



# **The daily cardinal. Vol. LXXXV, no. 87 January 29, 1975**

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

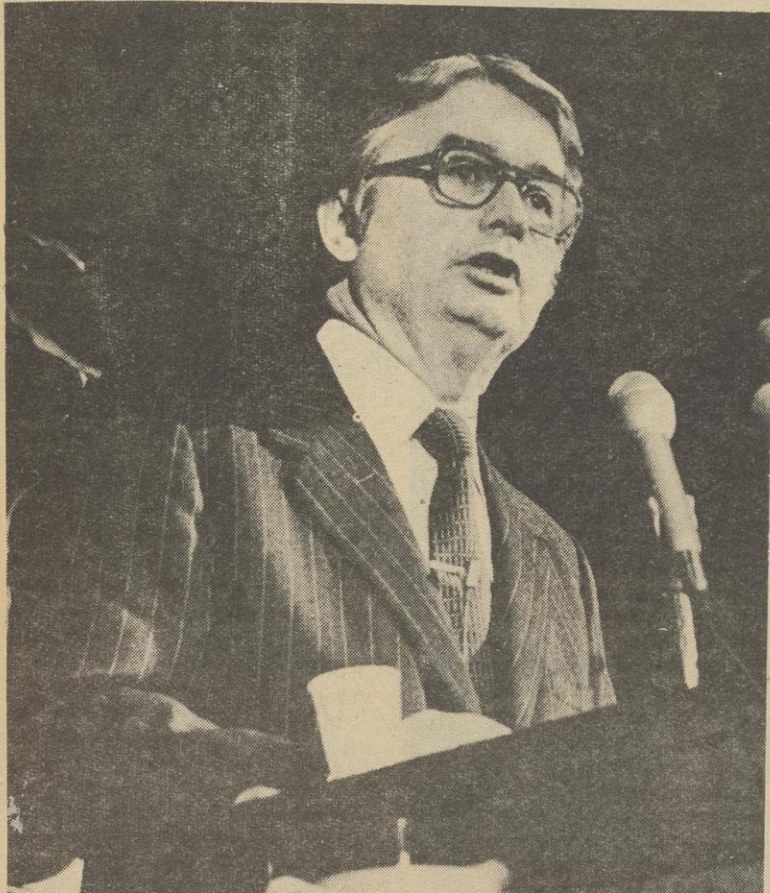
<https://digital.library.wisc.edu/1711.dl/YSX6ORO7MD6K38E>

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

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



# TV Sports Commentary - See P. 12



Governor Lucey delivers budget address

## Students protest film

By GENE CONRAD  
of the Cardinal Staff

About 40 Jewish and non Jewish people came to Sellery Hall last night to protest the showing of a movie entitled "Revolution Until Victory," sponsored by the Palestinian Liberation Coalition.

Signs which read "Jewish Blood Is Not Cheap," and "Peace not PLO" began appearing about 7:00 p.m. but the demonstration was quiet and the movie began at 7:30 as scheduled.

Paul Ginsberg, Dean of Students was there with two plainclothed P&S men who said they were just "observing." Ginsberg said "This is an area of conflict and I'm concerned about what's going on on campus and I want to be there. I just want to make sure everyone has a chance to fulfill their role—whatever it is."

The crowd gathered from word of mouth, and at one point a picketer was overheard asking Ginsberg, "Why do they have a right to show murder?" Ginsberg answered, "The PLO has a right to be heard."

Bruce Abramson, one of the picketers explained what the picket was all about. "This is a campus protest against the showing of this film. This is a group of concerned Jews and non-Jews for the existence of the state of Israel. We honor the fact that the PLC has every certain right to show this film, we also honor the fact that we as concerned people, Jews and non Jews have the right to demonstrate our feelings against this."

Abramson continued, "We do not accept the PLC philosophy, that which they are representing from the PLO. We are for the cause of Zionism, for the establishment and existence of the state of Israel—a National Jewish homeland and remain to stay for it."

"We don't recognize the PLO, said Steve Berkowitz, another picketer, "because it is a terrorist organization. We do recognize the Palestinian people as a people however, we cannot deal with a terrorist organization whose aim is to drive Israel into the sea."

Berkowitz elaborated on the purpose of the demonstration, "This is a peaceful demonstration. We have no intent to violence. Our position is known, their position is known, no further brutal confrontation will conclude any decisive facts."

One of the Arab students who sponsored the showing of the film, Muthar Alubaidi, said, "They want to counter our activities in a certain way, we don't mind, they're doing what they believe. They believe Israel is a legal state, we don't and they have their point of view. They can express it, we can express our point of view."

Approximately 150-200 people watched the movie and stayed for a discussion which was held afterwards. There was no real antagonism evident between the picketers who remained for the showing and the discussion, and the people who had sponsored the event.

# THE DAILY CARDINAL

VOL. LXXXV, No. 87

The University of Wisconsin-Madison

Wednesday, January 29, 1975

5c

## Hard times

# UW budget squeezed

By ED BARK  
and SHELAGH KEALY  
of the Cardinal Staff

Governor Patrick J. Lucey nixed a UW student tuition cut Tuesday in his 1975-'77 budget message to the State Legislature.

Calling the governor's higher education package a "standstill budget," UW President John Weaver said in a statement it would mean "major fee increases" for future students.

The Board of Regents had previously recommended a 50 per cent fee reduction, to begin with the 1976-'77 school year.

Instead, Lucey proposed a 33 per cent funding boost to existing grant-in-aid programs and \$10 million in additional loan money to the Higher Educational Aids Board.

Additionally, the governor asked for \$2.78 million to raise

projects will be a two-year increase of 6,000 students.

According to Weaver, if the budget passes as it stands, it will "seriously cripple public higher education in this state."

Most members of the assembly disagreed. Among them was Harout O. Sanasarian (D-Milwaukee), who prefaced his remarks by saying, "I think you are talking to a guy who has strong feelings." One of the major problems (with the University

Milwaukee), the only black member of the Assembly, said higher education must become "more available to minorities and poor people."

"But that doesn't happen in a recession," he shrugged.

Rep. Midge Miller (D-Madison) said decisions on where to cut costs will ultimately rest with UW administrators.

They are responsible, she said, if the "pruning (of the budget) is done in such a way that it prunes the quality of education."

One of the few legislators to question the governor's wisdom was freshman Rep. David Clarenbach (D-Madison).

"Obviously, people from families on low income are getting to the point where they can't go to school," he said. "The lack of a



UW President Weaver

student wages to the required federal minimum, although noting that an alternative avenue would be reduction of student job opportunities.

The UW portion of the budget exceeds the previous biennial expenditures by \$20.7 million; this is \$81 million less than requested by the Board of Regents. It provides no new money for enrollment increases in the next two years. Thus, the University System must absorb the added costs of teaching what Weaver

System), he said, "is administration, and I don't mind spelling it John Weaver."

Sanasarian said the UW president heads a "phenomenal, fantastic bureaucracy."

"There's more and more shuffling to administration jobs, rather than teaching," he charged.

The Milwaukee Democrat said a reduction in tuition would only compound the problem. "We're putting out more and more young people with degrees," he said, "and there are no jobs for them. This perturbs me to no end."

He said UW administrators should concentrate on cutting costs, rather than recommending tuition cuts.

"There are all these big buildings around and no one to fill them," he said. "So the administration says, 'Let's give the kids a fantastic deal.'"

Speaker of the Assembly Norman Anderson (D-Madison) called the governor's position a "responsible one."

"Reduction or elimination of tuition entirely would be a desirable goal," he said. "But the state of the economy forces us to retrench. A reduction would only be a further burden on taxpayers who are already hard-pressed by inflation."

Rep. Lloyd Barbee (D-



Rep. Sanasarian

tuition cut is something that ought to be fought."

Lucey's proposed budget will be referred to the Joint Committee on Finance and may reside there for as long as a month. Committee members are unlikely to dispute the governor's tuition recommendations.

According to Rep. Dennis Conta (D-Milwaukee), Joint Finance co-chairman, "I think a flat rate reduction is one that provides unneeded subsidies to those students and parents who can and should pay tuition."

# Council can't get it up for hand-jobs

By CHUCK RAMSAY  
of the Cardinal Staff

By a vote of 16-6 sexual massages were banned by the Madison City Council late Tuesday night.

The council hotly debated the issue, but voted for the measure, to keep it off the spring ballot. The ordinance will forbid that any person "touch with any part of his or her body . . . a sexual or genital part of any other person."

Assistant city attorney Larry O'Brian said the ordinance will remain in effect for two years. The council cannot repeal the measure, O'Brian said, since it was brought by petition.

During the debate, Ray Davis (8th Dist.) convulsed the council with several tongue-in-cheek amendments.

Davis said the city should reinstitute prohibition, resume prayer in school and regulate the length of women's skirts. After mocking the arguments used by the morality crusaders, Davis mentioned "fully-clothed professors" who research "killing people by remote control." It was an obvious reference to the Army Math Research Center. "Now, that's sick," he said.

Michael Christopher (6th Dist.), said "The city is going to be stuck in litigation."

He said massage prohibition was "just a crumb" for "a lot of people who are extremely frustrated" politically.

The Rev. Richard Pritchard, one of the organizers of the petition drive, spoke briefly, saying "Sex is one of the problems

that has been with society since its beginnings. 'It's such a powerful force within us.'"

When asked if his concerns extended to other issues of public concern such as housing, Pritchard said "I helped cool things down at the Mifflin Street riots. I met this father what's his name (Father James Groppi)."

During the debate, Takeover Editor Mike Fellner taunted wavering liberals and pasted up a sign in back, saying "Give your hand a job! Beware all you chicken shit liberals! A cock in hand is worth all the assholes on the City Council." Two janitors later removed the sign.

Police Chief David Couper, in answering Council questions, said

(continued on page 2)

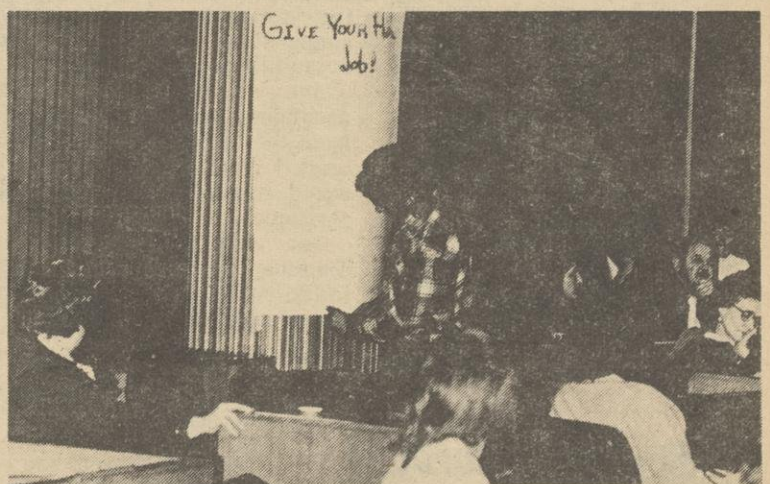


photo by Micheal Kienitz

Parlor proponent Mike Fellner posts his advice to the City Council



## OFF THE WIRE

Compiled from the Associated Press

CLEVELAND, Ohio (AP) — Standard Oil Co. Ohio reported Tuesday that earnings set a record last year, rising 65 per cent to \$147.5 million. Company President Charles E. Spahr said even more money than was earned was invested in new energy projects, however, and as a result, the firm borrowed "substantial amounts."

Capital costs soared to a total \$665 million, or 250 per cent more than in 1973, the firm said. The costs included expenses for helping build the trans-Alaska pipeline, the company said.

