



The daily cardinal. Vol. LXXXII, No. 39

October 26, 1971

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

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

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

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

THE DAILY CARDINAL

University of Wisconsin at Madison

10 cents

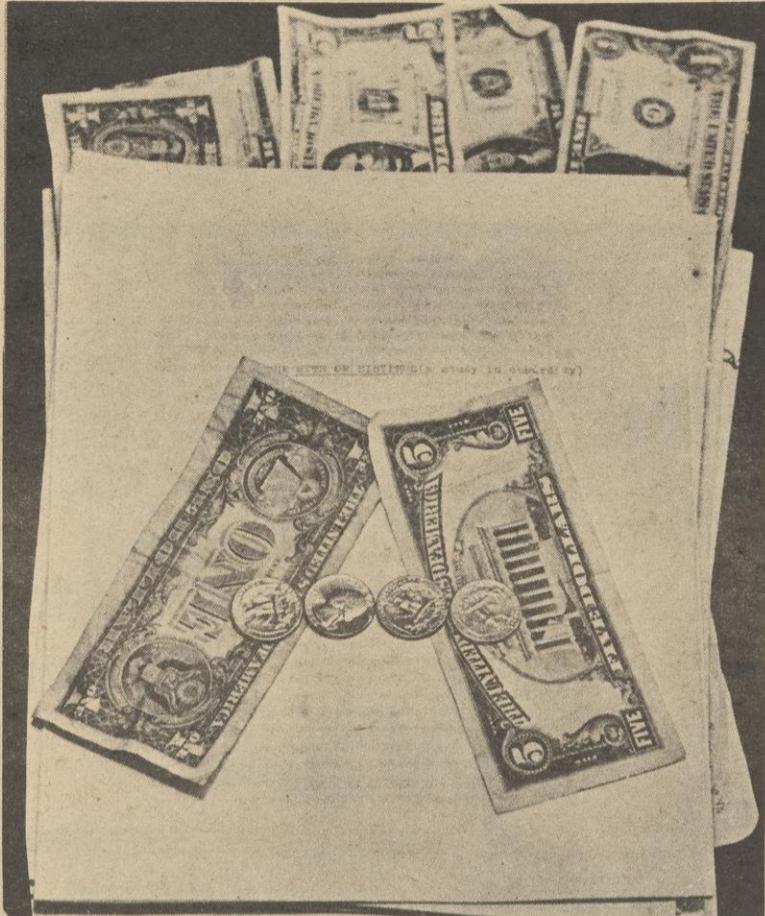
tuesday

10-26-71

Vol. LXXXII, No. 39

The termpaper business

Now profs write papers for students



Cardinal photo by Arthur Pollock

...and leave the writing to us.

Standard Oil comes to town

Standard Oil, an oil company founded in the nineteenth century, today represents a virtual financial-political empire. The following article represents the first in a three part series investigating the Rockefeller-Standard Oil rise to monopoly power, the company's investments in the VietNam war, and its status as one of the chief polluters of the world's air and water.

Coincidentally, Standard Oil of California will be on campus recruiting from Monday through Thursday in the Engineering building and Standard Oil of New Jersey will be here Wednesday and Thursday in the Commerce building.

By Dan Biggs
of the Cardinal Staff

In 1858 John D. Rockefeller and M.B. Clark pooled their heretofore meager resources and began a produce business on the docks of Cleveland, Ohio. But a civil war was in the making, so Rockefeller and Clark dumped the produce business for the more lucrative task of furnishing the Union Army with supplies. Their business prospered as the war between the states dragged on for half a decade.

The Civil War had a favourable effect on another Rockefeller & Clark venture. In 1862, the two men fronted \$4,000 to Samuel Andrews to start an oil refinery in Cleveland. By 1865 the oil refinery was one of the most promising industries of the town, already netting \$100,000 in profits.

A second and then a third refinery were started, as well as a wholesale house in New York for selling the refined oil. Finally in June, 1870 the Standard Oil Company was christened with John D. Rockefeller at its head.

IN LESS THAN fifteen years Standard Oil had attained a virtual monopoly of the American oil industry. The company refined and marketed 85% of all the crude oil processed by U.S. refineries. Net earnings had risen to nearly \$20 million per annum.

"Always oppose privileged classes and public plunderers."

Joseph Pulitzer

Just before 1900, the Rockefeller oil monopoly was reorganized and became Standard Oil of New Jersey. The company was one of the primary initiators of the massive centralizing and consolidating movement of the 1890's which began to supplant the system of laissez-faire capitalism.

BUT PUBLIC OUTCRY and adverse publicity, particularly the muckraking of Ida Tarbell, pressured the supreme Court in 1911 to uphold a lower court decision which convicted Jersey Standard of violating the American anti-trust laws.

Following this court decision, the Jersey Standard corporation was dissolved into 34 legally separate enterprises. Yet the various companies involved continued to be owned, controlled and managed by practically the same men, with little if any real competition.

In 1930, historian Matthew Josephson concluded, "For forty years the

By SHARYN WISNIEWSKI
of the Cardinal Staff

Termpapers are no longer just big headaches—they're big business. With the opening of Termpapers Unlimited and the Academic Marketplace, Madison has become part of the million dollar nationwide termpaper business.

Marty Pesham, a UCLA graduate and manager of Termpapers Unlimited, predicts by mid-semester his office will be handling 500 papers a week. With financial backing from some Chicago businessmen, Pesham operates from a small paneled office in the Commercial State Bank building with a staff of 150 writers and two part-time secretaries.

PESHAM boasts that for \$2.90 per page a member of his staff, all of whom are at least graduate students with a 3.4 GPA, will turn out a custom-made paper on whatever subject a professor assigns. By checking with people they've done papers for, Pesham reports, they've found that 92 per cent received A's. He says he'd probably return the money if a paper got a C.

Dressed casually in red levis and a gray sweater, Pesham has to talk fast between answering the phone and taking care of customers.

"The very fact that we have three dozen TA's and a dozen University professors working for us shows what a farce the educational system is," says Pesham. Professors and TA's have agreed to give an A to any paper they may have written which is handed in by a student in their course.

PESHAM'S competition is provided by the Academic Marketplace, part of a national business, based in Boston, and operated in Madison by Bruce Inksetter.

Inksetter, who operates from his Williamson St. apartment, is connected with a firm that is also called Termpapers Unlimited (no connection with Pesham's organization.) It specializes in prewritten papers, at \$2.50 per page.

INKSETTER has a catalog from which the student selects a paper based on its description. He then notifies Boston and within a week a photo copy of the paper is sent to the student. Close records are kept so two copies of the same paper are not sent to two students in the same course.

This national organization, also called Ward Warren Manuscripts was started about a year ago by Ward Warren, a 22 year old graduate of Boston University. Now a self made millionaire, Warren says he has access to "90 per cent of the colleges in the western hemisphere."

WARREN, who invested in different businesses before he hit on this success, thinks his business has been good for the educational system. "When we first started last year, the deans at Harvard and UCLA denounced us constantly. "Now," says Warren, "they say they realize we are forcing the educational system to reevaluate itself."

Throughout the country, the organization has a staff numbering in the thousands. The branch office in Chicago, the largest one nearest to Madison, has 250 writers.

Warren has a particular legal quarrel with Pesham's service in Madison. The Ward Warren Manuscripts organization goes under different names in different parts of the country. On the East coast it is called Termpapers Unlimited, in Madison it is Academic Marketplace. Warren says he is thinking of suing Pesham's organization for using his trade name illegally.

PESHAM counters this by declaring he has the legal Wisconsin copyright for the name Termpapers Unlimited. Warren, however, wants to make it clear that Pesham's organization is not associated with his.

"You can't get this any better than straight from the horse's mouth," says Warren. "He (Pesham) is not affiliated in any way with Termpapers Unlimited and I want the consumer to beware of him. Termpapers Unlimited is a national trade name."

THE LEGALITY of the termpaper business has been proven by both Pesham and Warren to have a sound base. "We are simply selling research and reference material," says Warren. The student is the one who bears the legal responsibility because he is the one who plagiarizes by turning in work that is not his own.

However, as Pesham points out, there is virtually no way a student can be caught, "especially when the paper is for a big lecture course when the professor never knows who you are anyway," he adds.

Both organizations also provide other services. For example, Pesham says he has requests simply for extensive reference material, to give people a head start on their paper.

"Right now we're also specializing in take-home exams," says Pesham adding, "We've had people ask us to sit in on a class and take an exam for them, but we won't go that far."

The Boston firm handles resumes for students going to look for a job. "Research shows a 100 per cent better chance of getting a job if you have a well written resume," says Warren.

(continued on page 2)



Cardinal photo by Geoff Simon

Madison Vets for Peace ran an informational booth on the square Monday as part of nation-wide activities.

Standard Oil men marched from trial to trial like habitual felons before the public was convinced that it was not dealing with the arch-criminals of the age, but destiny."

Even the 1911 "break-up" of the monopoly left the parent Jersey Standard company the second largest industrial corporation in the United States.

