 Taxis
29 Fish sperm
31 Chart
32 Signs

34 Not any (coll.)
36 Tea in Granada
37 State capital

39 State capital
41 Right — I
42 One of the twain that shall never meet

44 Gives birth to a lamb
45 Rights (ab.)
47 Pawn

49 Unusual
50 Tailless amphibian
52 Copied

54 Interjection
55 Excessively
57 Way out
59 Pronoun

61 Foxy
63 Russian oil center
65 Anger

67 Unit of corn

68 Lupino et al.
69 Certain Alpine goat

DOWN

1 Inquire
2 State capital

3 Ego's partner
4 Tennis term

5 Pluck (a guitar)
6 State capital

7 Article
8 Raced
9 A new one

10 Interjection
11 Type of Japanese play

17 Suffix: characteristic of
19 — Paso

21 Brother of Cain
23 Flat, broad piece

25 State capital
26 Pantry (dial)

27 Associate
28 Koko's weapon

30 Priam's city
33 Speak sharply

35 French river
38 Continent

40 Afrikaans
43 State capital

46 Faun
48 Tie between members of a series

51 Perform
53 Roman gods

56 Japanese sash
58 Used with angle and pod

60 — and the Single Girl
61 Compass point

62 Note of scale
64 Paid notice

66 College degree (ab.)

1	2	3	4	5	6	7	8	9	10	11
12					13			14		
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61	62		63	64		65	66			
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Letters

(continued from page 5)

arguments. I respected the decision and accepted their reasoning. In retrospect, however, I feel it is important that those involved with its organization are aware of the implications and restrictions inherent in the examination of Individual Majors.

The formulation of such a major suggests an independent and particular need of a student who may feel bound by the pre-established requirements structured by the University.

Responding to the valued accreditation of this University and its support for future activities, any individual attempt to alter its designed program is undoubtedly taking a risk. But this risk must be weighed against the chance of stifling that person's interest. If the student has accepted the responsibility of this direction, and the choice has been made available to him, the ultimate risk should be his own. Otherwise, the committee is negating its purpose by deliberately twisting the individual's alternatives. If such an alternative is to be offered to the students, it should be sponsored with a sense of encouragement.

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DU

Denver next Badger foe

The Wisconsin hockey team, after two straight sweeps at home, travels to the Rockies this weekend to meet third-place Denver in games Friday and Saturday nights at the DU Arena.

The Badgers, now alone in second place in the Western Collegiate Hockey Association, are coming off a 5-4, 4-3 sweep of

No. 1-ranked Michigan State. Wisconsin is now 6-2 in WCHA play, just ahead of Denver (5-2-1). Leading the league is surprising Colorado College, which defeated defending NCAA champion Minnesota 7-3 and 4-2 over the weekend, boosting its league record to 7-1. Wisconsin meets the Tigers Dec. 6-7 at Colorado Springs.

UW COACH Bob Johnson was delighted with his team's sweep of Michigan State, which dropped to fourth place with the two defeats.

"Our defense was really good; in the second period it was just excellent," said Johnson after Saturday's victory. "It wasn't just the defensemen, but the wings and centers, too. Everybody forechecking, backchecking... doing everything."

"I'd say the characters of this team are that it's fast, quick and aggressive. The key has been overall hustle...not giving the other team that second opportunity."

In the goal Friday was Mike Dibble, who now has a 3.4 goals-against average in league play. Saturday, senior Dick Perkins saw his first game action in three weeks.

"Perk played very well all week in practice," said Johnson when asked why he chose to use Perkins, whose goals-against average was 6.0 coming into the MSU series. "Wednesday and Thursday, especially, he worked very hard. It's early in the season; I think it would be unfair not to play him."

Etzel' the 'Rotund One', rolls to 1st Limb crown

Well, it's official. Cardinal Sports Editor Pete Etzel is in Fat City. "The Rotund One," by virtue of his second perfect week of the season, rolled to the championship of the Cardinal's Out on a Limb competition, completed over the weekend.

The well-fed Milwaukeean, reminding everyone along the way that it was "no problem," went 10-0 to end the season with a record of 85-25, one of the better marks in recent Limb history. Etzel finished with a five-pound...er a five-game bulge over rookie Limber John Andreas (80-30).

ETZEL, WHOSE winning percentage figures out to .772, reportedly has said he will celebrate the title by starting the Thanksgiving feast a little early...sometime today, as a matter of fact, when he receives his trophy—what else, an enormous turkey limb.