GENEVA, Switzerland (AP) — The United States and the Soviet Union began on Tuesday a joint examination of ambiguities in their 1972 treaty limiting antiballistic missile systems.

The discussions lasted slightly more than two hours and are to continue Thursday, a U.S. Spokesman said.

DETROIT (AP) — Against a background of extensive production cutbacks in the auto industry, a top Ford Motor Co. executive predicted Tuesday that sales will pick up this spring and auto makers will begin calling back laid-off workers.

At the same time, General Motors said a government report exaggerated possible health hazards posed by anti-pollution devices the auto industry has installed in new model cars. Ford and Chrysler Corp. did not dispute the report but asked for relaxation of federal emission standards so the devices could be removed.

WASHINGTON (AP) — Supreme Court Justice William O. Douglas has been removed from the "seriously ill" list at the Walter Reed Army Medical Center, a spokesman for the hospital said Tuesday.

He was admitted to the center Jan. 1, one day after suffering a stroke. There has been no word on how long Douglas will remain in the hospital.

WASHINGTON (AP) — Sen. Barry Goldwater, R-Ariz., said Tuesday that former President Richard M. Nixon is looking forward to helping the Republican party when his health recovers.

Goldwater told reporters that he had lunch last week with the former president in San Clemente, Calif., and said Nixon's health is improving, although he still has difficulty getting around.

"I told him when the time was proper and right he had a place in the Republican party," the Arizona Republican said.

Goldwater said that he didn't think Nixon would run for office again, but that the former president could help the GOP by participating in fund-raising dinners and campaigning for Republican candidates.

## Minnesota boycott

University of Minnesota students voted underwhelmingly during their registration week in support of a resolution which asked: Do you want the University to discontinue the purchase of head lettuce and grapes?

The purpose of the ban would have prevented the purchase of non-union (UFW) lettuce and grapes by the university. But according to Minnesota statute, the state must conduct its purchasing without regard to whether a product has been produced by union labor.

Results of the voting on the five coordinate campuses showed 19,295 students in favor of the ban and 18,830 opposed. Faculty and staff rejected the purchasing ban 3,246 to 2,094.

This vote really doesn't mean too much. University President C. Peter Magraph still has the final say. And it took a two-week hunger strike by UFW Boycott Support Committee leader Roberto Acosta in front of Magraph's office to convince Magraph to even allow the issue on the ballot.

Assistant to the President Mitch Pearlstein said Magraph was still considering the matter but would reach a decision by Friday.

### COMMUNICATIONS CENTER

A Communication network, located at the Wil-Mar Center, 953 Jenifer St., will open in a few weeks. The network will be a central place for gathering information on community services and resources. With this information we will set up a community switchboard, a source book, and a current file of community groups and services.

The 24-hour switchboard will have trained people to handle crisis situations and will refer people to existing services best suited to respond to their particular needs. In addition to referrals, the network will do the necessary follow-up to determine if needs are actually being met by existing services. It will become a tool in making the community more responsive to unmet needs. (advocacy program) Also, there will be a monthly newsletter,

which will be a supplementary source book with a current calendar of community events and needed resources.

At this time, it is necessary that community groups and individuals furnish us with information about the different community services and organizations. We are in need of other community input. We need people to be trained to handle crisis situations and to manage the switchboard. We need cooperation from the organizations and services to which we will refer people, donations, and general advice from the community on what is needed from this network. We would appreciate any and all assistance.

Our next meeting will be Thursday, Jan. 30, at 7:30 p.m. at the Wil-Mar Center, 953 Jenifer St. Please contact us at 251-2888.

**The Daily Cardinal**  
Founded April 4, 1892

THE DAILY CARDINAL is owned and controlled by elected representatives of the student body at the University of Wisconsin-Madison. It is published Monday through Friday mornings through the regular academic year, also on the following Saturday's: Oct. 5, 19, Nov. 2 and 23, 1974.

Registration issues are one week prior to each semester. THE DAILY CARDINAL publishes Tuesdays and Fridays, during the Summer Session on the Madison campus, including:



In case you were wondering

—Father James A. Groppi testified at a public hearing at the Capitol yesterday in favor of police control legislation. Groppi gained nationwide renown in the sixties, after leading Milwaukee blacks in open-housing marches through lily-white sections of that city. He described Milwaukee Police Chief Harold Brier yesterday as "incompetent" and "biased," and asked that the chief's term be limited to four years.

## NLRB flattens Disney union

WASHINGTON (AP) — Mickey Mouse says kids kick his shins. The Big Bad Wolf says his ears get pulled, and it hurts.

But the National Labor Relations Board (NLRB) ruled Tuesday that just because Mickey and his friends at Disney World occasionally run into some nasty kids, is not reason enough for the Disney characters to have their own union.

Mickey, the Wolf, Snow White, Br'er Fox and some 60 others at the Florida amusement park petitioned to form a unit of the International Alliance of Theatrical Stage Employees and Motion Pictures operators, AFL-CIO.

Their employers suggested they be included in an operators-service unit which represents nearly everyone else employed at the park, including the people who sell hot dogs, guide tourists and change hotel beds.

Taking their case to the NLRB, the comic characters argued that they have special problems which only their own union could understand and fight to solve.

The characters said their job puts them at the mercy of visiting children, who often kick and tug on their costumes, and requires them to shake hands and pose for picture with the tourists.

They cited "a higher incidence of minor first-aid problems" than experienced by the park's other employees. The Big Bad Wolf, for example, complained that kids pull on his ears, which are attached to a heavy mask, and that



this hurts his real ears.

Working in the hot sun with the heavy costumes, they argued, also sets them apart because they have a special schedule-half-an-hour on and half-an-hour off for eight-hour shifts.

But the NLRB wasn't convinced. In dismissing their petition on final appeal the board ruled that "the 'characters' are not actors; they do not constitute a craft."

"They are," the board said, "essentially unskilled or at best semiskilled individuals whose working conditions, benefits, etc., are similar to those of other employees working in the Disney World complex."

## Massages

(continued from page 1)

massage parlor troubles are "minimal," compared to problems caused by alcohol-serving establishments.

Ald. Jay Wexler (7th Dist.) blasted liberals undecided about supporting the ordinance, saying, "These great civil rights advocates" are now "scurrying like thieves in the night to support" the petitioned ordinance.

Small town babbity also made its way into the debate. Ald. Jerome Emmerich (11th Dist.), commenting on the decline of Western virtues, said, "All of a sudden, homosexuality is allowed. . . luckily we have some couples celebrating their fortieth and fiftieth anniversaries."

Ald. Susan Kay Phillips (9th Dist.) countered this, saying that a person's sexuality was their own private concern. "All these terms are couched in fear. What is there to be afraid of?"

Those voting against the measure were Parks, Christopher, Cohn, Phillips, Thompson and Davis.

Mayor Soglin did not speak on the issue.

### PALESTINIAN FILM REVOLUTION UNTIL VICTORY

a movie about the Palestinian Resistance, will be shown tonight as part of Palestine Liberation Week, at 7:30 in the Sellery Hall Lounge. The movie will be followed by a discussion on the current situation in the Middle East. The movie also covers the history of Zionism, and the establishment of Israel. The movie is sponsored by the Palestine Liberation Coalition.

### COMMUNICATION NETWORK OPENS

An important meeting about the new communication network will be held at Wil-Mar community center, 953 Jenifer St. The meeting will be at 7:30 Thursday night. People are needed to be trained for crisis situations and to work on the 24-hour switchboard and also to work on a community source book and newsletter as well as People Power. Contact 251-2888 if you are willing to help.

Save on

Subscriptions!

Second Semester

\$2.00

(until May '75)

the Fall Orientation Issue. The Daily Cardinal is printed in the University Typography Lab, and published by the New Daily Cardinal Corporation, 821 University, Madison, Wis. 53706.

THE DAILY CARDINAL is a non-profit organization completely independent of University finances. Operating revenue is generated solely from advertising and subscription sales. Second class postage paid at Madison, Wisconsin. Business and Editorial phones at (608) 262-5854.



**MEN-WOMEN OVER 18**  
**BARTENDING SCHOOL**  
 Classes forming NOW!  
 for Jan. 20th-Jan. 27th  
 Call Mr. Kirch Day or eve.  
 Professional Bartending School of Wis.  
 152 W. Johnson — 222-8674  
 Madison, Wis. 53703

**PASSPORT PHOTOS**  
 3 for \$3.95 6 for \$4.95  
 ALSO —  
 APPLICATIONS, ID, IMMIGRATION,  
 RESUME PHOTOS  
 WARNER-MEDLIN STUDIOS  
 668 STATE ST.  
 255-5628

If sun is what you're coming  
 for, THE SASSY FOX is where  
 you'll find more.

We know this is a corny rhyme,  
 but it's still true.

**Sassy Fox Motel**

3086 Harbor Drive, Ft.  
 Lauderdale, Fla. 33316 305-523-  
 8591

**TONIGHT**  
**Poetry Reading**

at  
**Good Karma**

starting at 8:00

**FREE**

with music interlude

Good Karma 311 State

**V W REPAIR**



TUNE UPS  
 BRAKES  
 ENGINES  
 PARTS  
 TIRES

on  
 busline  
 1824  
 South Park  
 Street  
 257-0047  
**VALKS HAUS**

**WANT TO  
 QUIT SMOKING?**

Six week smokers  
 clinic. Starting  
 week of Feb. 3.

Contact: Univ. Family  
 Health Services

Call 262-5840 or 262-1407  
 Mon. & Fri. from 9 A.M. - 3 P.M.  
 or Wed. from 12 A.M. - 3 P.M.

# A short course in the nickel candy bar. And where it went.

Beginning in the February, 1975 Reader's Digest: a new series  
 —that amounts to a mini-course in today's economics.

"Thanks a lot!" you may say. "But I'd just as soon study Siberian  
 rug-weaving as wade through economics." Why economics? Be-  
 cause no subject affects our daily lives more—and is understood  
 less.

One thing for sure, this is not going to be one of those put-you-to-  
 sleep economics courses. No boring theories or confusing  
 charts; no jargon-filled textbooks. We'll be telling the story of  
 our economic system in clear, human terms, illustrating it with  
 actual case histories and experiences gathered firsthand by the  
 Digest.

If you're concerned (and who isn't) with what's happening to  
 prices and to the economy—and why—better start boning up  
 on these informative "lessons" appearing every month in The  
 Digest. They're sponsored by the Business Roundtable—  
 an organization of 150 outstanding executives of leading U.S.  
 companies.

We call this series "Our Economic  
 System: You Make It Work."

You'll call it fascinating.

**Reader's  
 Digest**



*As part of a nation of  
 producers as well as con-  
 sumers, each of us has a  
 lot to say about the price of  
 things we want and need*

## WHATEVER HAPPENED TO THE NICKEL CANDY BAR?

**R**EMEMBER 1955? Kids  
 were wild about Davy  
 Crockett hats. Some  
 people were worried  
 that we might go to  
 war over a couple of Asian islands  
 called Quemoy and Matsu. The lat-  
 est musical fad was something called  
 "rock 'n' roll." A Chevrolet sedan  
 cost \$2000. A nickel candy bar felt  
 pretty hefty in your hand.

Funny, but whenever you start  
 playing the nostalgia game, you al-

ways get around to fond recollec-  
 tions of how far a dime or quarter or  
 dollar "went" in the good old days.  
 Funny, too, but none of us ever seems  
 to really ask *why* the dollar doesn't  
 go as far today. Whatever happened  
 to that nickel candy bar? Why, in-  
 deed, do prices go up?