IN 1927, Jersey Standard rid itself of most of its directly owned and managed affiliates and became essentially a holding company. Jersey now owned the stocks and securities of its subsidiaries rather than the land, buildings and equipment themselves. Through this procedure, the original Standard Oil of N.J. exercises policy and management control over many different companies operating in every part of the world. All of these affiliates and subsidiaries continue to be owned in whole or in part by Jersey Standard.

Domestic subsidiaries of Jersey Standard include: Humble Oil and Refining Co., Standard, ESSO, and ENCO service station companies, Humble Pipe Line Co., Monterey Coal Co., Friendwood Development Co., Enjay Chemical Co.

Jersey's foreign subsidiaries operate on every continent of the world, and form a complex network of financial relationships which either controls or significantly influences many other industrial, banking, and law firms.

(continued on page 2)

Rain slows Veterans

American veterans celebrated their day Wednesday while rain in Washington postponed several events planned to kick off the fall anti-war offensive.

Demonstrations planned in the capitol by People's Coalition for Peace and Justice as part of an "evict Nixon" campaign were largely postponed till Wednesday because of rain.

Nevertheless, Coalition

(continued on page 3)

Elson arrested, says hospital access denied

By DONNA THOMAS
of the Cardinal Staff

'Madison attorney, Edward Elson, was arrested Sunday for disorderly conduct at Mendota State Hospital. At a pre-trial hearing on Monday, Elson pleaded not guilty after his request that charges be dropped was denied.

The episode was the latest in a long series of incidents concerning mental patients' right to counsel and Elson's right to access to Mendota.

Elson claims that has repeatedly been denied the right to speak to

clients and friends at Mendota and has not been allowed privacy in consulting with his clients.

DURING VISITING hours Sunday, Elson went to see a woman who he claims had previously asked for his help. Elson said that a nurse refused to let him see the woman and refused to allow him to stay on the Dane County Unit. He refused to leave and was finally arrested for disorderly conduct.

According to Dr. Leroy Eklund, Superintendent at Mendota,



"Elson has never been denied the right to see his clients."

He has, however, been denied access to the Dane County Unit, Eklund said, because his presence there upsets patients. "He (Elson) has advised patients not to follow doctors' advice, and has claimed that one of the nurses and myself are mentally ill," Eklund said. "This creates a lot of disturbance on the ward."

For this reason, Eklund explained, Elson has been allowed to see patients only individually.

What happened on Sunday, according to Eklund, was that Elson asked to see a particular woman as a client, but that she said she had never heard of Elson and already had a lawyer.

Elson was asked to leave, but refused, saying that he would have to be physically removed or arrested, Eklund claimed. Several people tried to convince Elson to leave and finally the police were summoned and Elson was arrested.

Elson is currently out on \$59 bail. No trial date has been set.

Standard Oil

(continued from page 1)

Some of the more prominent overseas subsidiaries are: Creole Petroleum and International Petroleum (Latin America), Imperial Oil (Canada), ESSO Europe (Europe and Africa), Arabian American Oil (Middle East and Libya), ESSO Standard Eastern (Southeast Asia and Australia), ESSO of South Africa (Southern Africa).

INTERNATIONAL oil trade is essentially controlled by the big seven "majors" of Jersey Standard, Royal Dutch Shell, Mobil, Texaco, Gulf, Standard Oil of California, and British Petroleum. Five of these seven are American owned, three are Standard Oil companies, and all have close financial ties with Standard of New Jersey.



The oil industry represents 30 per cent of all U.S. overseas investments. The major companies often make up to 60 per cent of their profits from foreign sales. In 1965, the profit return on U.S. oil investments averaged 20 per cent in Third World countries. Contrary to the myth that U.S. investments put money into underdeveloped countries, capital outflow (the number of dollars sent overseas to build refineries, pay for labor, etc.) is consistently far less than the profits which are sent home from oil investments.

Jersey Standard itself owns or has a major financial investment in 68 refineries in 34 countries outside the U.S. With its affiliated companies, Jersey oil operations reach into more than 70 countries. Standard's holdings include 70 per cent of oil production in Libya, 22 per cent in Iran, and 41 per cent in Venezuela. At its present rate of extraction, Standard will have drained all the oil out of Venezuela in 14 years.

IF THE above statistics on the economic might of the Standard Oil Company strike one as a bit devastating, they are misleading to the extent that they tell only half the story. The tentacles of the Standard Oil (Rockefeller) empire reach into scores of non-oil corporations of immense economic stature.

The Rockefeller family began their operations outside of oil in alliance with James Stillman, president of the powerful National City Bank (now the Chase-Manhattan). Through Stillman, they dominated a whole series of banks, traction companies, city utilities, and industrial concerns of every sort.

Corporations like Eastern Airlines, Metropolitan Life Insurance, the Rockefeller Center, Consolidated Natural Gas, United Tankers, and Equitable Life Insurance are neither wholly owned nor operated by Standard Oil of N.J. Nonetheless there is a major Rockefeller influence on both their conduct and operation.

THE ROCKEFELLER family also controls 14 foundations, including the Rockefeller Foundation and the Rockefeller Brothers Fund, with assets of more than \$1.5 billion. Because these foundations are tax-exempt, income can be retained by paying very high salaries to officers and trustees. The foundation can also serve as a holding company.

In 1956 the Rockefeller family wealth was estimated at \$3.5 billion, controlling corporations with assets of \$60 billion. Data from 1969 indicates control of assets approximating \$90 billion.

The Standard Oil Co. and the other Rockefeller enterprises make up an international empire. The five Rockefeller brothers and their business associates influence literally the fate of millions of people. It is in this light that the conduct of the Standard Oil Company must be measured.

Term papers
(continued from page 1)

University reaction to these organizations has been sparse. Pesham says he is not afraid of professors' reactions. He explains he even went to the department heads on the University asking them to recommend qualified people to him.

Pesham's Cardinal want ad advertising for writers is presently posted in the sociology department of the Social Science building as an employment opportunity.

"THE PROFESSORS are so involved in their own work they don't even know what is going on," says Pesham, adding, "You could take a chair out from under most of them and they wouldn't know it."

This lack of knowledge does seem to be somewhat the case as the professors contacted by this reporter knew nothing of such organizations operating in Madison.

Andreas Kazamias, educational policies professor, was "terribly surprised" to learn of such services. "Of course I'm against it!" he says, "I had no idea it existed here."

Professor Murray Edelman of the political science department seems more saddened than surprised at the existence of the term paper business. "It will have two effects," he outlines, "One, less weight will be put on papers, and two, it will make students who don't use such a service even more cynical about the educational system. It's discouraging any way you look at it," he says.

He obviously isn't looking at it through Marty Pesham's or Ward Warren's eyes. As for the future, Pesham puts it this way, "If it wasn't a good business, we wouldn't be in it."

Why did thousands of people in Latin America give Nelson Rockefeller a violent and not-so-cordial reception in 1970? Why was his grandfather, John D., called "the most hated man in America" by leaders of the American labor movement? Essentially, is what's good for Standard Oil good for the people of the world?

Tomorrow: Standard Oil and Southeast Asia.

The Daily Cardinal

"A Free Student Newspaper"
FOUNDED APRIL 4, 1892

Student newspaper at the University of Wisconsin, owned and controlled by the student body. Published Monday through Saturday mornings during the regular school session; Wed. & Fri. during summer session & Friday-end of summer session by the New Daily Cardinal corporation, 425 Henry Mall, Madison, Wisconsin 53706. Printed at the Journalism School typography laboratory.

Second-class postage paid at Madison, Wis. Please re-cycle.
Member Associated Press.

WSA

CHRISTMAS FLIGHTS

Madison-New York

Leave Dec. 17
Return Jan. 2
\$95 Roundtrip on North Central Airlines
Dec. 4 Reservation Deadline
Group Fare-Open to anyone

*Milwaukee-London

Leave Dec. 16
Return Dec. 31
\$198 Roundtrip

Nov. 15 Deadline for Accepting Reservations

*Open only to U.W. students, staff and faculty and their immediate families

Call

WSA CHARTER FLIGHTS

720 State Street
263-2444
Mon-Sat. 2-5

The Great Pumpkin is coming...

He'll rise from the most sincere Pumpkin Path. To help you prepare for the coming of the Great Pumpkin.



RILEY'S is giving away pumpkins with every \$5.00 purchase. We'll even deliver it to you. Get a pumpkin and sing pumpkin carols. The Great Pumpkin will be happy.

RILEY'S LIQUOR STORE

328 STATE

256-6347

OFF THE WIRE

Compiled from the Associated Press

Red China enters U.N.

UNITED NATIONS, N.Y.—The U.N. General Assembly handed the United States a stunning defeat Monday night by voting to seat Red China and expel the Chinese Nationalists.

The vote on the Albanian resolution was 76-35 with 17 abstentions. It put an end to a 22-year battle over China's U.N. representation, climaxed during the past weeks by an all-out U.S. effort to prevent the ouster of the Taiwan government.

Just before the vote the Chinese Nationalist delegation walked out of the assembly chamber.

Until the end, the United States had predicted victory. The battle was lost, however, when the assembly defeated a U.S.-backed proposal to declare the expulsion of Taiwan an "important question" which would have required a two-thirds majority.