In third place, trailing Etzel and Andreas, was Sports Editor Jim Lefebvre, who drastically improved on his 1973 record of 66-44 by finishing 79-31, six games off Etzel's pace and one behind Andreas.

The Guest Prognosticator position made its best showing ever, placing fourth with a 77-33 mark. Fifth place went to last year's champ, John Wilusz, who plummeted to a 74-36 record. And bringing up the rear, of course, was Al "Longshot" Lawent, who pulled a 69-41 mark.

Every year, the Cardinal also recognizes its "unofficial" Limb champ—the staff member who diligently posts his picks each week on the Sports bulletin board, but never sees his name in the paper with the "regular" Limbers. This year's winner was Sam "Bam" Freedman, who went 81-29 to edge out Jeff Cesario for the crown.

Some Limb predictors, it is said, pick strictly from the head. Others, such as Lawent, pick mainly from the heart. Etzel, according to rumor, picks straight from the stomach... but who can argue with success?

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The Fine Line Jim Lefebvre

Still the Leader

The scene in the Wisconsin football locker room was a quiet one. The Badgers' season-ending, 49-14 thrashing of Minnesota had been over for nearly an hour and a half. Except for two or three reporters, a handful of well-wishers and a player or two, everyone had left. FINALLY, IT WAS time for Gregg Bohlig to take his shower. It was fitting that Bohlig was one of the last players to leave the Stadium. Because Bohlig, as anyone on the team could tell you, is usually one of the last Badgers off the field each night at practice. Saturday, while most of the players took their showers as usual (shortly after the game ended), Bohlig went around individually congratulating his teammates.

I think it's safe to say that it is people like Bohlig who lend a sense of sanity and thoughtfulness to college football, who compensate for the uglier sides of the sport—the high-pressure recruiting, the win-at-all-costs-coaching and the influence of the NCAA-ABC dollar.

It is not, in fact, out of order to call Bohlig a champion of the underdog. He doesn't have towering size or exceptional speed, doesn't run the option like Cornelius Greene or unleash the bomb like Mitch Anderson.

BUT BOHLIG PLAYED and won at another game. It

consists of, first, being told that there's little chance you'll play, then beating out a half dozen other QBs for the starting job....then consistently improving your faking and pitching out, your passing accuracy....becoming expert at reading defenses and making adjustments....keeping cool under pressure and bounding back up after each time you're tackled by a 260-lb. defensive lineman....and, perhaps most important, gaining the respect of your teammates to the point where they elect you captain, and you lead them to a 7-4 season.

Does it sound a little corny? It probably does, and Bohlig wouldn't have it any other way. On occasion, he says corny things and, no doubt, thinks corny thoughts. But it's all part of a sincere openness, that, combined with his confidence and enthusiasm, has made him an extremely likeable person.

Bohlig ended his collegiate career Saturday much the way he started it nearly five years ago—overshadowed by others. Bill Marek's record-shattering performance, obviously, took any potential limelight off Bohlig's finale, which was a typically solid, 5-for-8 Bohlig day.

Any regrets that Wisconsin concentrated so heavily on the Marek-led running game down the stretch? "I like to throw; any quarterback does," said Bohlig in that rapidly-emptying locker room. "So once in a while, I was a little irritated. But you just have to be part of the team. With a fantastic runner like Bill and a great line, we had to run a lot."

AND WHAT ABOUT his replacement next year? "Someone is going to prove himself," Bohlig said. "It's going to go to the guy that wants it the worst."

The question is of paramount importance to Badger fans and observers looking toward next season. Some are crossing their fingers, hoping a big, strong option-runner will emerge. Others conjure thoughts of a rifle-armed bomb-thrower.

To everyone concerned, though, another Gregg Bohlig certainly will do.

LINE DRIVES—For the third straight week and the fourth time this season, Marek has been named the Associated Press Big Ten player of the week....and, although the official stats haven't been released yet, our count shows him easily beating Archie Griffin for the conference rushing title, 159.3 yards-per-game to 141.6. There's nobody close in the scoring category, Marek finishing with 90 points in Big Ten play....

SATURDAY'S ATTENDANCE of 55,869 made the final total 358,150, by far the most for a five-game homeseason....the per-game average was 71,630, which will put Wisconsin fourth in the country behind Ohio State, Michigan and Nebraska....

Sunday's fiasco of a Rose Bowl vote in Chicago is one more reason why the Big Ten should eliminate its ridiculous "one bowl" rule and allow its second, and maybe third, place teams to go to other bowls. Situations like this year's are bound to happen again and again. Who knows, maybe the Big Ten ADs like to enrage half the conference....