Too often we answer with a re-  
 signed sigh: "Everything's going up  
 these days." But that isn't always so.  
 The prices of some things have gone  
 down: TV sets, for instance, and  
 ball-point pens (remember when we  
 paid \$1.50 for a "cheap" one?), toast-  
 ers and quite a few other small appli-  
 ances. How do these manage to run  
 against the inflationary trend?

To answer, let's first consider two  
 basic ways to lower the price of a  
 product (barring the use of low-cost  
 foreign labor to manufacture it out-  
 side this country). One way is to  
 cheapen the product, lower its qual-  
 ity. But this is a fatal device in a free  
 market—consumers catch on quick-  
 ly. The other way is to maintain the  
 quality but cut the cost of manufac-  
 ture. If the product is soup cans, for  
 instance, it means producing more  
 and better soup cans for the time

and labor spent. That's what's called  
 improved *productivity*.

Now wait a minute. Don't head  
 for the exits. We're not talking about  
 men turning screws faster or run-  
 ning around with ladders and oil-  
 cans like characters in an old-time  
 movie. We're simply considering  
 how all of us here in America affect  
 the prices of things we buy through  
 the way we work. Just ponder, for  
 example, what happens when a mix  
 of technology, planning and worker  
 motivation spells high productivity.

Major manufacturers of hand-held  
 power tools in Germany, Japan and  
 England have not been able to pen-  
 etrate the American market because  
 high-quality American-made hand  
 tools are competitively low in price.  
 One of the major forces behind this  
 situation is the Black & Decker  
 Manufacturing Co., of Towson, Md.  
 For the past 16 years, sales of its  
 products have grown an astonishing  
 17 percent a year, and during that  
 time the prices of many of these  
 products have dropped steadily.

The company secret? Better pro-  
 ductivity. In part, this comes from  
 the wise investment of funds in new  
 machines and advanced research.  
 But beyond that, Black & Decker's  
 management and workers constant-  
 ly set goals for themselves and  
 meet them—not necessarily by do-  
 ing things faster, but by doing  
 them better. A typical problem:  
 Company engineers knew they could  
 vastly improve safety from electrical  
 shock by doubling the thickness of

insulation inside hand tools. But this  
 would have added ten percent to  
 manufacturing costs. Solution: Re-  
 design of the tools, streamlining  
 assembly and standardizing many  
 small parts so the same ones could  
 be used in different tools. Prices of  
 the safer tools remained the same.

While such improved productivity  
 has paid off in increased sales and  
 profits, it has also paid off for em-  
 ployees. The company payroll in  
 1958 was \$14.5 million for 3800 em-  
 ployees. Last year's payroll was  
 \$165.2 million for 20,700 employees.

And look at the payoff for the con-  
 sumer: In 1958, Black & Decker's  
 basic electric drill for do-it-your-  
 selfers cost \$18.95. Now it costs  
 \$10.99. A standard jigsaw that sold  
 for \$44.50 in 1958 now costs \$11.99.  
 And remember, these price changes  
 occurred during a 16-year period  
 which saw the U. S. Consumer Price  
 Index rise 75.2 percent.

But the productivity payoff can  
 also mean a lot more than new jobs  
 and higher pay. Sometimes it spells  
 survival. Consider the 1000 em-  
 ployees of the Ideal Corporation, a  
 maker of precision automotive parts,  
 in Brooklyn, N. Y. Saddled with an  
 old plant and rising costs, Ideal re-  
 cently looked into building a modern  
 plant in the Midwest. The move  
 would vastly reduce the cost of trans-  
 porting its products, and the cost of  
 the factory was expected to be about  
 \$15 a square foot. Putting up a new  
 plant in Brooklyn, on the other hand,  
 would run at least \$25 a square foot,

and related operating costs looked  
 certain to leave the company in an  
 extremely difficult competitive po-  
 sition. But Ideal had a loyal and  
 skilled work force. It elected to re-  
 main in Brooklyn. Says John Wen-  
 zel, president of the company: "We  
 decided to gamble on our ability to  
 engineer processes that would reduce  
 our costs." In other words, the pro-  
 ductivity of Ideal's managers, engi-  
 neers and workers kept their 1000  
 jobs in Brooklyn. And the company  
 is thriving in its new plant.

Despite these by-no-means-isolated  
 examples, there is disturbing  
 evidence that America is slipping  
 into a productivity crisis. While our  
 productivity has historically grown  
 at a healthy rate of about 3 percent  
 annually, in recent years the growth  
 rate has been falling; last year we  
 had no productivity gain at all.  
 Too many American businesses have  
 been failing because they could not  
 achieve the higher productivity that  
 would enable them to afford the  
 higher wages and shorter hours de-  
 manded of them. Others have hiked  
 prices to pay the higher wages, with  
 a resultant loss of business to for-  
 eign competition. Nine out of every  
 ten baseball mitts sold in this land  
 of Babe Ruth and Henry Aaron are  
 foreign-made. So are 19 out of every  
 20 motorcycles, one out of six cars.  
 Since 1967, foreign industry has  
 caused a reduction of at least 400,000  
 American jobs. That's why produc-

tivity—all of us putting more in and  
 getting more out of our jobs—is of  
 such crucial importance.

Fortunately, we don't have to run  
 around tearing our hair out to solve  
 the problem. Nor do we even have to  
 learn productivity from books or lec-  
 tures. Indeed, that would be a sad  
 estimation of the people of a nation  
 whose history has been in a sense a  
 history of productivity. For produc-  
 tivity is many things. It is the ability  
 of a businessman to attract dollars  
 to build new plants and create new  
 jobs. It derives from intensive re-  
 search that gives us advanced tech-  
 nology. And productivity is also an  
 impulse.

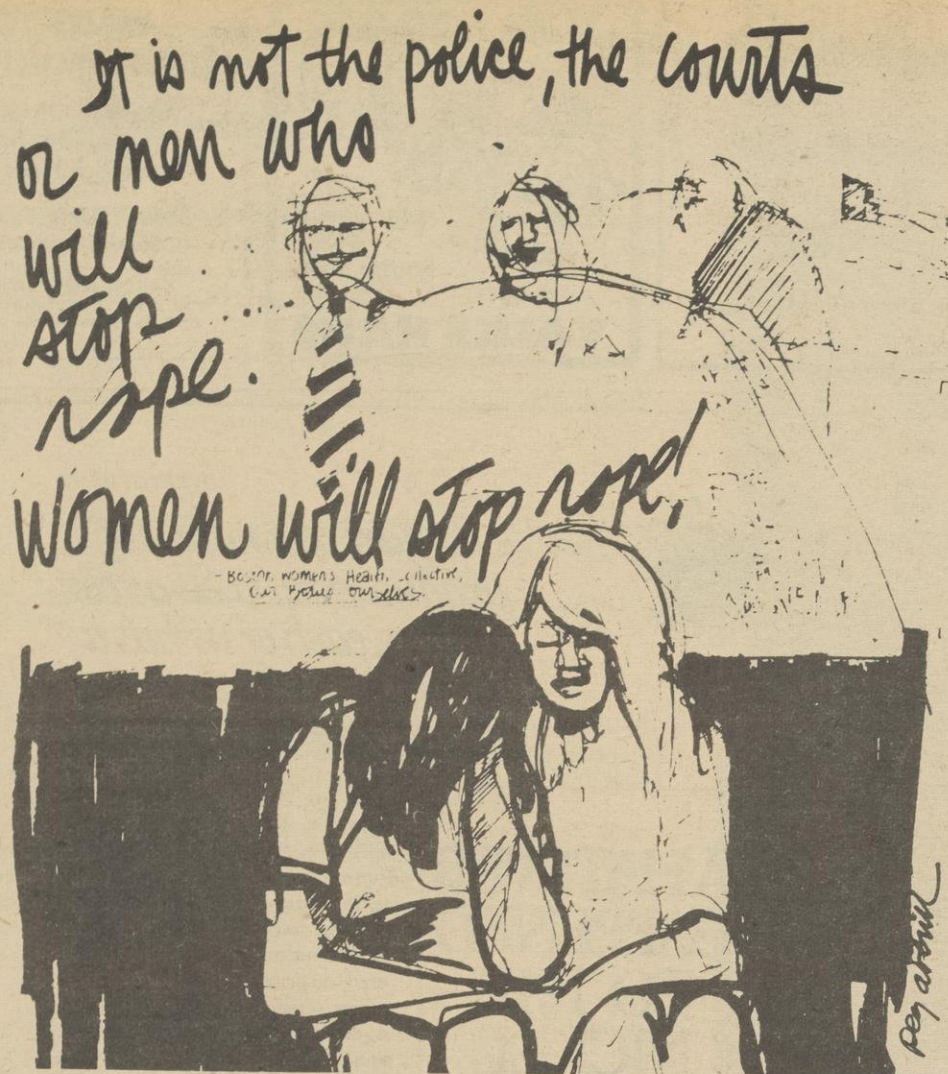
It's the impulse that helps a house-  
 wife organize her day to cook tur-  
 key, bake a pie, set the table, get  
 dressed and greet friends and rela-  
 tives at the door at one o'clock. It's  
 the impulse that makes diagonal  
 paths across vacant lots.

Think about it. How well did  
 you type that last report, repair that  
 washing machine, tune up that en-  
 gine, finish that blueprint? You  
 have, we have, in our hands, in our-  
 selves, the means to produce not just  
 cars and books and songs and bread,  
 but an entire way of life and eco-  
 nomic environment second to none.

For reprints, write: Reprint Editor, The  
 Reader's Digest, Pleasantville, N.Y. 10570.  
 Prices: 10—50¢; 50—\$2; 100—\$3.50; 500  
 —\$12.50; 1000—\$20. Prices for larger  
 quantities upon request.

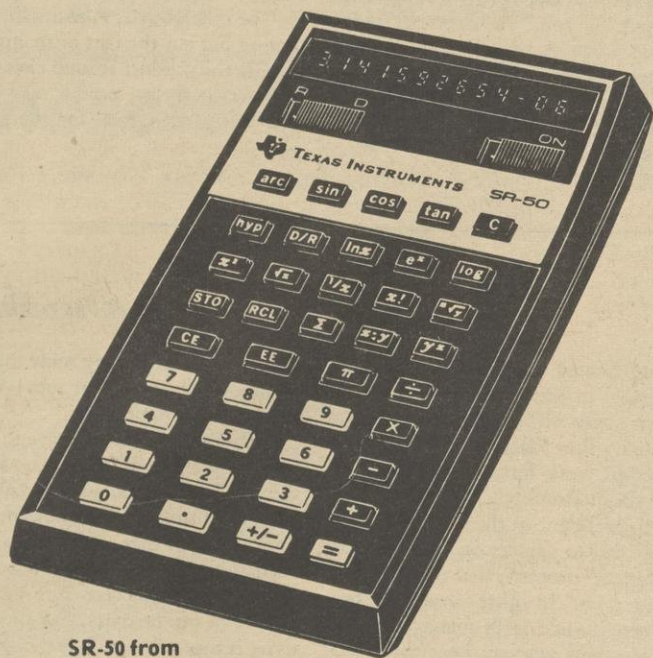
*This message is prepared by the editors of The Reader's  
 Digest and presented by The Business Roundtable.*





## When you need a calculator— you need it now.

No waiting for delivery. Your University Calculator Center has the largest inventory of quality units available anywhere. Plus, we specialize in the calculator requirements of the college student.