Veterans

(continued from page 1)
spokesman Jay Craven reported that 2500-3000 people showed up for the scheduled noon rally and Dick Gregory and Bobby Seale were scheduled to address an evening meeting.

Craven noted that Wednesday's events will include a noon rally at the Washington monument and the posting of an eviction notice on the White House followed by an evening candlelight procession and civil disobedience as well as activities at the University of Maryland and George Washington University.



Science, America & Vietnam

By HENRY SCHIPPEN
of the Cardinal Staff

For students, science has almost become a dirty word, something uncontrollable, threatening "to consume us all." Monday afternoon at Great Hall, Val Woodward, a member of a group called Science for the People, indicated that technology and its consequences might actually be inseparably bound to the system under which it develops.

"In America, science is extremely isolated from society," he said. "It's totally unrelated to the world we live in. The idea behind changing the social structure in North Viet Nam was to have people involved in such societal activities as science and art. I am one who believes that science should belong to the people."

He went on to explain that the division of labor in America has created "a monstrous elite of scientists" who have as a result become isolated from other areas of human endeavor.

The audience of between 30 and 40 people listened to the description of the North Vietnamese conception of life and the role science should play in it. "If the musicians take over the world we'll have a funny society. The same is true for science."

WHAT IS needed, Woodward noted, is a balance and harmony where all activities are meshed together and all people participate. The hope is for a moral science and a scientific morality. This is contrast to America where we have "a bunch of parts fighting for articulation," the North Vietnamese.

names have developed "an organism of articulating parts."

Such a philosophical inquiry into the nature of science is not surprising when one considers the technological torment Viet Nam goes through every day. Woodward pointed out that Honeywell Corp. has just "finished negotiating a \$51 to \$151 million contract with the government to build an 'electronic' battlefield. "Such a device could conceivably enable the present war to be continued with no troops and operated by pushbutton in Washington."

He went on to say that "other techniques of 'psychological warfare' are being experimented with by a Japanese division of Honeywell."

IN CONNECTION with this, Woodward spoke of his organization, Science for the

People, which has a Madison branch. It was formed hoping to find ways in which "we can cooperate with the Vietnamese. We try to give technical assistance that will help in the self-defence and maintenance of their country and culture."

Thus far this has meant doing research in agriculture and genetics as well as sending books and resource materials. Beyond that, Science for the People "wants to provide a link between Americans and Vietnamese culturally. In this area all can participate."

The speech ended with a call for all people who were interested in such a project to contact the Madison chapter of Science for the People through the People's Office—257-0414.



Yellow Jersey Bicycle Coop
601 Univ. Ave. 256-2472
Royal Scot English 3&5 speeds
Gitane 10 speed tandems

IN LIVE CONCERT

Yaffa Yarkoni
Shuli Nathan
Amranim Yeminite Duo
Mike Bernstein
Isafiya Druse Dancers
Lions of Judah Rock Group
Shalom '72 Dance Ensemble



WISCONSIN UNION
THEATRE

8 p.m. Wednesday, Oct. 27th

General Admission tickets \$1

Available now at the Union Ticket Office
Sponsored by Israeli Student Organization

TAA MEETING

7:30 p.m. Wed., Oct. 27

Agenda:

1. Controversial Contract Issues: Day Care, Ecology Women
2. Possible merger with MULO, RHSLO

Special Report: Weaver's Secret Plans

"We got kind of uptight when people think of us in the stereotype recruiter role." The smiling faces this week were speaking for Standard Oil of California, presently on campus to recruit. "We're not just automatons representing Big Business; you can work

for a large company and still be your own man. You have to remember, though, that in a big organization you're a member of the team and to some extent do have to conform." Teammates left to right: Echol M. Reed, G.R. Moffitt, and Douglas C. Reid.

Budget dealt another blow

By BRIAN POSTER
of the Cardinal Staff

Rising expectations that a 1971-73 state budget would soon be enacted were shattered Monday in the Senate.

The Senate approved a critical amendment to the Assembly-passed budget proposal. Not only does passage of this amendment mean the budget bill, if given final Senate approval, will have to go back to the Assembly, but the amendment raises the possibility the Assembly will reject the entire budget.

The amendment approved by the Senate yesterday increases the amount of shared taxes that the state will return to communities with utility companies. Utility companies vastly increase the property value of a community, and therefore increase the amount of state property taxes returned by the state.

When the Senate had recessed last Thursday, a bipartisan coalition of 13 Democrats and 6 Republicans had formed to pass the budget. But when it came time

to vote on the amendment, with proponents of the budget bill urging rejection, the coalition fell apart and the amendment passed 21-11. Four Democrats joined the majority Republicans while two Republicans voted with the Democrats.

"There is no way this budget can get through both houses this week if we amend it today," Minority Leader Fred Risser said. "We had the votes last week, but the Republicans adopted the sneaky tactic of adjourning for three days

to lobby with their dissident colleagues."

Wisconsin has been without a budget since July 1 and the state has been automatically operating on last year's budget. While a number of state agencies have been forced to cut back on their activities as a result, local school districts are the most affected. The districts, in part, rely on state taxes and therefore they had to set their 1972 tax rates last week without knowing for certain how much in taxes they would receive.

The Daily Cardinal

Opinion and Comment

A New Drugstore

Starting a pharmacy as an alternative to the existing drugstore chain is a step towards achieving economic independence from traditional capitalist institutions.

In starting a pharmacy with that purpose in mind, the Wisconsin Student Association (WSA) hopes to provide not only an alternative institution but also superior pharmaceutical services to the student and non-student community. WSA had laid all of the groundwork for the pharmacy. Now, to make the pharmacy a reality, they need the support of the people with contributions totalling at least \$5000.

There is no question of the integrity and quality of the pharmacy. Dr. Bruce Stein, the pharmacist who will head the establishment, holds a Ph.D. in pharmacy, is experienced in prescription drugstore operations, and is

devoted to running a pharmacy which will offer quality prescriptions and over-the-counter drugs at the lowest possible cost. Stein has already checked extensively into obtaining a license for the store and he will follow the regulations of the state to the letter. Stein has estimated the cost of opening the pharmacy at a minimum of \$5000. Originally, WSA hoped to fund the start of the pharmacy with its own funds, but it doesn't have the funds at this time.

Now they need the support of campus area residents and students to open the operation. They are selling bonds for a one dollar donation.

When someone attempts to sell you one of these bonds, buy one. When 5000 bonds are sold, there will be a pharmacy, a COMMUNITY PHARMACY.

Letters to the Cardinal

CRITICAL MIASMA

Thank you for the succinctly helpful review of the Wisconsin Players' production Euripides' Bacchae (Tuesday, Oct. 19)—what a comfort to know Mr. McGilligan is so concerned for the future welfare and quality of the Wisconsin Players' Productions. Needless to say, we will do our best to incorporate the many constructive suggestions made in that unfortunately flawed review. For instance, in our next Greek play we will make darn sure to build a shoddy, cheap-looking set. Care will also be taken to cut down on the number and quality of lights used; and, by God, nix on all olfactory special effects. Yesiree, we've learned our lesson. Perhaps then our miserable untalented and/or untrained actors can take some comfort in the fact that their talents (or rather, shortcomings) will be comfortably displayed. Since it is well-recognized that a reviewer reviewing educational theater (not professional) makes suggestions designed to spur the growth of quality, we will do our utmost to comply with Mr. McGilligan.

As a consequence, placards may be carried by the actors in all future shows to explain any symbols present; and of course hand props (and pockets for both

hands and props) will be sewn in such abundance so as to please even the most picayune critic (?). Audience members may be allowed to interrupt at any time to have difficult ideas explained—and if real problems remain after the performance, I'm sure Mr. McGilligan will rectify them. No image, no symbol, no unsightly hands will mar the reader's (oops, "audience's") hushed appreciation. Perhaps Mr. McGilligan could help us to simplify our productions, getting the lowest common denominator so to speak, by attending the final rehearsals and there presenting his theatrically-sage remarks.

The real shame of course is that Euripides' magnificent play is entombed in the dull visual imagination and critical miasma of Mr. McGilligan. An open mind and a constant demand for excellence, not stereotyped relevancy, may make Mr. McGilligan sense that constant relevancy of metaphor, and our efforts to achieve a real portrayal of that metaphor.

Good luck in your efforts to learn the difficult art of reviewing,

Mel Mrochinski
Teiresias in Bacchae

McGILLIGAN INSENSITIVE
McGilligan's critique on The Bacchae was deplorably inadequate, insensitive, and glaringly unperceptive. It appears that he cannot appreciate anything of dramatic worth beyond J. Gershwin antics.

Get your head out of the Broom closet, McGilligan!

Pat Brennan

A CHEER FOR JOCKS

Jocks—those athletes who participate not only on varsity teams, but in intramural and friendly games as well—are more well adjusted and less apathetic than those who seek excitement from smoking dope on the sidelines. Jocks? I'll take a dorm full of them.

Darrel Branham

IF'N YOU DON'T LIKE THE SMELL . . .