Badgers 19th

The Wisconsin Badgers returned to the Top 20 in the Associated Press college football poll released Monday. The Badgers, who received honorable mention last week, placed 19th in this week's poll. Oklahoma was No. 1 followed by Alabama, Ohio State and Michigan.



GREGG BOHLIG

NCAA cross country meet

UW places 9th again

Special to the Cardinal
BLOOMINGTON, Ind. — The University of Wisconsin cross country team placed ninth here Monday for the second consecutive year in the National Collegiate Athletic Association National Championships.

The Badgers, runner up to Michigan in the Big Ten, scored a team total of 258 points on the tough University of Indiana course. The Wolverines finished 12th with 304 points Monday.

DEFENDING CHAMPION Oregon won the national team championship with 77 points. Western Kentucky finished second with 110 and was followed by Texas-El Paso, 136, Washington State, 144, Providence, 225, Eastern Michigan, 229, Georgetown, 243, and Massachusetts, 257.

Individual honors went to Nick Rose of Western Kentucky. Rose blazed through the six-mile course in 29 minutes 22 seconds. Craig Virgin, Illinois super sophomore and twice Big Ten champion, was the early leader of the race but he fell back in the late going, winding up 12th.

Going into the meet, Wisconsin had three contenders for All-American honors, which are

awarded to the top 25 runners. The Badgers, though, came away empty-handed as Glenn Herold (1972) and Bob Scharnke (1971) remain Wisconsin's only recent cross-country All-Americans.

The Badgers were led by co-captain Tom Schumacher, who finished 38th, a personal improvement of seven places over his finish last year. The senior was clocked at 30:48.

FIVE SECONDS behind Schumacher was one of next year's co-captain elects, Jim Fleming. Fleming, a junior who finished 31st in the 1972 NCAA Championship, captured 44th place.

The other half of the newly elected co-captains, Dan Lyndgaard, came in 113th with his 31:46 time. The junior from New Richmond, Minn., was preceded by teammates Mark Johnson and Steve Lacy, though.

Johnson, whose eighth place

finish led Badger runners in the District IV qualifying meet at Yahara Hills a week ago, came in 70th in the tough field of over 300 runners. Freshman Steve Lacy of McFarland crossed the finish line just 13 seconds behind Johnson as he took 90th place.

WISCONSIN'S sixth and seventh men, though their scores didn't count in the team total, were Dan Kowal and Eric Braaten, both seniors.

Kowal, who suffered through a frustrating year due to a knee injury, placed 208th, 165 spots below his finish of last year. Kowal sat out the first half of this year's campaign because of his knee and didn't have enough time to regain his most valuable Badger runner form of 1973. Braaten, a spirited runner from Rice Lake, ended his college cross country career with a 228th place finish.

Ohio first test for UW cagers

By CHUCK SALITURO
of the Sports Staff

The Wisconsin basketball team will open its 1974-75 season Saturday when it entertains Ohio University in the Fieldhouse. Tip-off time is set for 1:35 and plenty of tickets remain.

Wisconsin, which lost starters Kim and Kerry Hughes and Gary Anderson to graduation, will be built around returning starters Dale Koehler and Marcus McCoy. Koehler, a junior forward, averaged 12.6 points per game last season while McCoy, who will start at forward, averaged 8.3 points. Badger Coach John Powless is counting on more scoring punch from the duo this season.

JOINING MCCOY and Koehler in the front line at center will be junior college transfer Bob Johnson. At 6 foot 8 inches, 230 pounds, Johnson will use his size to help supply the rebounds for this year's "quicker" team.

"The quickness can help us two ways," said Powless, who begins his seventh season as the basketball coach. "It can help us with the fast break and it can help us defensively."

This added quickness is exemplified in Brian Colbert, a freshman who Powless calls the "quickest player I've seen in my 11 years here". The 6 foot, 170 pound Colbert will probably not start, but Powless is quick to point out, "We are not afraid to play him."

At guard, Powless will go with junior Tim Paterick and either Bob Luchsinger or Bruce McCauley, both seniors.

THE BOBCATS ARE LED by Walter Luckett, who was Mid-American Conference player of the year last season. Luckett, a 6-4 junior guard, averaged 22.8 points per game last season.

"There's no question Luckett's a super player," Powless said. "He's an All-American." Powless plans to use Paterick against Luckett in the Badger's man-to-man defense.

Forward George Green is the only other returning starter from last year's Ohio squad that the Badgers edged, 69-68. Green averaged 11 points and 10 rebounds per game.

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