SR-50 from  
Texas Instruments  
124.95

- Performs all classical slide rule functions—simple arithmetic, reciprocals, factorials, exponentiation, roots, trigonometric and logarithmic functions, all in free floating decimal point or in scientific notation.
- Memory allows storage and recall of numbers, features sum key for accumulation to memory.
- Calculates answers to 13 significant digits; uses all 13 digits in subsequent calculations for maximum accuracy.
- Converts automatically to scientific notation when calculated answer is greater than  $10^{10}$  or less than  $10^{-10}$ .
- Features bright 14-character display—10-digit mantissa, 2-digit exponent, 2 signs.

**UNIVERSITY  
BOOKSTORE**

711 STATE

University  
Calculator  
Center

© 1975 Application Calculators Incorporated

## Women's Transit expands service

By JUDY ENDEJAN  
of the Cardinal Staff

It's late, on a cold winter night and a lone woman debates with herself whether she should walk or hitch a ride home from the library or a bar. The streets look bleak and deserted, she hesitates, runs to a phone, and calls 263-1700.

The number is for the Women's Transit Authority (WTA), an anti-rape taxi-service for women who would otherwise have had to face the perils of a dark Madison street. Staffed with over 100 women volunteers and three Protection & Security cars, the group picks up an average of 60 to 70 women per night.

Women's Transit Authority has come a long way since its inception in the spring of 1973, when a small group of women, dedicated to diminishing area rapes, used their own cars to give rides to women.

THE FOLLOWING FALL, UW Protection & Security gave WTA office space, transmitters and a car for their nightly rounds. The group expanded and P & S added an additional car. This spring, WTA was given a third car for the winter months when WTA service is the heaviest.

Another improvement has been a larger staff. This spring, around 120 women signed up to either drive or staff for WTA.

Each volunteer is assigned a night, which has been split into two shifts to cover WTA's operation hours of 7 p.m. to 2 a.m. An individual staffer receives calls and directs the three drivers via radio transmission. Weekend shifts are handled on an individual volunteer basis.

According to Lora Wuennenberg, of WTA's Coordinating Committee, there are nearly enough people to cover all shifts. Ideally, WTA membership should total around 130 to provide needed alternates for driving and staffing.

WTA's biggest improvement has been the addition of a third car, Wuennenberg claimed. "We hope with our third car, we can go outside our six-mile radius and get people we couldn't reach last year. But, while three cars is an improvement, we can't handle the whole of Madison," she said.

"One of our problems is that

we're serving many low-income women who live out in low-income areas in Monona or out near Truax Field. We're limited in serving them," Wuennenberg explained.

A THIRD CAR will help improve WTA's nightly shuttle service at Ella's Deli, Memorial Library and University Hospitals, which has not been known in the past for precise punctuality. The shuttle stops every hour on the hour (when on schedule.) WTA Coordinating Committee would like to start an Eastside-Westside shuttle.

WTA members like to consider themselves more an emergency service than a taxi service. They cannot pick up any men, as they are essentially an anti-rape group. Wuennenberg said that feedback for WTA has been good, although some women have complained about the long wait at times for a

Wuennenberg claimed "We'd like to feel that we've had some effect on the number of rapes in the city. But only one out of every ten rapes ever call in. My understanding is that the number of reported rapes to P & S is down this year."

WTA MEMBERS also hope to go out into the Madison community to educate persons about rape. They work with the Rape Crisis center on such occasions. Right now, Wuennenberg said, "We'd like to emphasize the 'Sisters Pick Up Sisters' campaign through speaking and publicity."

By 1978, WTA hopes to increase their car fleet to seven and to work a 7 p.m. to 5 a.m. shift. They want to increase their radius to ten miles to reach more low-income housing and to provide nightly transportation information, such as schedules for Madison buses.

Women's Transit Authority also hopes to provide more information about rape and rape prevention tactics along with the Rape Crisis Center.

Donations are not accepted in the cars but could be dropped at the WTA office in the University YMCA. Women interested in volunteering or learning about rape prevention should call the 263-1700 number or drop by the YMCA office.

## It's Not Too Late To Enroll In A "Good Living" Program

**madison  
business  
college**

... Where business skills  
give you the edge.

### PROGRAMS

Legal, Executive,  
Medical and General  
Secretarial

Management, Marketing  
and Accounting

Approved for Veterans  
Training

Nationally Accredited

by the Association of Inde-  
pendent Colleges & Schools

Financial Aids Available  
for those who qualify.

Late Registrations  
still being accepted  
for the winter session

Stop in  
or Call ...

**MADISON BUSINESS COLLEGE**

215 W. Washington Ave., Madison, Wi. 53703

256-7794



## Cat case closed sentence suspended

The Dane County Courthouse was the scene yesterday of a landmark decision by Judge Raymond Gerring that will have severe repercussions pertaining to the rights of pussycats in Dane County.

Judge Gerring handed down a guilty verdict to Prof. Richard Jacobsen of the Comparative Literature department on the charge that Jacobsen's orange tiger cat Fergus was "at large" on the night of October 13, 1974.

Jacobsen, defending himself and his cat brilliantly in one of the truly great court battles of all time, received a suspended \$25 fine. The fine was suspended due to what Gerring termed "un-neighborly behavior" on the part of the complainant. Fergus was released to the custody of Jacobsen.

**TESTIMONY REVEALED** that on the night in question Mrs. Ellen Jacobsen put Fergus, a lazy, 19-pound cat, into the Jacobsen's fenced-in back yard at 2 a.m. Upon awakening at 8 a.m. and calling the cat, Mrs. Jacobsen found to her amazement that Fergus was nowhere to be found.

"In the eight years we've had Fergus he has never failed to appear in the morning," she stated. "He's too big to squeeze through the fence and he is too slow and lazy to heave himself over it unless he was extremely motivated."

The question of just how Fergus did get out was never resolved, but the results of his "escape" were far-reaching for Fergus and other Madison cats. A next-door neighbor had previously complained about "cats running wild" and had obtained a trap from animal control officers. The neighbor snared Fergus in her baited (probably tuna fish) trap and called the animal officers at 8:11 a.m. on the 13th.

**FERGUS WAS** transported, inside the trap, to the Dane County Humane Shelter. Testimony failed to reveal whether or not he was informed of his rights. Several hours later, Jacobsen was informed of his cat's predicament and promptly drove to the animal shelter to "bail him out."

"We are really attached to Fergus," Jacobsen said. "We had the impression from a previous conversation with the neighbor that Fergus was welcome in her yard at night and that if he were caught in her trap she would return him directly to us."

The legal ramifications of the Fergus case will have major consequences. Jacobsen argued that the "use of a baited trap requires the person making the complaint to in effect create the offense."

**FERGUS WAS ENTICED** out of his yard," he asserted. "The trap had not been productive; she (the neighbor) had to catch a cat to allow her to show that her complaint was justified and not just petty back-fence mischief."

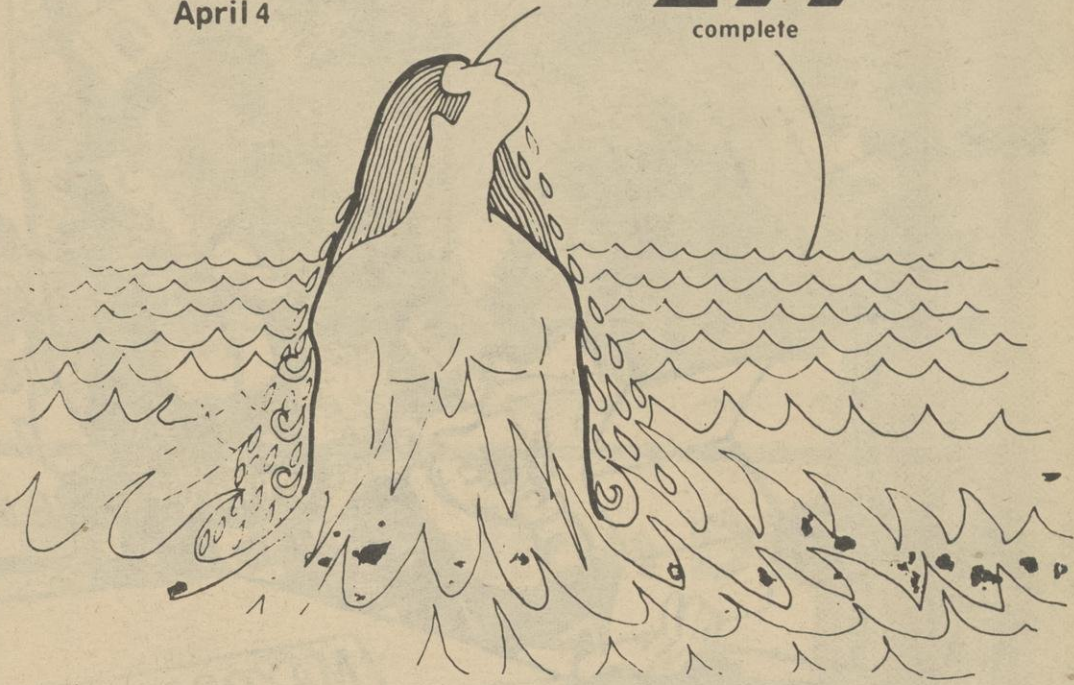
Jacobsen, too, was pleased that the judge realized his points and suspended sentence. "We would have appealed if we had lost and gotten the fine."

Perhaps the case would have been won had Fergus himself been able to testify. But justice is blind to the civil liberties of cats — animals are not allowed in the Courthouse building.

## the bahamas

March 28  
to  
April 4

From  
**\$299**  
complete



### Price includes:

- Round trip DC-8 Jet from MADISON
- 8 Days, 7 Nights in Deluxe Beach Front Hotel in Freeport
- All Tips, Taxes, and Transfers
- Book Now — Space Limited

**TRAVEL Center**

544 State Street • Madison • Wisconsin

TELEPHONE (608) 256-5551

A WSA Flight Program

offer limited to u.w. students, staff, faculty, and their families

### ANNOUNCING

### ROCKY'S 'MICKEY MOUSE CLUB' CLUB

**25¢ taps**

between 3:30-4:00 p. m.

MONDAY-FRIDAY

AT

Rocky Rococo's Pan-Style Pizza

411 W. GILMAN

Have some pizza too !