Considering your norforms ads which try to persuade women into believing that they are obnoxious smelly creatures who need to shove an antibacterial plug into themselves every morning: Knowing the danger of killing the necessary natural flora of the vagina, why don't you promote something instead for the males who are suffering the indignities of these smells—how about a nasal

suppository for men? Let's attack the effect, rather than the cause.

For a woman, having good health is somewhat important. The males can just put something in their nose every morning to block these horrible smells, while we go on living our normal lives.

Jackie McNally

CARDINAL UNFAIR TO DURKIN

It is a shame, indeed, that you didn't just let Ed Durkin's letter stand. He wrote you in good faith, to complain about an offensive editorial.

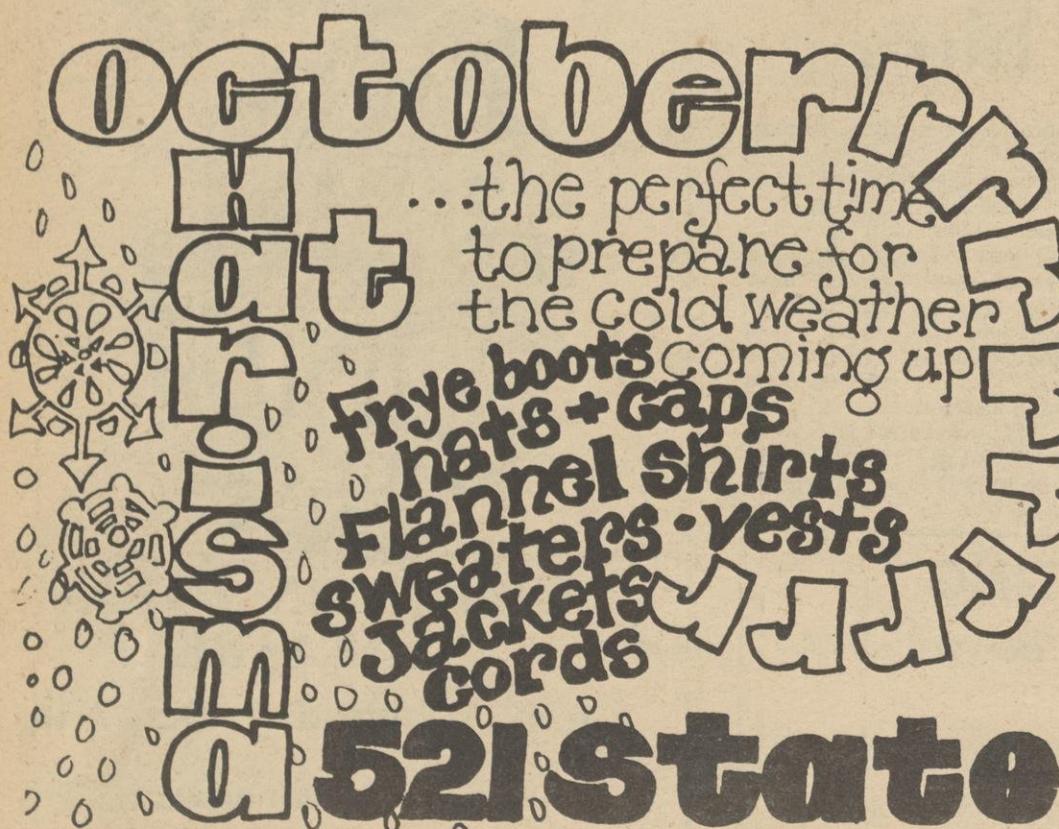
You printed his letter and followed up by calling his dare to print it juvenile. Even if one were to take the position that it was juvenile, your mention of this serves no useful purpose. If your intent is to alienate Madison's

Firefighters, then by all means you're en route.

I don't know how long you've been around here, but about the only friendly (not just non-antagonistic, but friendly) organization in its dealings with the students has been the Firefighters. If it is your desire to drive a wedge between us, you are unwise at best.

Ira Newlander

Editor-in-Chief Pat McGilligan
Managing Editor Jim Cohen
News Editor Dan Schwartz
Associate Editor Jon Wolman
Associate Editor Marian McCue
Fine Arts Editor Gerald Peary
Photo Editor Arthur Pollock
Copy Editor Terrell Boettcher
Editorial Editor Dan Lazare
Poetry Editor David Van Vort



Screen Gems

By GERALD PEARY

Oct. 26—*Wild Boys of the Road* (1933)—The Hollywood-made radical film did not start suddenly with *Medium Cool* in 1968 nor even with *Grapes of Wrath* in 1940. In 1933 at the height of the Depression, Warner Brothers Studio made two long lost amazing political films about juvenile delinquency, *Mayor of Hell* and *Wild Boys of the Road*. Both were based loosely on a 1930 Russian movie called *The Road to Life*, probably the only time ever that Hollywood used a Soviet film as the inspiration for one of its own. But these two Warners pictures were most unusual.

Mayor of Hell is a sympathetic picture of a revolt in a boys' house of detention ending in the death of a cruel warden. *Wild Boys of the Road* begins even more promisingly, as a direct confrontation of the Depression. It concerns the thousands of American youths who took off from their homes and crossed the country in bands, in Red Guard fashion, hopping freights, searching out employment. But instead of jobs, all that was found were unfriendly possees and government men at each stop turning America's children back.

Wild Boys of the Road is partly Woodstock nation, 1930's version, partly *Grapes of Wrath*, partly the dramatic reality described in Woody Guthrie's autobiography *Bound for Glory*. But perhaps most interesting of all is to look at *Wild Boys* as a revealing social document not only because of its unflinching look at the Depression but because of its truly uncanny sell-out ending.

In 1932 Warners had been the only Hollywood studio to completely back Roosevelt. In 1933 *Wild Boys of the Road* emerges three quarters radical film, one quarter suddenly a propagandistic allegory hailing the New Deal.

The three heroes of the film arrive unemployed in New York and soon find themselves under arrest. But when the judge starts to send them to juvenile prison one of the youths (played wonderfully by Frankie Darro) breaks down crying. He demands to know what is wrong with a country whose youth go hungry and are punished for being unemployed. So far so good.

Enter the liberal ending: the judge suddenly takes pity, decides not to punish them, but instead gets jobs for the heroes. Uplift. Justice in America.

And who does the judge who corrects the problems of America look and talk like? Correct! FDR himself! "Happy Days are Here Again!"

When you see *Wild Boys of the Road* tonight at Film Society, (B-10 Commerce at 8 & 10), you will not be as distressed by the ending as much as excited and exalted by the rest of the film. As you see hordes of youth on the open American road, the true potential of the political film opens up to you.

And there is that one great moment of righteous revolutionary violence in which the youths upsurge (inspired by a sympathetically portrayed adult political agitator) and "off" a pig rapist oppressor played, for trivia fans, by a young Ward Bond.

The film of the week. Parts of *Wild Boys of the Road* will have you cheering. And you will even be glad you read this excruciatingly long screen gem, if it called attention to this nifty movie. B-10 Commerce, 8 & 10 p.m.

WATERBED

reg. \$24.95

IN STOCK
NOW!!!

HEATERS

NOW ONLY \$21.95

(PRICE INCLUDES PRESET
CONTROL THERMOSTAT)

COME UP AND SEE - OR CALL
257-5421

→ the waterbed store ←
550 State Street
Madison, Wis. 53703

ABOVE ORIENTAL SPECIALTIES

BEAN BAG CHAIRS

BLACK - YELLOW - RED \$24.95

At Union

Szeryng – more than music

By STEPHEN GROARK
of the Fine Arts Staff

Henryk Szeryng is a consummate musician whose warmth of personality is as great as his warm, exciting musical performances. As personality and Cultural Ambassador from Mexico, he invited the entire audience on stage after the concert for a reception.

And he loved it, speaking in several different languages, signing autographs, and posing with people for photographs, not at all the aloof artist.

Later, he dedicated the third encore, which he announced as the first performance of a piece by Jose Sabre Marroquin, to the "people of the University of Wisconsin and Madison." (More

about this side of Mr. Szeryng will come in an interview with him by Paul Auerbach and myself to be published later in the *Cardinal*.)

For special reasons, the Robert Schumann Sonata in A Minor, Opus 105, was the high point of the program for me. This is partly because I have never thought of Schumann as an exciting composer. Now I think that perhaps the problem is that few performers do Schumann the justice that Szeryng and his fine accompanist, Charles Reiner of McGill University, did him last night.

THE PIECE opens with a soaring, lyrical first movement in which Szeryng's violin sounded as rich and full and deep as a viola. A beautiful legato style brought out the long lines of development here.

The next two movements call for

interaction of a type between the two musicians that could not be accomplished unless the pianist were a first-rate musician.

It is to Mr. Reiner's credit, and Mr. Szeryng's for his choice, that it worked. The last movement was a head-long folk dance which they charged into with seeming reckless abandon. They created incredible tensions in the syncopated patterns which were only relieved in the final moments of conclusion.

The Schumann was preceded by the Beethoven Sonata in D Major, opus 12, No. 1, and the Bach Partita No. 3 in E Major for unaccompanied violin. This early Beethoven struck me as one of his less interesting pieces, but the performance was superb. They were certainly aware of the fact that Beethoven, a dynamic and eccentric performer on piano, wrote his sonatas as much for the pianist as for the violinist.

THE BACH violin music stands unchallenged as the peak of violin literature. The technical problems alone might seem overwhelming, but Szeryng makes these seem secondary in his constant search for new meanings in this music.

And, as with all the greatest of Bach's music, it demands a unique combination of intellectual rigor and emotional depth that few people can hope to achieve. Szeryng did. I have listened to one of his two recordings of this piece for several years, but I heard things last night that I had never heard before.

Experif Repair —
TRIUMPH HARLEY-DAVIDSON
BSA HONDA
Complete "chopper service."
All Work Guaranteed.
SMITH'S CYCLE SERVICE
2130 Atwood 249-3420

Campus News Briefs

AMERICAN FIELD SERVICE

Returnees and anyone interested are invited to a meeting tomorrow at 8 p.m. The meeting will be held in the Barnard Hall Lounge and there will be a speaker on International Studies. For more information or questions call 262-4405.

STUDENT PHOTOS

A collection of color photographs by University graduate student Richard Eiber is on display in the Wisconsin Union Theatre Gallery through tomorrow. The works are available for purchase through the Union's Main Desk.

WSA MEETING

The WSA Senate Committee on Merger Implementation will meet four times this week, today at 2 and 7 p.m. in the WSA office, 511 Memorial Union, to hear representatives from the Governor's and the University President's office, and to consider student candidates for the Governor's merger implementation committee. Meetings for tomorrow will be announced at the two meetings today. There will be also two meetings tomorrow.

JUNIOR YEAR IN ITALY

Today at 7:30 p.m. there will be a meeting for students interested in

studying in Bologna during their junior year. The meeting will be in room 1418 Van Hise.

UNITED NATIONS DAY

A panel of Madison residents will recount some of their observations and experiences in several of the United Nation's specialized agencies at 7:30 p.m. tonight at the Unitarian Meeting House, 900 University Bay Drive. The panel is part of the observance of the 26th anniversary of United Nations Day, sponsored by Dane County Chapter of United Nations Association, USA.

CARDINAL ON TV

Pat McGilligan and Marian McCue of the Daily Cardinal staff, will debate Nick Loniello and Wade Smith of the Badger Herald on Focus, which will be seen on Channel 3 TV tonight at 9:30 p.m.

PARAPSYCHOLOGY

Is your house haunted? If you have any sort of spook, or if you know someone who does, please contact the University of Wisconsin Psychical Research Organization. Call Bob Ribelin at 262-6739 or Neal Elkind at 255-8411. If you are interested in any aspect

Parapsychology come to our regular Sunday night meetings in the Memorial Union.

**HOWLIN' WOLF and HIS BAND
and
MISSISSIPPI FRED McDOWELL**
Sunday, November 14
Union Theatre

Reserved Seat Tickets-2.60 and 3.12 (Tax included)
ON SALE NOW AT UNION BOX OFFICE

SAVE
Haircuts only \$2.00
Wisconsin Union
Barber Shop
Ground Floor

For
expertly
written
papers
call
**THE
ACADEMIC
MARKET
PLACE**
256-4059

IN PERSON

The CARPENTERS
Fri., Oct. 29-8:30 P.M.

Tickets Now \$3.50-\$4.50-\$5.50 (Tax Incl.)

GOOD SEATS STILL AVAILABLE
AT COLISEUM TICKET OFFICE

DANE COUNTY MEMORIAL COLISEUM

Echos and foreshadowings between the various movements gave this dance suite a new tightness of construction. In the Preludio, which starts innocently enough as a gay, bouncy melody, Szeryng led the audience into a mysterious, exciting, hypnotic little world where that melody came and went amid beautifully contrasted contrapuntal voices.

The second half was made up of three shorter pieces in which Szeryng displayed even more aspects of the art of musicianship. The first piece, Sonata Breve by Manuel Ponce, dedicated to Mr. Szeryng, belied its title in its complexity.

A MODERN piece, highlighted by great independence between the piano and violin parts, it was played with the same conviction as the more traditional pieces.

I like to think of myself as immune to lush, almost tear-jerker music, but Szumanowski's "Song of Roxanne" (transcribed by Kochanski) was played with such irresistible warmth that I yielded to it. Even in the highest registers on this piece, Szeryng's tone stayed rich and pure. Finally, the Moto Perpetuo by Novacek, which was as exciting as its name, brought

the scheduled portion of the concert to a close.

Mr. Szeryng played four encores to a wildly cheering audience, including the famous Locatelli virtuoso piece, Labyrinth, the piece by Marroquin and a wild gypsy-like piece by Sarasate.

Graciously, Szeryng did not play one encore alone, but insisted on bringing Mr. Reiner back out with him. And rightfully so, because one good example of Szeryng's artistry is his association with a musician like Reiner, who was an equal partner in the heights attained.

I SHOULD mention that I am not a violinist, and so I can't describe with much precision Henryk Szeryng's technical accomplishments. But after the concert, I overheard a violinist describe Szeryng as "unique" and mention some techniques Szeryng used which he had only heard one other violinist do.

The man was older, European, and had obviously been around. He went on to say that the most remarkable thing about Szeryng was that none of these technical feats was an end in itself, but always a part of his artistic communication, something I did perceive, and hope that I have described.



BERGMAN

in series

Seventh Seal, Oct. 26 / W. Strawberries, Nov. 9
Magician, Nov. 9 / Virgin Spring, Nov. 16
All These Women, Nov. 30 / Persona, Dec. 7
Ritual, Dec. 15

All shows Tuesdays in 6210 Social Science

eight and ten p.m.

SINGLES \$1.00

\$355 TO TEL AVIV AND BACK.

Reservations no more than 7 days in advance.
Applicable from New York all month except June, July, August.
Applicable from Tel Aviv all months except July, August, September.
Fare applies to persons aged 12 to 21.

**BE GLAD
YOU'RE
YOUNG.
GET THE NEW
STUDENT FARE
TO ISRAEL.**

Israel Government Tourist Office,
574 Fifth Ave., N.Y., N.Y. 10036
437 Boylston St., Boston, Mass. 02116 / 5 So. Wabash
Ave., Chicago, Ill. 60603 / 8929 Wilshire Blvd., Beverly
Hills, Cal. 90211 / 795 Peachtree St. N.E., Atlanta, Ga. 30308

The Daily Cardinal Action Ads

PAD ADS

CAMPUS ROBIN APTS. 1315 Spring St. Two blocks from the new Union, roomy 2 bedroom apt. 16 ft. closets, large livingroom, 10 x 20 kitchen, extra study room and lockers. Off street parking. 4-572-50. 3-\$90.00 per person. Stop by and look or call 271-9516. — xxx

THE CARROLLON space in one bedroom furnished apt. for 1 girl. Responsible only for your rent, 620 N. Carroll. 257-3736, 257-5174. — xxx

SINGLE or double room, kitchen, bath 100.00 mo. near stadium. 231-2929. — xxx

NEEDED: Male roommate to share flat 119 Butler immediately 251-2528. — 7x27

SHARE State St. apt. w/1-own room. Rent negotiable. 257-0484 before 3 p.m. after 10 p.m. — 6x26

PAD NEEDED we need a one bedroom or efficiency apt. for 2nd sem. call 262-8685 or 255-3972. — 6x28

SAXONY APARTMENTS
305 N. Frances Street

Limited number of negotiable sub-lets available immediately
Also limited number of singles and 1 bedrooms for second sem.

indoor swimming pool

Act now for choice floor locations
Call 257-4283

GIRL NEEDED suite with kitchenette price negotiable 257-0701 (Carol Wollman). — 20x15

LAKEWOOD GARDENS townhouse, 2 bedrooms, full basement, dishwasher, 1 1/2 baths, near Tenney Park. \$155, call Martha 262-5854. — 12x5

WANTED PLACE to live with others for girl student, 1 1/2 year son. Call Kathy, 256-9570. — 4x27

SUBLET: girl, own room, \$67.50/mo., call 255-3780 with three others. — 6x1

GIRL SINGLE, kitchen privileges \$65/mo. aft. & p.m. 262-6395, 251-1183. — 6x1

ONE ROOMMATE needed to share large 3 bedroom house with four at 506 S. Brooks st., four blocks from Vilas Zoo. \$65 plus utilities. Lease 'til June 1st. We don't smoke cigarettes. — 6x2

ROOM AVAILABLE at Friends Co-op phone 251-0156. — 1x26

NEED one-two people, male or female, for house near Vilas Park. Coed house of four, mainly grads; own bedroom \$75. 256-0788. — 6x2

SINGLE ROOM for girl very reasonable Julie 249-0022. — 2x27

FOR SALE

8-TRACK STEREO recorder/player Telex 8-11 \$120.00 Sony TC-8 \$85.00 both in excellent condition. Call 251-1788 afternoons 233-7191 after 6 p.m. Ask for Dave. — 6x7

SITAR INDIAN-made, lambskin maxicoat call Brian 251-2560. — 6x28

SECOND HAND SHOP, men's and women's clothing and furniture, very reasonable. 510 W. Main. 256-8689. — 3x26

WSA TRAVEL SERVICE

Milw.-London
Dec. 16-Dec. 31
(Nov. 15 Deadline)

Madison-New York
Dec. 17-Jan. 2
(Dec. 6 Deadline)

720 State Street 263-2444
Mon.-Sat. 2-5
1.5-20x15

WATERBEDS \$25, all sizes 10 yr. guarantee. \$300,000.00 liability coverage. 251-8789. — 10x8

AUTO LENSES for Nikon 35mm 2.8 \$25. 135mm 2.8 \$30.00. 200mm 3.5 \$35. 300mm 5.0 \$50. 257-8751. — 2x27

ETC. & ETC.