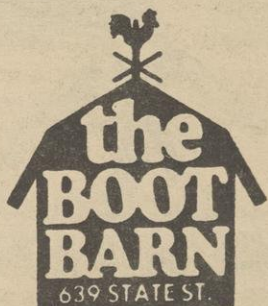
### THE BOOT BARN'S

Semi-Annual

**SALE**

SELECTED LADIES' & MEN'S  
SHOES & BOOTS

**50% OFF**



## Colonial Heights

## Apartment

NOW RENTING FOR FALL

Country Atmosphere  
Within Minutes  
of Campus



292 one-bedroom  
**FURNISHED  
APARTMENTS**  
for one or two persons  
Student leases available

- Direct busline to campus
- Free Parking
- Air conditioning
- Heated Pool & 2 Tennis courts
- One block to shopping center
- Laundry & storage facilities

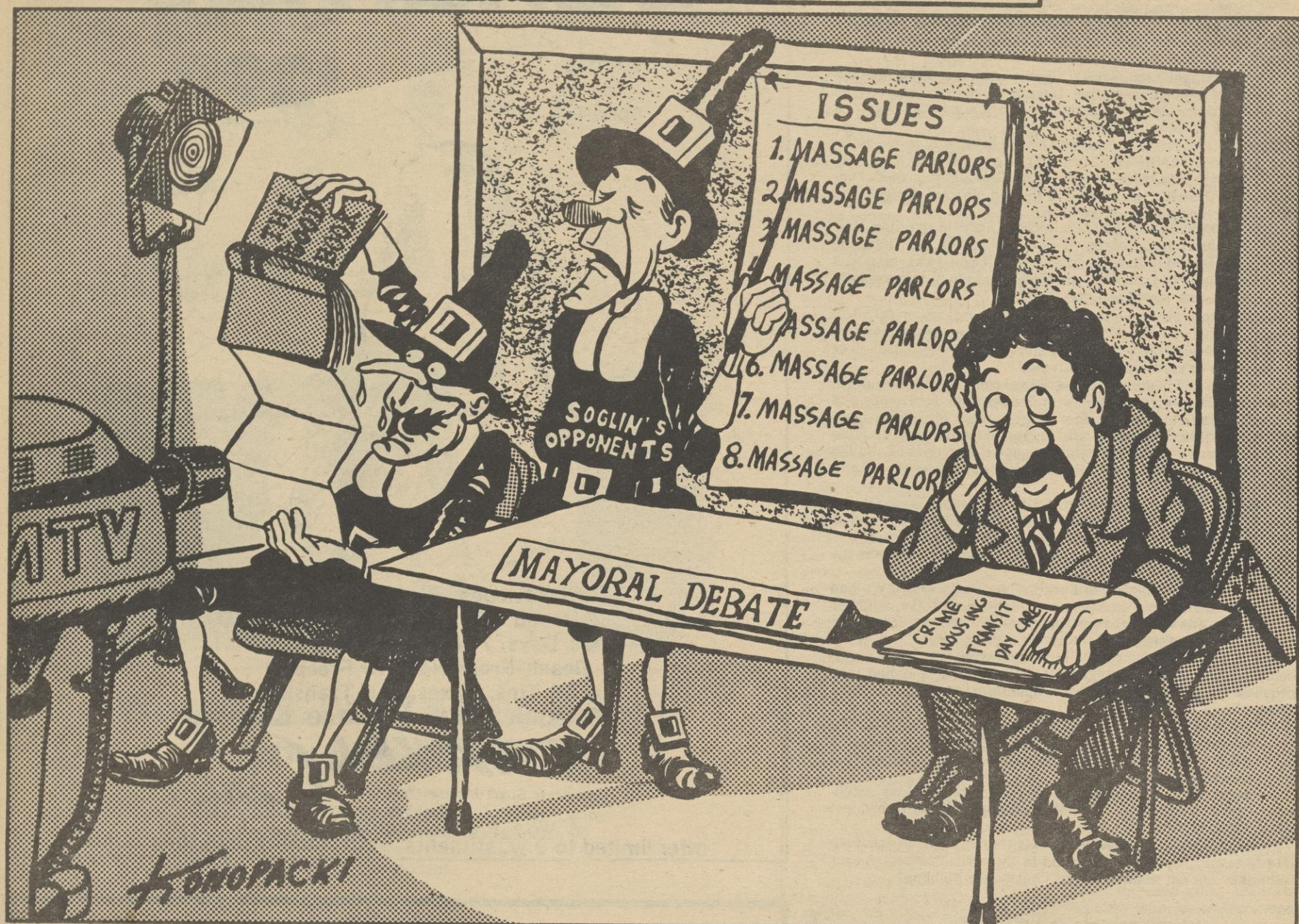
Fully Carpeted  
Spacious Courtyard

MODEL OPEN

620 WEST BADGER ROAD  
MADISON, WISCONSIN 53713

Mon-Fri: 9AM-8 PM Sat & Sun: 10-6  
257-0088





"... And to show that massage parlors are not the only issue in this election, we have compiled a list of others."

## The FDA and the IUD

(Editor's note) Sen. Ted Kennedy opened hearings Tuesday to investigate the possibility of regulating the manufacture and sale of IUD's.

JUDITH RANDAL

Not long after the Robins Pharmaceutical Co. of Richmond, Virginia, began to manufacture an intrauterine contraceptive device called the Dalkon Shield in 1970, it became apparent that the firm had a best seller. Indeed, more than half of the 4 million American women estimated to be wearing IUDs are believed to have been fitted with the Robins appliance, and it has also been popular overseas.

Hence it was disquieting to Robins when it began receiving reports in 1973 that women who became pregnant while wearing the Shield (a small percentage of all IUD users do) were developing septic abortion, a particularly nasty form of blood poisoning that leads to the death of the fetus and sometimes to that of the mother too.

For a while Robins did nothing. But as the months went by, more and more such reports came in. At last, in February 1974, the company held a scientific conference on the problem. Then as now, more septic abortion was reported in Dalkon Shield wearers than in users of other IUDs, but Robins felt that this increase might reflect its larger proportional share of the market rather than a greater mishap rate.

Nonetheless, the company did inform the Food and Drug Administration, and in May it sent a letter to physicians recommending — among other things — that the Shield be immediately removed if patients fitted with it conceived.

In May, too, Planned Parenthood learned of the existence of the letter (Robins never wrote the organization directly) and stopped insertions of the Shield at its 700 affiliated clinics.

In June — after considerable bureaucratic maneuvering and pious rhetoric about IUD safety — the FDA Commissioner, Dr. Alexander M. Schmidt, requested a moratorium on sales pending later hearings; the company complied.

Meanwhile, Dr. Howard Tatum of the Population Council and Dr. MacLyn McCarty of Rockefeller University had a hunch that the danger of the Shield might lie in the tail attached to the device to permit its withdrawal. Tails are attached to all IUDs for this purpose, but most of them are single strands, whereas the Robins version is a multifilament string. The scientists collected tails from IUDs removed from patients, and they discovered the same strains of bacteria in the Dalkon Shield tails

that had shown up in case reports of septic abortion, but no bacteria whatever in the tail interiors of IUDs produced by other firms.

TATUM SAYS HE told Schmidt in August that the findings made use of the Shield "medically indefensible." Whether for this or other reasons, an FDA Advisory Committee voted 12 to 6 in October that "the moratorium on commercial distribution of the Dalkon Shield remain in effect pending accumulation of definitive data." The FDA has in the past banned medical devices on grounds of hazard, but by December Schmidt had decided to go a different route. Just before Christmas he announced that "because we are seeking information to determine the safety of the Shield relative to other IUDs and oral contraceptives," distribution would be resumed.

In Schmidt's view, this was justified because "the best answer for the American people is to get at the facts." Moreover, the company would change the tail and introduce a registry system for doctors inserting the device so that data could be gathered and use of the device carefully controlled.

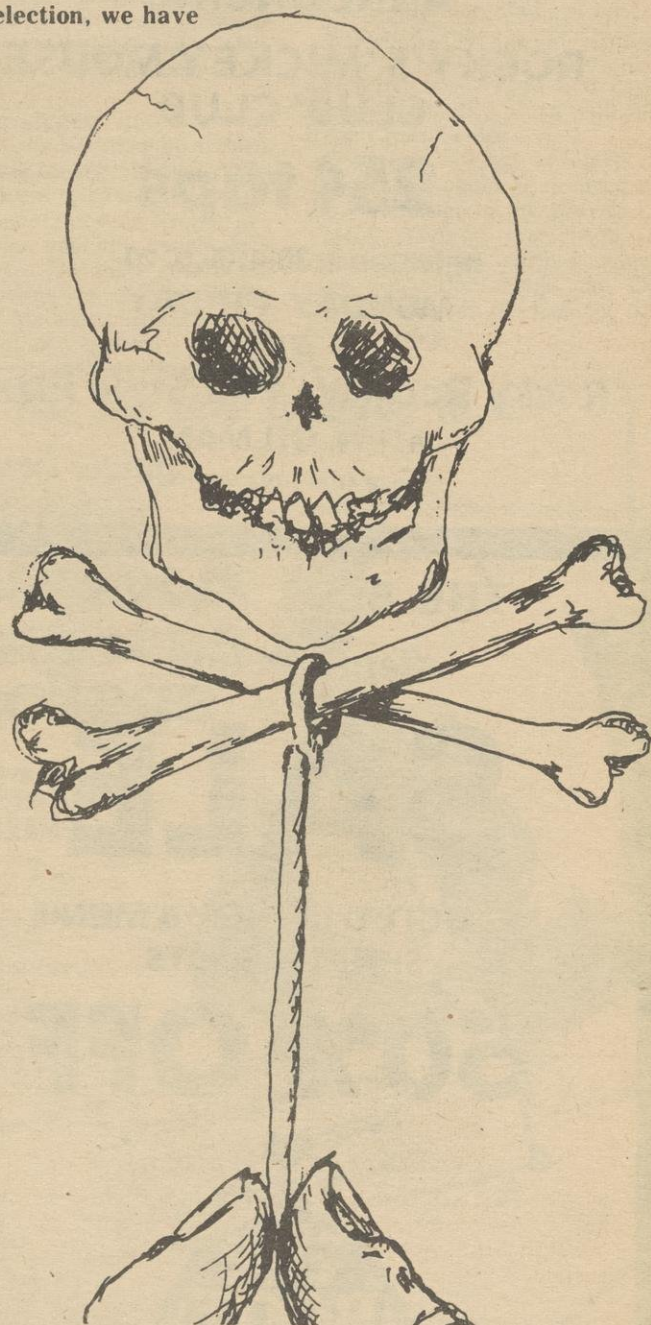
However, Schmidt neglected to mention strongly suggestive evidence that the pregnancy rate with the Dalkon Shield is higher than with other IUDs and that the Robins product can be extremely difficult to remove. When reporters asked about whether the women who agreed to be guinea pigs in this scientific venture would have the benefit of Federal guidelines for human experimentation, a deputy explained that since Robins rather than the Government would foot the bill for the study, the Federal rules would not apply.

IT IS LIKELY that many doctors now will be unwilling to fit the Shield. This suggests that the real purpose of the Schmidt announcement was less to get Robins back into the IUD business than to offer it the strong arm of FDA credibility as it goes into court to defend itself against several damage suits.

Moreover, the affair may act as an impetus for the passage of Federal legislation which would require manufacturers of medical devices to meet the same premarket standards of safety and efficacy as are already required for drugs.

Nonetheless, 209 women — of whom fourteen have died — have already suffered from the product in this country alone, and with millions still being worn, the numbers are bound to grow.

The FDA's performance suggests, once again, that it has put the protection of industry ahead of the protection of the public.



A weekly feminist forum is being planned for the Cardinal's editorial page. It will run the remainder of this semester as well as next fall. Persons interested in contributing articles, opinion, graphics or imagination should contact the editorial page editor, at 262-5854.





## Letters

To the editor:

The recent exchange of opinions in *The Daily Cardinal* has been most interesting.

First, we get a straightforward editorial that pinpointed two all-too-common maladies of the Madison left: "Parlor Pink-ism" and "Mod Radicalism". It said a few things that really needed saying.

Then, we get a truly tearjerking letter from Soglin's press hack—er, "publicity director"—Dan Schwartz, moaning about how a recent *Cardinal* story about mayoral candidate Jack Lasky struck him "as nothing more than a half-page ad for the Socialist Party and the five-odd followers in the City for Lasky." Well, my heart bleeds for Schwartz. Or something.

What really bothers Soglin and the other radishes in town isn't, (as Jack Lasky pointed out) the *Cardinal*'s alleged unwillingness to deal with the issues. It isn't the spectrum of ultraleft Leninist sects on campus busily engaged in denouncing one another for not possessing the right "correct line." That sort of thing doesn't amount to anything—and Soglin knows it.