COVERED PARKING close to campus, 2302 Univ. Ave., 238-8966. — xxx

THE COMMUNITY RAP CENTER, INC. If you have a problem and want to talk about it you can call 257-3522 or come to 923 Spring St. 8 p.m. to midnight. — xxx

OFF STREET parking \$6.00 mo. 10 blocks East. 257-3400 or 231-2929. — xxx

DISCOUNT TRAVEL, EUROPE, Mexico, Hawaii 255-5196, Box 2215 Madison 53701. — 12x27

THIN POOL is for men only? Women free, couples 1/2 price Mon & Thur Action Billiards. — 6x26

READ CARDINAL WANT-ADS

HELP WANTED

AD ACCOUNT MAN or woman to contact local businesses. Commissions and contract bonuses paid. Call the Cardinal for appointment 262-5854. — xxx

PART TIME counselor for group residence for adolescent girls. Salary \$100.00 per month plus meals. Hours: 1 evening a week and some weekend hours. Must be 21 or over, have transportation, experience desirable. Call 249-0441 Ext. 35, Signe Frank. — 7x27

NEED HELP MOVING. Will pay \$10 to anyone who will move our furniture on Sat., Oct. 30. Call Martha, 262-5854. — 6x29

SERVICES

THESIS typing and papers done in my home. Experienced. 244-1049. — xxx

RUSH PASSPORT Photos. Taken by noon, ready at 3 p.m. four for \$5.00. Studio quality not a mug shot. Great for publicity, I.D. application, swaps. 9 to 5 Monday through Saturday. No appointment needed. 1517 Monroe St. (opposite Fieldhouse) Free Parking. — xxx

DRIVING INSTRUCTIONS 244-5455. — 85xFeb. 16

ALTERATIONS women, men, 251-0972 after 6 p.m. — 21x30

TYPING. Hourly rate saves you money. 257-3117. — 6x28

LEAVES, corn cobs, manure picked up. Cornucopia 655-3380. 6-9 p.m. — 12x4

EXPERT TYPING, will correct spelling, fast service. 244-3831. — xxx

MOVERS quick cheap 836-8948. — 6x2

TYPE, proof read help re-write papers. Knowledge of Ecology, mythology needed 70 to 95 cents per page. 266-7096. — 2x27

ABORTION, CONTRACEPTION REFERRAL. ZPG, 262-5500 or 262-5502. — xxx

RIDE NEEDED

ANN ARBOR can leave after noon 25th. Leonard. 256-6130. — 3x26

MONTANA, MISSOULA-Helena area can leave Nov. 20. Moreen. 255-3972. — 3x26

RIDE TO IOWA CITY Fri. Oct. 29. Share \$. 256-5726. — 3x28

TO IOWA CITY any thurs. or fri. Beth 257-5592. — 3x28

RIDE TO N.Y.C. week of Thanksgiving help with expenses. 262-8354. — 3x28

F NEEDS ride to N.Y.C.-Spring Valley-Soon-share 256-3412, 262-7393. — 3x28

ANN ARBOR ride or hitchhiking partner needed. Leave Nov. 4-5. Dominic 262-9275. — 3x28

RIDE TO South Eastern Michigan, even. N. Ohio call Bob 262-8656. — 3x28

ROUND TRIP to St. Paul weekend of Nov. 6. 251-7168. — 3x28

RIDE NEEDED any weekend to Chicago share expenses. Alice 251-0666. — 3x28

SANTA CRUZ, California after 11/4. Share expenses. Call 256-5751 nites. — 3x28

WHEELS FOR SALE

69' VOLKSWAGEN SEDAN excellent condition \$1575 call 238-1410. — 6x27

ALPHA ROMEO 1960 excellent mech., convertible \$450 or trade. 255-5895. — 6x28

'65 CHEVY new engine 4 new tires stick shift \$390 call Alex 262-8778 (after 5 251-5477). — 8x30

FOR SALE: 1966 Saab A-1 condition 255-5972. — 3x26

1971 HONDA CB 450 \$995.00 2,000 miles; immaculate condition extended chrome forks; helmet included Michael. 256-0586. — 3x28

PERSONALS

KNOW YOUR FUTURE! Horoscopes charted-personalized in depth. confidential special \$10.00 send place-date-hour of birth to: Capricorn P.O. Box 3141 Rockford Ill. 61106. — 6x26

PARKING

28 E. Gilman also Cor. W. Johnson & N. Bassett 255-1898-256-5871. — xxx

PARKING Randall, Regent. 238-7957. — 1x26

PARAPHERNALIA

GRATEFUL DEAD BOOTLEG, superb, live quality, only \$2.50 call 255-5727. — xxx

LOST & FOUND

FOUND: small tan kitten, Regent St. area Wednesday. Call 238-5956. — 3x26

FOUND: Blond, long-haired kitten; 8 wks. call 251-4229. — 3x26

LOST: Black wallet. Need ID's! reward. Randy Mitchell 256-9932. — 3x28

FOR STUDENTS AND FACULTY ONLY FREE CLASSIFIED AD SERVICE

IN THE FOLLOWING CATEGORIES:
"Found"
"Ride Needed"
"Paraphernalia (personal item for sale \$4 or less)

Here's all you do:
1. write your ad (limit 10 words) which includes your name, address or phone number. (only phone number or street address should appear in the ad)
2. mail or bring the ad to:
The Daily Cardinal
425 Henry Mall
Madison, Wis. 53706
3. we'll run it for three consecutive days upon receipt.
4. "Paraphernalia" ads must include the price.
5. no phone orders accepted.

Jardine

(continued from page 8)

bruise would be ready for Saturday.

A fourth, Tom Koch, who was bothered by a pinched nerve which he suffered earlier this fall in his neck, was termed doubtful for Saturday by Jardine.

6-5, 232 pound junior Bob Storch will shift from left end to take over at tackle while junior Mike Seifert will move in at end.

After viewing the films Jardine emphasized that the defense was not as poor as the score indicated as three 'big plays' accounted for most of the Buckeye's scoring.

Looking towards Saturday, Jardine is definitely not taking winless Iowa lightly. Jardine was impressed by the statistic that showed Michigan State fumbled 14 times in there win over Iowa last Saturday.

"They hit hard and really come after you," Jardine continued, "they are hungry and that is what scares me most. And Illinois' win over Purdue last Saturday has served notice to teams like Iowa that any team can put it together."

Scharnke covered the five miles in 24 minutes, 54.9 seconds, leading the entire distance. Larson finished second, but the biggest surprises of the day were Tom Schumacher and Jim Fleming. The two freshmen ran the best times of their careers to finish fourth and fifth.

The C.C. Striders travel to Iowa Saturday, to face the Hawkeyes in what McElroy calls a "good test." The younger Badgers have shown great improvement from week to week, and if the depth can improve to an even greater extent, the Badgers should have the makings of a solid team. Glen Herold didn't compete after coming down with tendonitis the previous week, and his condition is uncertain.—YOUNG

SPEND CHRISTMAS IN IRELAND

Learn old world crafts

Round trip transportation

Craft instructions

Meals & accomodations all incl.

\$365.50

FOR MORE INFORMATION CALL 262-4071

IT'S NOT TOO LATE TO LEARN TO FENCE

NO EXPERIENCE NECESSARY
CALL:
TOM 271-9367

NEAL 257-9311

GOOD DEALS TWA GROUP FLIGHTS

THANKSGIVING

Chicago to NEW YORK (Leave Nov. 24 Return Nov. 28) \$94* roundtrip

Chicago to SAN FRANCISCO (same dates) \$118* roundtrip

CHRISTMAS

Chicago to Lisbon, Portugal (Leave Dec. 16, Return Jan. 3)

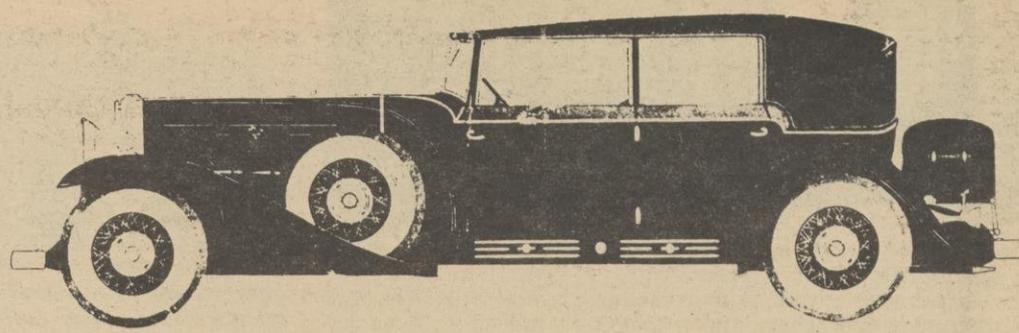
\$255* roundtrip

Chicago to New York (Leave Dec. 17, Return Jan. 2)

\$94* roundtrip

Chicago to San Francisco (Leave Dec. 17, Return Jan. 2)

fine used cars



a new Cardinal service look for it every Tuesday

Bob Williams Auto Mart

Cor. Williamson & Blair
257-7744

65 Ford Wagon, air, power	\$695
66 Corvair automatic, sharp	\$495
65 Bonneville convertible, power	\$495
66 MG 2-door, 4-speed	\$395
61 Econoline "6" stick	\$350
65 Polara—V8—Power	\$295
65 Catalina Hardtop, power	\$295
62 Impala 2 door, hardtop-power	\$295
64 Tempest, 6 stick	\$195
60 Chevrolet 1/2 ton truck	\$195
64 Catalina V8, power	\$150
62 Chevrolet "6," automatic	\$145
63 Pontiac V8, power	\$125
59 Cadillac, V8, power	\$75
62 Rambler, 6 automatic	\$50
64 Volkswagen Bus, sharp	\$595

—Financing available
—Other good buys to
choose from

Open Mon. Thurs. 'till 9—Sat. 'till 6

How often have you stood in front of your house late in the afternoon, wondering how you're going to get out to Hilldale or your favorite foodstore before dinner or before it rains. Hitching down Park St. or University Ave. have you ever felt a need to be more mobile? Most of us have at one point or another found a pretty good justification in owning a car. In a relatively large metropolitan area such as Madison there are many places to go and services to be utilized that simply aren't available in the immediate campus area. With a car, you have access to employment opportunities, entertainment, and a much wider variety of consumer goods and services. Since Madison is surrounded by some of the most beautiful country in the state, you can take a short ride and find yourself in a peaceful rural setting seemingly far removed from the hectic pace of a large campus city.

Beginning today and coming every Tuesday, the Daily Cardinal is offering a used car section featuring a wide choice of used cars available here in the city. If you've been feeling the urban pinch and feel a need to be a little freer, check out some of the cars listed on this page. If you're not exactly an automotive know-it-all, ask questions of the dealers. They'll be happy to fill you in. We believe that this feature will offer a good selection of quality used cars for you to choose from without totally destroying your budget. For any insurance or financing needs you might encounter, we recommend those advertisers you'll be seeing in the Cardinal.

If You're Counting On A Used VW You Can Stop At Bruns



100% Guaranteed 30 Days or 1,000 miles,
parts and labor.

70 VW "Bus" ... \$2695
Gas heater, AM-FM radio, 7
passenger deluxe.

69 VW "Bug" ... \$1695
Automatic, green, radio, 1
owner.

66 VW Bug ... \$1095
-ef Black, 4 speed, with new
factory engine.

67 "Squareback" \$1595
White, radio, sparkling thru-
out.

68 VW "Bug" ... \$1495
Radio, 4 speed. A pretty blue
Lady Bug.

67 VW "Bus" ... \$1295
Complete restored to look,
run, and act like brand new.

70 VW Fastback \$1995
Orange, 4 speed, radio, this
one can't be told from new.

68 VW "Bug" ... \$1395
4 speed, radio, new paint,
new tires, priced to sell.

66 VW "Bug" ... \$1095
4 speed, radio, ultra sharp.
White.

66 "Squareback" \$1395
4 speed, radio, good second
car.

66 VW Fastback \$1395
New paint, tires as sharp as
a Red Baron should be.

66 VW "Bus" ... \$1295
Two tone green, gas heater,
radio, good for camper use.

WE SPECIALIZE IN USED VOLKSWAGENS
BRUNS VOLKSWAGEN
Hwy. 51 at E. Wash. Ave. 244-5638

An Auto Loan is
the down-to-earth
solution.



SHAPPE PONTIAC INC. WISCONSIN'S LARGEST USED CAR DEALER

'68 VW 2 dr fastback
4 speed, grey exterior with
charcoal interior

\$995

'69 Datsun 2000 Conv.
Silver with a black top and
interior, 5 speed

\$1595

'70 Opel GT
Blue, 4 speed, clean, a real
sporty auto.

\$2595



2 locations:
**SHAPPE
PONTIAC**

'67 Opel 2 dr Kadett
4 speed, blue with black
interior

\$895

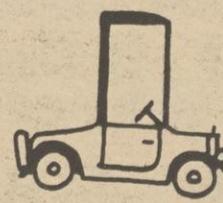
'68 Ford Torino 2 dr.
Hardtop, V8 automatic,
power steering, burgundy

\$1595

'71 Pontiac Bonneville
4 dr. hardtop, automatic,
power brakes and
steering, factory air,
bronzed, sandalwood
interior.

\$3795

Goodwill Lot
826 E. Washington Ave.
257-6701 Ext. 54
West Beltline Lot
2525 W. Beltline
257-6701 Ext. 72



And we can put you in
a new trouble-free car in a
jiffy. You'll find our rates low
and tailored to your budget.

PHONE 837-5151



425 W. MAIN ST. SUN PRAIRIE, WIS. 53590

Bill Gawne

FORD INC.

'66 VW

2 dr sedan, beige
radio, 4 speed

\$895

No. 1919A

'66 BUICK WILDCAT

4 dr., air
Dk-blue, full power

\$995

No. 1595A

'67 LINCOLN

CONTINENTAL

4 dr sedan, air,
light blue, all power

\$1495

No. 1752A

'65 CHEVY IMPALA

2 dr hardtop, V8
Automatic, power steering

\$795

No. 090C

'65 CHEVY IMPALA

4 dr hardtop, green,
black vinyl roof

\$595

No. 1493A

Open 'til 9 every night

Sat. 'til 5

'69
OPEL RALLEY
\$1095

'67
MUSTANG
FASTBACK

Yellow-4 spd.
good condition

'67
MUSTANG
Green
\$1095

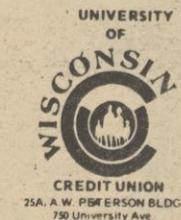
1970
CHALLENGER

Convertible,
Automatic on floor
Steering-brakes

\$2195

**DDR
AUTO RANCH**

3006 E. WASH. AVE.





**Jimmy
Koretz**

Before Saturday's televised massacre at Ohio State, many of Madison's veteran sportswriters were obsessed with the term "Operation Turnaround," a pet name given to the rebuilding process the Wisconsin football program is undergoing. Sports columnists milked the term dry, constantly reminding their readers that alumni are crying tears of happiness, John Jardine is a demi-god, and remaining tickets for charter flights to Pasadena are going fast.

But Saturday's loss has taken a sobering effect on the premature optimism displayed by writers and fans, and many finally realize that Jardine can't leap tall buildings with a single bound, and that they'll have to bide their time before he produces a winner.

Despite the relative success Jardine has attained in his first season and a half here, people must keep in mind he is only human. He makes the same mistakes all second year coaches make, mental errors that can only disappear with experience. Jardine's experience may come at the cost of disappointing defeats like last Saturday's, but nevertheless they are necessary if he is to become the kind of coach some people think he already is.

IT CERTAINLY ISN'T fair to gauge Jardine's recruiting talent on the performance of this year's squad. Neil Graff, Alan Thompson, Albert Hannah, Roger Jaeger, Elbert Walker, Neovia Greyer, and most of the other Badger standouts are still remnants of the John Coatta era. Rufus Ferguson, the mainstay of this year's successful running game, was initially recruited by Coatta and his staff and, rumor has it, was ready to tote his talents elsewhere when pesonable Johnny got the axe.

Jardine's recruiting ability will be put on display next season when the Badgers have to come up with replacements for 11 of their 22 starters. The offensive unit will have to go through a rebuilding process similar to the one the defensive squad went through this year. Hopefully it will be more successful. Before Saturday's fiasco, the Wisconsin defense ranked ninth in the Big Ten in total defense and, after giving up 31 points to the rampaging Buckeyes, you can be sure the Gadgers are even closer to giving the cellar-dweller a run for its money.

One person that agrees that John Jardine is no miracle worker is Jardine himself. He emphasizes that he is building for the future and it will be a long, tough climb to the top.

After numerous radio and T.V. interviews, Jardine seems to be getting tired of the expression "Operation Turnabout" and has learned to relish each victory for what it is—a victory, and not a monumental step toward an eventual Rose Bowl bid.

He even shows a preference for good, true-to-fact, news reporting. He has expressed his dislike of too many "rah-rah" sports columns, which are a bit out of place after a team has had a bad performance or a coach makes a mistake.

I SINCERELY HOPE John Jardine becomes Madison's answer to Knute Rockne. He has done fairly well in awakening the sense of football pride that laid dormant at Camp Randall for many years, and has displayed a fine rapport with players like Rudy Steiner and Mike Smolcich, performers who quit the team because they didn't get along with Coatta and his staff.