What really bothers Soglin is the fact that one vote in ten cast for governor in this city last November was cast for William Osborne Hart, the Socialist candidate listed (as are all alternative partisan candidates) at the bottom of the ballot in tiny print. This is the sort of thing that gives Soglin hives. And when the only Socialist on the City Council (Mike Sack) finds himself one of the two incumbents without opposition, you can rest assured that Soglin & Co. break out in a cold sweat.

Then, when this nationwide tendency on the part of the voters toward breaking with the Demopublican party crystallizes in the form of an upfront (though small "s") socialist mayoral candidacy, Soglin's front people scream at the thought of their boy being forced to face the issues he raised running against Dyke. (Remember him?)

But what I suspect really makes Madison's "Parlor Pinks" nervous is the fact that nowadays they're coming closer and closer to dealing with an organized, experienced, democratic and popular Socialist opposition that has demonstrated in places like Milwaukee that it can and did take municipal power and wield it for the benefit of the people instead of the capitalists and their parties.

This is why Madison P.O. Box 86 has recently been filled with applications for membership in the Socialist Party, and this is why Soglin's P.R. people wail when the *Cardinal* covers other mayoral candidates. That is what scares them. And it should. Rick Kissell, State Secretary, Socialist Party of Wisconsin

To the editor:

Here we are, in an uproar about Dr. N.O. Calloway. Can we condemn a man for prescribing quaaludes because of a few people who abuse them. How absurd. If that is the case we will have to close down all taverns and liquor stores because of the few problem drinkers who are not only a loss to the community, but as highway statistics show, a menace to the community as well.

A doctor is not infallible. It is time we stopped trying to make them something they can never be. Dr. Calloway, like anyone else, can be fooled by an abuser of quaaludes who claims hypertension. Is this cause for him to stop prescribing them to the people who need them? It is getting to the point where a doctor is afraid to stop and see if he can help after a car accident. If he does stop to help an accident victim and the man dies, the doctor can face a stiff malpractice suit.

Dr. Calloway is a man and he has been certified as being qualified to practice medicine. He has several degrees from various universities. I wish him luck.

Name Withheld



"OH BOY, AN \$80 REBATE — LET'S RUN OUT AND BUY A CAR ....."

## PIZZA-Italian Dinners

Italian Sandwiches



LOWENBRAU

BEER

LIGHT or DARK

ON DRAUGHT

STUDENT ART

Open Mon. thru Fri. 11 a.m.-1:30 a.m.

Sat. 5 p.m.-1:30 a.m.

Sun. 4 p.m.-1:30 a.m.

HOT, CRISP PIZZA

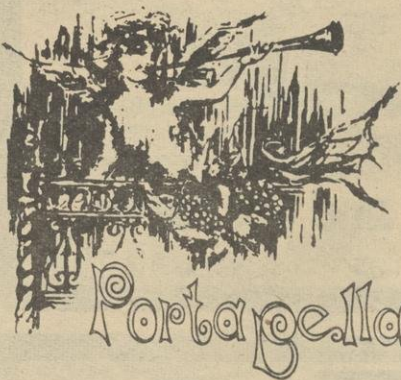
FEATURING:

Italian Food, Steaks,  
Cocktails and  
Imported Wines

• Lowenbrau

Light and Dark

DRAFT



Atmosphere

Art Nouveau

425 NORTH FRANCES

**BLACK and WHITE IS THE CREATIVE MEDIA  
AND SHOULD BE TREATED  
WITH THE CARE IT DESERVES**

We Offer Professional Services at Fair Prices

Roll Film Process @ \$2.50

(includes contact sheet)

ENLARGEMENTS ARE  
PRINTED ON DOUBLE  
WEIGHT PAPER WITH  
MATT or GLOSSY  
SURFACE AND ARE  
CROPPED, DODGED  
AND BURNED-IN  
PER INSTRUCTIONS

EXHIBITION ENLARGEMENTS

8X10s @ \$2.75

11X14s @ \$4.25

16X20s @ \$7.50

PRINT MOUNTING

(White or Black Board)

on 8X10 Board @ \$2.00

on 11X14 Board @ \$3.00

on 16X20 Board @ \$3.50

Wis. Sales Tax 4%

TOTAL (send with order)

No Charge for Return Postage

**PROFESSIONAL BLACK and WHITE  
PROCESSING SERVICE**



VISUALS PLUS

1717 South 12th Street  
Milwaukee, Wisconsin 53204  
414 647-0900

MAIL TO:

## A Special Lecture

on

**TRANSCENDENTAL MEDITATION**

"the natural technique for more  
energy and happiness in life"



by WALTER KOCH of Santa Barbara, former NASA scientist,  
now a close companion and advisor to MAHARISHI MAHESH  
YOGI and U.S. vice-president of the International Meditation  
Society.

THIS WEDNESDAY, JAN. 29, 7:30 P.M. ONLY  
AT

UNION SOUTH, 227 N. RANDALL

presented by

STUDENTS' INTERNATIONAL MEDITATION SOCIETY

a non-profit organization

for information call 257-7447





Pink doll faces. Red lips and a bright blue dress. They're part of

a pattern. Chagallesque women float in a green meadow, feet drawn up to the sun. (Yellow.) So beautiful. Sixty pictures by children from Romania, Russia, Japan, and New York City. The Romanian and Russian ones are intricate patterns, bright clean colors. "The Ocean Liner Russia," by Sasha, age 10. Kinuko Yashida's two girls and a snow man (who has Japanese eyes) is softer, subtler. Rrrrr!! "Murder in the Square," an etching by ten-year-old Billy Rod. He's from New York City and he doodles like my brother. His etching looks familiar. But the foreign pictures, so sumptuous and exotic. All at the Madison Art Center (720 E. Gorham) till Sunday.

—DEBBIE WEIL HARRINGTON

## ARTARTARTART

### Pieces on earth

Long ago, trusting only his senses, man believed that the earth was composed of four elements: earth, air, fire and water. Since then, science has pushed our knowledge quite a ways beyond that, beyond the realm of our experience. Yet those elements still comprise all of the physical world to which we can relate: The contour of the hills, a soft, ruffling breeze; the colors and textures we live with.

The members of the Environment and Design faculty have captured some of these earthy moods. Ruth Danielson compliments and accents the air with her floating, translucent hanging. From there one is plunged into the turbulent motion of the sea in Otto Thiem's "1. (blue)." The artists display a feel for colors and materials; blending, contrasting.

There is a strong sense of time and calm pervading the room. Lace supercedes plexiglass, and a landscape at sunset stretches out across the ages. If you're looking for a place to stop in on a hectic day, for a chance to relax and think, then stop by. The Main Union Gallery, from 10-8, until Feb. 23.

—CHARLES RAPPLEYE



### Women's work

Helen Chang, Constance Pois, Bette Vowles. They are just some of the women artists whose talent needs more talking about. All are members of Wisconsin Women in

the Arts, (WWIA), and all, along with twenty-one other local women artists, are currently displaying their art at A Room of One's Own, 317 W. Johnson St.

If you had to give the show a theme, you could very well go with Imagination, for the objects on display are all prime examples of an individual's creativity. The show includes wallhangings, bronze sculpture, geometric designs, ink drawings, watercolor, cloth jewelry, and more.

Women are often themselves the subject matter. Oriental women, women on bicycles, and nude figures of women are some of the subjects the artists have chosen to focus upon.

WHILE SOME OF the objects, like Janica Yoder's photograph entitled LISA, capture an indescribable sensitive spirit, others capture the artist's comic imagination.

—JANFALLER

**GENERAL CINEMA CORPORATION**

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

**BARGAIN MATINEES**  
EVERY DAY TILL 2 P.M.  
ALL SEATS \$1.25

**Above all...It's a love story.**

**Alan James Arkin • Caan**

**Freebie and the Bean**

Paravision® Technicolor®

ShowTimes 1:15-3:25-5:35-7:45-9:55

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

**BARGAIN MATINEES**  
EVERY DAY TILL 2 P.M.  
ALL SEATS \$1.25

**AL PACINO DIANE KEATON ROBERT DUVALL**

PARAMOUNT PICTURES PRESENTS  
**Francis Ford Coppola's**  
**The Godfather PART II**

Technicolor® A Paramount Picture

Show Times Sun-Thurs. 1:30-5:00-8:30  
Fri and Sat shows 2:00-7:00-10:30

**836-3000 WEST TOWNE MALL**  
WEST BELTLINE & GAMMON RD.

**EXCLUSIVE**  
NO BARGAIN MATINEE

**PAUL NEWMAN STEVE McQUEEN**

**THE TOWERING INFERNO**

PG

ShowTimes Daily 1:00-4:00-7:00-10

**836-3000 WEST TOWNE MALL**  
WEST BELTLINE & GAMMON RD.

**BARGAIN MATINEES**  
EVERY DAY TILL 2 P.M.  
ALL SEATS \$1.25

**THE AUDIENCES DON'T JUST SEE IT**  
They cheer it! They love it!

PARAMOUNT PICTURES PRESENTS  
AN ALBERT S. RUDDY PRODUCTION  
STARRING  
**BURT REYNOLDS** IN  
**"THE LONGEST YARD"**

COLOR BY TECHNICOLOR®  
A PARAMOUNT PICTURE

ShowTimes 1:00-3:15-5:30-7:45-10 P.M.

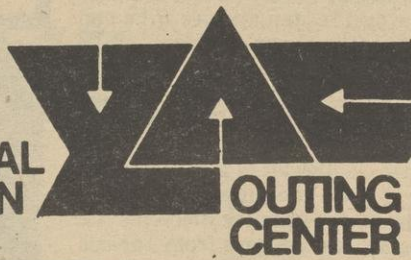
PUSHBACK SEATS • FREE PARKING • GIANT SCREEN • ART GALLERY

### Cross Country SKI PACKAGE

The Classic  
Vasa Classic or sprint ski  
Alfa 1010 boot  
Rottefella binding  
(includes poles, mounting & bottom preparation)  
Save \$26

\$85

MEMORIAL UNION



**MATINEE DAILY**  
the makers of "without A stitch"  
do it again...

### Bedroom Magic

"A MUST-SEE  
FOR ALL LOVERS  
OF X-RATED  
ADULT  
MOVIES!"  
—NATIONAL  
STAR  
CHRONICLE



STARRING ANNE ("WITHOUT A STITCH") GRETE! FROM DENMARK  
IN ENGLISH  
A SHERP-X RELEASE AN AMERICAN PROD BY PALADINE FILMS IN EASTMAN COLOR

**MAJESTIC**  
115 KING ST. 255-6698

**Exclusive Showing**  
1:15-2:55-4:35  
6:15-7:55-9:35

**SCHOOL OF GUITAR**  
CLASSICAL GUITAR  
INSTRUCTION  
Flamenco, English, Spanish.  
Studies have  
pedagogical purpose &  
musical beauty. Sor,  
Tarrega, etc. Bream &  
SEGOVIA.  
ART 257-1808

**MUHAMMAD ALI CASSIUS CLAY**

**FLOAT LIKE A BUTTERFLY  
STING LIKE A BEE**

Plus Co-Feature

### "BLUE WATER, WHITE DEATH"

The hunt for the  
Great White Shark  
A CINEMA CENTER FILMS PRESENTATION  
A NATIONAL GENERAL PICTURES RELEASE

Evenings Only

ALI-8:00  
BLUE WATER-6:15 & 9:45  
\$1 until 6-1.50 after 6

**CAPITOL**



# ARTARTART

## Elvehjem: Little Windy City

Just the other day it was revealed that the most disliked state, according to "Map and Air Photos" students last semester, was Illinois. Methinks they mean Chicago. (Isn't Chicago and Illinois the same thing?)