But the time for judging Jardine's performance as a coach is not during this season, or even in the immediate future. Fans and sportswriters will have to take their time and see how the next few seasons come out before drawing any conclusions about the John Jardine era.

The game -- Desolation Row

By KEVIN BARBER
Associate Sports Editor

It rained throughout the Midwest all weekend. A windless, steady drizzle which gradually yet thoroughly soaked anything exposed to it. The kind of rain that you could go out and walk in, but you didn't.

For the Badgers, this rainy weekend would be of major importance. They were facing Ohio State at the Buckeye's home field. They were facing Woody Hayes, a general who had taken over the conference almost two decades before and had retained his hold with an iron fist. A history major from Denison who admits that he compares the strategy of the game to history and politics. A general who keeps the alumni and their greenery close to his heart. A commander who has made four trips to Vietnam to discuss his football ideology with U.S. military personnel. Who plugs Nixon whenever possible.

Wisconsin hadn't won at Ohio State since the last year of World War I. Hayes' mastery over the Badgers since that time was intolerable.

But this was the game that the

Badgers could uproot that dominance. Hayes had lost 15 of his starters from last year's Rose Bowl representatives. His team had six surgical operations on starters. The Badgers had momentum with their big win over MSU. Wisconsin was a good team and capable of beating the Buckeyes. Throwing the tyrant out was no longer a nebulous dream.

All week I knew this. But Friday night I felt it.

The rain was drizzling outside as I sat at the kitchen table. Only the artificial white light pierced through the kitchen window from the soaked exterior. Bob Dylan's Highway 61 droned in from the living room.

Thursday's Cardinal laid on the table, and I picked it up, turning to the front page. Something about concentration camps in the headline intrigued me, so I read the lead story. I was planning to make supper, but I never did.

Stoned, I read of the plot. Local and national police units affiliated in a conspiracy to take over the government. An undercover agent informed a press conference the week before of the plan. He had

been a part of it. They'd blow up the GOP convention in San Diego after provoking a riot outside. The president would declare a state of national emergency. Mass arrests of radicals throughout the country would ensue. Concentration camps had already been erected for the event.

And I remembered the pictures I saw of the May demonstrators herded together in chicken wire cages in Washington. And how I wondered.

And I remembered that three weeks before I had read of how the city of San Diego had overwhelmingly banded together in a referendum and, in working through the system, had voted to stop a battleship from going to Nam. But it left anyway. And how I said "hmmm."

And I remembered a friend of mine back home telling me how some day it's going to get so bad that the Pollacks will come out of their barns with shotguns and blast anything with long hair. And how I had scoffed.

And a feeling crept over me, from the pit of the stomach. The same feeling you got when you were young and someone said "do you wanna fight?" or you had to go see the principal. Only much, much stronger. Like the feeling you got when Kennedy was shot.

And Dylan's words from Desolation Row sifted through. "Everybody's making love or else expecting rain . . ."

And I saw the symbolism of the Badger's plight against Ohio State. I knew it wouldn't solve anything, but all of a sudden I really wanted them to win. And if dreams and intuitions are symbolic of reality, maybe football games are too. This could be the last chance in a long, long time. The Badgers had to do it Saturday.

And Saturday came. It was still raining. Wisconsin missed two good chances to score early with an overthrown and a dropped pass. But the shaky defense bent but held, coming through when they really had to.

It was a scoreless battle, and anybody's game, when Al Hannah hauled in a sideline pass early in the second quarter. After catching it, he twisted and broke one tackle. The Buckeye secondary quickly converged, like hounds on a fox. But Hannah wasn't going to go down easy. He charged into the pack, spinning and kicking forward with second, third, and fourth efforts.

Suddenly, the ball popped out. Opposing players pounced on it, but it kept squibbling to the sidelines. Right to Stan White. Badger tight end Larry Mialik thought he could pike it loose and dove. And in one fell swoop, White capitalized on a big Badger mistake and put Mialik, who helped start Wisconsin's fever with those big catches last year, out for the rest of his college career.

As they carried him away on the stretcher, I couldn't help but think about Fred Hampton.

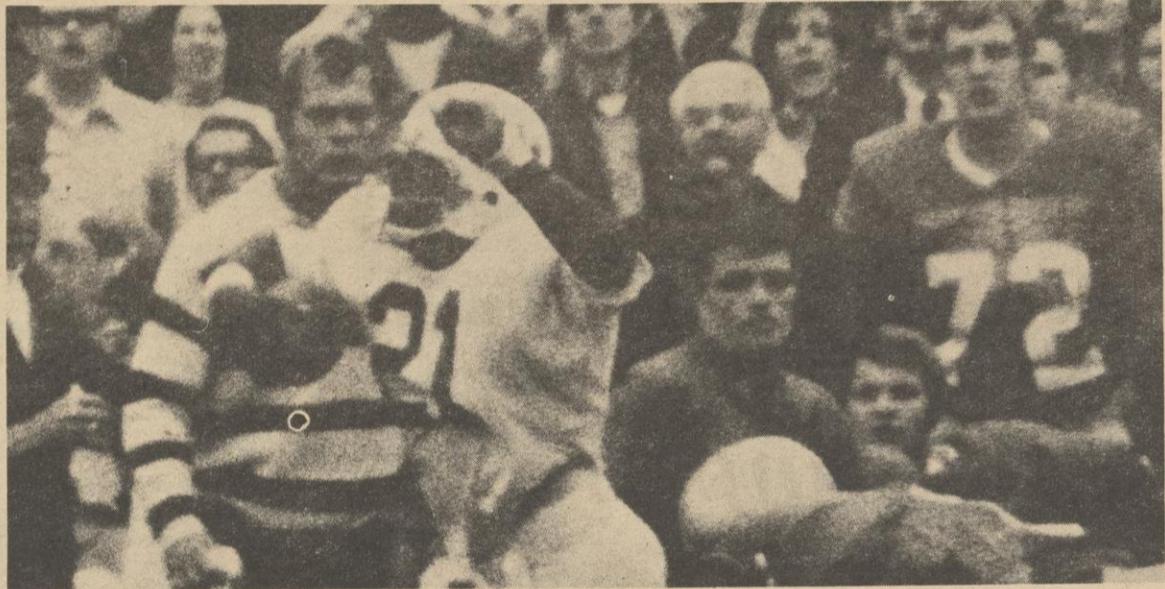
Later, with the game hopelessly out of reach, when Woody Hayes had convinced the Badgers that their task was impossible, when the Badger mistakes convinced Woody Hayes that he was right Wisconsin began a drive. It was purely for pride now—Wisconsin could not win.

With a fourth and long situation and the Badgers deep in OSU territory, Mialik's substitute, Tom Lonnborg, hauled in a curl-back pass for the first down. He was immediately crushed by the enemy secondary and laid on his back in utter agony. The rain was coming down heavily now, spattering off his contorted face as he writhed in pain. I wonder what he felt, realizing this is the price you pay in bucking the odds for pride.

And I thought of Daniel Ellsberg.

On the next play, Gary Lund, a threat the defense didn't realize existed, snuck quickly through the middle and dove over the goal line before OSU knew what happened for the Badgers' only score.

But it was too late. Way too late. And the rain kept falling harder.



Ohio glares as Rufus spouts out-of-bounds

Jardine went with pass, and then was forced to

By JEFF GROSSMAN
Sports Staff

Head Coach John Jardine was his typically philosophical self as he fielded questions from the Madison press yesterday afternoon following practice. After the Badger's disappointing Columbus sojourn, it was about the only posture he could assume.

"It was a big disappointment," Jardine commented, "but I think we will bounce back against Iowa. This group has a lot of character and they can still have a fine season."

A main topic of concern after last Saturday's disaster was Jardine's extensive use of the pass. Ferguson and Thompson combined for almost 250 yards on the ground and many wondered in light of this, why Graff and Steiner threw a total of 39 times.

THIS QUESTION SEEMED particularly relevant, as even Jardine admitted that Wisconsin's loss to Northwestern was due in part to overuse of the pass.

"We came out throwing because we thought we could pass on Ohio St.," Jardine remarked, "and potentially we could have. But Neil wasn't sharp after missing practice last week because of his ankle injury and other passes were dropped."

"Then we got behind and were forced to go to the air," Jardine concluded.

Commenting on the performance of tight end Tom Lonnborg who came in for the injured Larry Mialik, Jardine said, "He ran his patterns very well and ran well with the ball once he got it."

The former Nicolet star caught eight passes for 103 yards.

FOUR PLAYERS WORE green jerseys in practice yesterday, indicating injury. Jardine said that three of them, flanker Terry Whittaker who suffered a sprained toe, Graff who sustained a bruised knee in addition to his ankle injury and Todd Nordwig, nursing a hip

(continued on page 6)

Dynamite Line Up of Entertainment this week at the Nitty Gritty

TONIGHT MAX

WED. TAYLES THURS. EDEN STONE

FRIDAY & SATURDAY

DR. BOP & THE HEADLINERS
Starring Al Craven the White Raven

OCTOBER 29-30-31

VAMPIRE WEEKEND

with **RED BEER**

from the **NITTY GRITTY**

223 No. Frances or Corner of Frances & Johnson