With influences of Gary/Hammond(cough), the South Side (bang), and Mayor Daley (Daley!), who can blame e'em? But Chicago does have the greatest skyline in the U.S. (except San Francisco). And you don't have to be an Ada Louise (NYT) or Wolf Von (Post) to appreciate the view from the Adler Planetarium or McCormick Place.

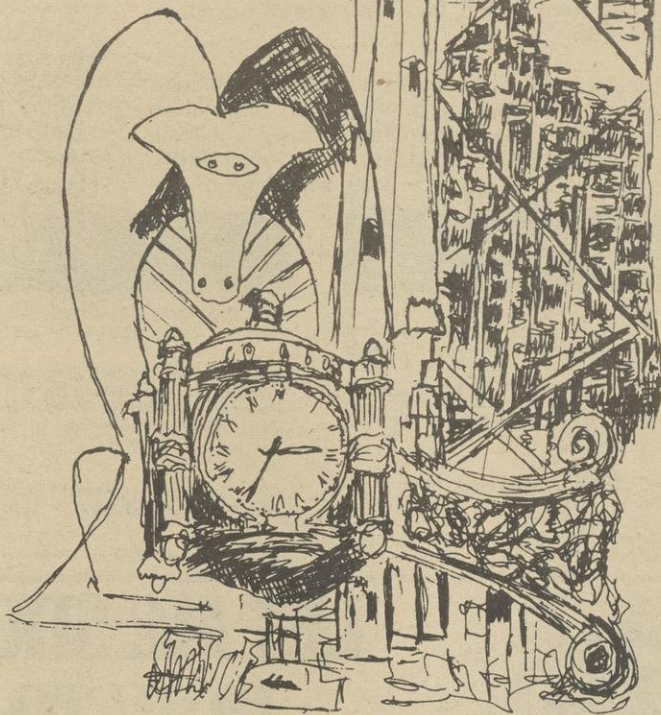
Much of Chicago's greatest architecture is not of skyline height though. The Elvehjem Art Center's current exhibit of early "Chicago School" architecture using photographs and schematic displays shows this—nothing of John Hancock or Sears Tower height or bulk. The Elvehjem exhibit is part of a national tour sponsored by the Smithsonian Traveling Exhibition and will remain in Madison until Feb. 14.

The more familiar structures in the exhibit include:

● **Robie House:** Save for the Kaufmann House in Pennsylvania (the one with the waterfall), the Robie House (1909) is the most beautiful modern house in America. The melodic, horizontal lines of the Robie change in apparent length with each shift of directional perspective. As Prof. Watrous of Art History tell his students, the varying perspectives of architecture provide a changing 3-D image, giving multiple pictures (as opposed to the 2-D of paintings). The Elvehjem exhibit provides many side views of this house. Unfortunately, the Robie's setting, the U. of Chicago campus, is incongruous compared to the Kaufmann setting—in a forest by a brook. Both houses are F.L. Wright creations.

● **Auditorium Building:** Inside the building is the Auditorium Theater which is a marvel of acoustic perfection and visual intimacy. Some of the upper balcony seats reach into the boonies but are usually discomfiting only for theatrical productions. The rest of the

building, now housing Roosevelt University, is boring except for the top floor library, once a ballroom. The building was completed in 1887 by architects



Adler and Sullivan.

● **The Rookery and Monadnock Building:** These landmark buildings were designed by the architectural team Burnham and Root. The Rookery (1885) features a gold ornamental spiral staircase which must be seen from the top or bottom steps for the full effect. The cobweb, skeletal, wrought-iron frames are also of interest and both of these lobby accents were remodeled by Wright. The Monadnock Bldg. (1891) has a massive, rippled, brick base with walls six feet thick.

Of course, the best thing is to walk through these buildings for yourself; but for second best, see the Elvehjem exhibit.

Coming up in the Elvehjem architecture scope are exhibits on chairs and Art Deco Architecture (e.g. Chrysler Building, N.Y.)

—KEMING KUO

## Poetry

Frances Kerr, Michael Hillel Roseman, Richard Cramer, Sharon Fredericks and Bill Rodriguez will present a reading or original poetry 8 p.m. Wed. Jan 29th at 8 p.m. Karma. Musical interludes will be provided by Sunflower, featuring Samuel Hager Marshall. The program is free.

## AUDITIONS! AUDITIONS!

Principals/supporting roles/  
chorus/dancers  
for

**JESUS CHRIST SUPERSTAR**

(a rock opera to be presented May 9, 10, 11)

**AUDITIONS TO BE HELD**  
Feb. 2, 3 from 7-11 p.m.

at the Madison Area Technical School Auditorium  
211 N. Carroll, Madison, Wisconsin

for further information and musical scores: call 257-6711, extension 204, or Room 225 of MATC. Peter Tiboris - Music Director and Producer. Tom Terrien - Stage Director and Choreographer. R. Cameron Monschein - Assistant Music director

**EVERYONE INVITED**

Triangle Productions  
Presents  
**GORDON LIGHTFOOT**  
SAT., FEB. 1—8:00 P.M.  
All Seats Reserved  
**\$6.00 \$5.00 \$4.00**

Tickets on sale at Coliseum Ticket Center, or Martin's Midwest Western Wear, 427 State St. Sorry, no checks day of show. Bank Americard welcome at Coliseum Ticket Center. Fri - Ticket Center open 9 a.m. to 8 p.m. Sat. - Ticket Center open 9 a.m. to showtime.

DANE COUNTY **MEMORIAL COLISEUM**

Above all...It's a love story. **James Caan**  
**Alan Arkin** **Freebie and the Bean**  
NOW **ORPHEUM** 1:00-3:15  
255-6005 5:30-7:45  
AND 10

You'll **FEEL** it as well as see it!  
An Event...  
**EARTHQUAKE** CHARLTON HESTON  
AVA GARDNER • GEORGE KENNEDY  
LORNE GREENE • GENEVIEVE BUIJOLD  
WED. SAT. SUN.  
1:00-3:15-5:30  
7:45 and 10:00  
THU FRI.  
MON. TUE.  
5:30-7:45-10:00  
NOW **CINEMA**  
2090 ATWOOD 244-5833

It's the hottest story since the Chicago fire...and they're sitting on it.  
**JACK LEMMON AND WALTER MATTHAU**  
**THE FRONT PAGE**  
and CAROL BURNETT  
NOW **STRAND** 1:00-3:15  
255-5603 5:30-7:45-10:00

WINNER  
NEW YORK CRITICS AWARD  
BEST PICTURE  
BEST DIRECTOR  
**FELLINI'S AMARCORD**  
MATINEES DAILY **STAGE DOOR** 1:00-3:15-5:30  
257-6655 121 W. JOHNSON 7:50 AND  
10:10

A SPECTACULAR WORLD OF NATURE!  
**WONDER OF IT ALL**  
"ONE OF THE BEST EVER MADE!"  
- Los Angeles Times  
NOW **HILLDALE** EVES 7 & 9  
238-0206 SAT. AND SUN.  
1-3-5-7-9

From the smash suspense novel of the year.  
**The dreaded ODESSA**  
...a clue in an old man's diary begins an incredible chase across two continents!  
JON VOIGHT MAXIMILIA SCHELL  
EVES AT **MIDDLETON** SAT. AND SUN.  
7:30 & 9:40 836-4124 1:00-3:10-5:20  
7:30-9:40



# Classifieds

## Housing

**22 LANGDON.** Furnished new deluxe studios, complete kitchen & baths. Air/cond. Ideal for single working persons, students, nurses, technicians. Reasonable rates avail, now. 257-1561 or 238-9301. — xxx

**CO-ED HOUSE.** kitchen, laundry, lounge-convenient. Reasonable. 255-8216, 222-2724. — xxx

**CAMPUS AREA** co-ed house needs 1 more female. 251-5608, 257-1476. — 10x6

**FEMALE ROOMMATE** needed: Own room close to campus. \$70/mo. Utilities paid, free parking. 255-6054. — 4x29

**222 LANGDON** Co-op, 1/2 double room for 1 male \$450 sem. rm. & bd. Call 256-5499, 256-9303. — 5x31

**SUBLET** furn. 3 bdrm. apt. for 3 or 4. \$260. Good location, 257-4435. — 3x29

**SUBLET:** furn. apt. 2120 University Ave. 3 1/2 month lease at \$125/mo. Must rent. 233-1729. — 3x29

**ROOM FOR A WOMAN** student in St. Francis' House (Episcopal Center) free in exchange for 10 hrs. work per week. Triple room, eating co-op, study, Call Fr. Lloyd or Ms. Chambers, 257-0688. — 3x30

**OWN ROOM** for woman in bottom half of house. Close by. \$76.25/mo. all util incl. 255-5394. — 4x31

**MALE, OWN ROOM,** quiet, S. Park, Arboretum, buslines, Kohl's parking \$70/mo. 1/3 utilities, Josh 262-3601 John 256-2150. — 4x31

**WOMEN** to share nice 4 bdrm. apt. Own room, util. paid. \$81.25/mo. Close to campus, 255-5124. — 3x31

**CAMP RANDALL,** furn. 1 bdrm. apt. Available soon. Util. paid, John 262-7898 am's or Judy 251-8738 pm's. — 3x31

**CAMPUS-CAPITOL** studio on the lake. Patio, balcony. The CLIFFD. WELLERS APTS. 251-3600, call 5-7 p.m. — 5x4

**MUST SUBLET** furn. 1 bdrm. near campus, parking, rent negotiable. 233-0280. — 3x31

**SINGLE ROOM.** Share bath. Kitchen priv. Free rent until Feb 15th. 505 Conklin Place. 255-8216. — 3x31

**VILAS AREA,** female, own room, large attractive house w/5 others. \$80. 1627 Madison St. 256-2188. — 2x30

**RANDALL AREA,** 2nd & 3rd floor of house. Very large completely furnished. Suitable for 4.5. Avail. mid-Feb. 251-8738 p.m. only. — 3x31

**MALE roommate** wanted, single room, \$80/mo. includes util. 251-6238. — 2x28

## Attention

**MEDICAL COLLEGE** Admission Practice Test. Nationwide test to prepare for actual MCAT. Test analyzed, score & percentile rank reported. \$12.00. Graduate Studies Center, 20 Fifth Ave. NY, NY. 10011. — 9x31

**FREE CATS,** calico, female; bwn/w male both gorgeous. Call 251-7108. — 10x7

## FREE FREE FREE

Write for our inflation fighting photo equipment catalogue. Compare our warehouse prices on cameras, darkroom equipment, and supplies. 1327 Archer St. San Luis Obispo, Calif. 93401

## Personal

**STEADY GIRL-FRIEND** wanted mus. be attractive, tall and in late-twenties. Send letter and photo to Doug, Box 5052, Madison, Wis. 53705. — 7x31

**MEN!—WOMEN!** **JOBS ON SHIPS!** No experience required. Excellent pay. Worldwide travel. Perfect summer job or career. Send \$3.00 for information. SEAFAX, Dept. V-2, P. O. Box 2049, Port Angeles, Washington 98362.

1" 4x3

**SILLY SWEDE** loves Polish delight. — 5x4

## Ride Needed

**TO MARDI GRAS,** 256-7546. — 5x30

## Wanted

**WANTED** old iron bed frame or just the foot or head board from an iron bed. 238-5234. — 10x6

**NEED** cheap car. Paul 257-3301. — 10x11

## Travel

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

**WHY WASTE YOUR TIME** on the road if you can have sun, sand & fun in hrs. by air from Madison? Come with us to Freeport-Lucaya, Bahamas for only \$299 air & hotel. TRAVEL CENTER, 544 State Street. 256-5551. — xxx

## Travel

**EUROPE FARES**—Economic charters to Frankfurt, London, Amsterdam, Paris, & Vienna, weekly departures from Chicago & N.Y. Eurail passes, international student ID's hostel info. Student charter flights. TRAVEL CENTER, 544 State St. 256-5551. — xxx

**NEW YORK,** depart March 21 or 27 return anytime up to 1 yr. \$106.74 round trip. Madison to LaGuardia TRAVEL CENTER 544 State St. 256-5551. — xxx

## Lost

**WATCH—OMEGA.** Please return it Suzy 257-7729, 262-0176. — 4x31

**REWARD \$50.00** for return or information to lost puppy, great Pyrenees, all white 35 lbs. Aurora, Call 257-4464 or bring to 202 N. Bassem. — 3x30

**KEYS,** Saturday, Langdon & Henry vicinity. Chris 257-3004. — 3x31

## For Sale

**SR-11 Calculator** w/charger. \$50. 249-4724. — 5x31

**MARTIN guitar** D-18. \$500. 255-3291. — 5x31

**LUDWIG** upright Piano, \$100. 256-5667. — 6x31

**AKAI STEREO** Tape recorder, very reasonable. 256-5854. — 3x31



## People, gather round

The People's History Project and the Wisconsin Alliance are co-sponsoring a people's history play of Wisconsin. We are told that Jean Nicolet discovered Wisconsin, that Henry Dodge developed the mines, and that women were given the vote. We don't go along with that.

Nicolet no more discovered Wisconsin in 1634 than Richard Nixon discovered China in 1971. The Native American people lived here for centuries. Dodge no more developed the mines than Rockefeller developed the oil industry. They were built by the

work of thousands of working men and women. Women were not given the vote in the same way that birds are given the ability to fly. It took years of demonstrating, protesting, and demanding till women won the vote.

There will be exciting tap dancing, music, and juggling in the play. And remember, as an old sage once said—"Life's a bowl of cherries, but most of us end up with the pits."

The performances are Thursday, Jan. 30 and Friday, Jan. 31 at 731 State Street at 8:00 p.m., and February 1 at East High School at 8:00 p.m.



## LET ME SHOW YOU HOW TO CUT YOUR READING TIME IN HALF IN JUST 5 DAYS!

*Evelyn Wood*

And It Won't Cost You A Single Penny To Find Out How!

It's really very simple when you know how.

With the internationally acclaimed Evelyn Wood Reading Dynamics System, I have shown over 500,000 people how to read at a rate they never believed possible. As an example:

To swallow the entire contents of a full-size newspaper page in just a minute and a half!

To absorb study material and literally gobble up any information - columns of facts and figures - even the classics - in huge mental-visual gulps!

To absorb information in a dull fourteen page business report in less time than it now takes to laboriously struggle through one page.

## THIS IS IMPORTANT:

**YOU WILL - WITH THIS NEWLY DISCOVERED ABILITY - UNDERSTAND EVERY WORD, EVERY PARAGRAPH, EVERY PAGE YOU ABSORB AT THIS EXCITING NEW SPEED.**

**AND - THIS NEWLY ACQUIRED INFORMATION WILL BE FILED AWAY IN YOUR MEMORY FOR INSTANT RECALL WHENEVER YOU NEED IT!**

My system has taught United States Presidents.

**SPECIAL DRAWING FOR FREE SCHOLARSHIP (THIS WEEK)**

Congressmen, Senators and other world leaders. Evelyn Wood Reading Dynamics has been taught to top executives of many of our leading corporations. To thousands of students who found it absolutely necessary to absorb huge amounts of material in a limited time.

## FREE LESSON!

Come to my free 'mini-lesson' and discover how rapidly you can absorb the secrets that will allow you to read up to 6000 words a minute --- Think of what this will mean to your school grades --- to your business career --- and to the great need to simply absorb information at a rate that will allow you to compete intelligently in every area of your life --- all without giving up a minute of your free time. In fact - this new-found ability will give you more time, more fulfilling time - every day of your life!

## COME TO FREE MINI-LESSON:

UNIVERSITY Y.M.C.A.  
306 N. BROOKS 7:30 P.M.

Wednesday, Jan. 29  
Thursday, Jan. 30  
Friday, Jan. 31  
Saturday, Feb. 1

7:30 P.M.  
7:30 P.M.  
7:30 P.M.  
11:00 A.M.



Special Student Rates  
and Payment Plans Available  
**EVELYN WOOD  
READING DYNAMICS**

## Services

**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 midnite. — xxxxx

**NEW YORK Times.** Sunday home delivery. 241-0334 after 5 p.m. — xxx

**RUSH PASSPORT** photos. Taken by noon, ready by 3 p.m. 2 for \$5.00. 1517 Monroe St. Near the fieldhouse. Free parking. 251-6844 — xxx

**BIRTHRIGHT**—alternative to abortion, 255-1552. — xxx

**TYPING** — theses, manuscripts, etc. 244-8497. — xxx

**ABORTION REFERRAL.** Contraception & sterilization. ZPG, P.O. Box 2062, 238-3338, 255-0641. — xxx

## Employment

**WAITERS** needed for lunches. Work 30-40 minutes in exchange for large lunch, good food. Apply at Villa Maria Kitchen, 615 Howard Place, or call 256-7731. — 4x3

**PROFESSIONAL PHOTOGRAPHER** needs female nude figure models. No experience necessary. Good pay. 249-3680 eves. 5-9 p.m. — 15x6

**PROFESSIONAL PHOTOGRAPHER** needs female nude figure models. No experience necessary. Good Pay. 249-3680 eves. 5-9. — 15x5



# UW trackmen to face stiff test

By GARY VAN SICKLE  
of the Sports Staff

"It will be another barn-burner," said University of Wisconsin Track Coach Bill Perrin in reference to Saturday's indoor meet with Alabama.

The meet, to be held in Camp Randall's Memorial Building, will start at 3:30 p.m.

WISCONSIN WILL attempt to gain some measure of revenge. Alabama topped the Badgers last year, 80-63, though as Perrin

pointed out, "17 points is not many to lose by."

"I expect this year's meet to be much closer," Perrin said. "This will be our most exciting meet since the Tennessee meet two years ago."

Though Perrin expects the Crimson Tide to severely test Wisconsin in the field events, "if we can rely on our middle distance runners to make the difference in the meet."

Holding their own in the field

events shouldn't be too difficult for the Badgers with record-setting Kim Scott, Bob Sather, Mark Grzesiak and Dag Birkeland.

SCOTT, sophomore pole vaulting sensation, broke school and building records with his 16 foot 7 inch vault during the Badgers' 60 point crushing of Northern Illinois and Iowa State last weekend.

Sather and Grzesiak cleared 6-10 and 6-8 respectively on their way to a one-two finish in the high jump, while Birkeland proved as capable in the triple jump as he usually is in the long jump, winning that event with a 45-7 1/2 mark.

"The fans can probably look for more records to fall in this meet," said Perrin. "Scott's ready to clear 17 feet and I think Sather is just about to come into his own and clear 7 feet."

Should Perrin have to rely on the likes of Badger "middlemen" Steve Lacy, Jim Fleming, Mark Johnson and Dan Lyndgaard to make the difference in the meet, it is not exactly an unpleasant thought.

FRESHMAN LACY got his first two college victories last week by winning the 1,000 in 2:13.7 and the mile in 4:09.6. Fleming ran a record 13:54 three-mile two weeks ago in the Wisconsin United States Track and Field Federation meet. Lyndgaard came in behind Lacy in the mile with times of 4:11.5 and 4:15.5 respectively, and Johnson turned in a 9:02.2 two-mile time.

"We've got good, solid people," said Assistant Track Coach Dan McClimon. "For us to win though, it's important that everybody runs tough."

Especially since Alabama has many key people returning who won events in last year's Wisconsin-Alabama meet. Sprinter Tom Whatley, who won

both the 60 and the 300, will be back. So will Mike Grant, winner of the high hurdles, and Henry Orum, who took the long jump title and placed second in the hurdles and the triple jump. Steve Bolt, a miler owning a best time of 4:02, also returns.

"They're a well balanced team," said McClimon. "We'll need good, solid performances to beat them."

COMBATTING THE Crimson Tide's speed may be the Badgers' hardest job, even though Wisconsin co-captains Chuck

Bolton and Tim Rappe are quick and versatile. Exciting Mark Sang, the talented Kenyan and a favorite of the fans who ran a superb 1:51 880 last week while also sparkling as anchorman of the mile relay team, should give Wisconsin needed strength in this area.

Tariq Mughal, the Badgers' top sprinter, is still on the injured list and may not see action. Of the other injured, McClimon said Dick Moss will likely run but Mark Randall probably won't.

"Alabama is as good as ever, if not better, but I think we're also better," said head coach Bill Perrin. "Just how much better we'll find out Saturday."

page 11—Wednesday, January 29, 1975—the daily cardinal

## 3 Buckeyes selected in 1st round of draft

For the second consecutive year, Ohio State has led the nation in the number of first-round picks in the National Football League's draft of college players. New Orleans, drafting 12th picked the Buckeyes' All-America offensive tackle Kurt Schumacher, Los Angeles chose tight end Doug France and Oakland selected defensive back Neal Colzie ... Last year, Buckeyes John Hicks, Rick Middleton and Randy Gradishar were all picked in the first round ...

Two other Big Ten stars, Purdue's Larry Burton and Michigan's Dave Brown, were selected in the first round Tuesday, by New Orleans and Pittsburgh, respectively ... The Green Bay Packers chose Southern Cal guard Bill Bain in the first round. Other early Packer picks included Willard Harrell, running back from the University of the Pacific, and Ohio State defensive back Steve Luke ...

According to the Associated Press, California Quarterback Steve Bartkowski, the No. 1 pick in the draft, doesn't feel like a "slave" to the system and would probably "play for nothing." Noting that Bartkowski was drafted by hapless Atlanta, one office wag said "play for nothing is right" ...

Through the first seven rounds, no UW players were picked ... Dan Frost, leading scorer for Iowa's basketball team, will be lost indefinitely with a broken hand suffered Saturday against Minnesota ... Former UW track star Glenn Herold turned in his best 2-mile time ever Monday, running an 8:34 at a meet in Indiana ... Rocky Bleier, Pittsburgh Steeler running back from Appleton, Wis., was awarded the Most Courageous Athlete of 1974 award by the Philadelphia Sports Writers Assn. ... Through Monday's action, UW student Diane Holum, the former Olympic speed skater, held fifth place in the Women's Superstars competition at Rotonda, Fla. ...

## Downhill

### SKI PACKAGE

The Mogul Smoker  
Spalding Sundancer ski  
Caber Targa Boot  
(includes Northland binding, mounting and bottom preparation)  
Save \$55

RUCK SHACK

\$165



OWNERS ARE

VERY WISE!!

ESPECIALLY when they deal with

**BRUNS VOLKSWAGEN, INC**

1430 N. STOUGHTON RD.  
MADISON, WI. 244-5637



**OPEN WEEK NIGHTS 'TIL 9**

**STUDENTS! Does your BUG need Service?**

**FREE**

WITH THIS  
COUPON—

48-Point Vehicle Inspection on your VW (any model or year.) For appointment call 244-5637  
Offer good thru Feb. 28th



**BRUNS VW**

East Washington at Hwy. 51.  
Service Hours 7:00 - 5:30 M-S

## INTERVIEWING SCHEDULE

(PREPARED BY CAREER ADVISING AND PLACEMENT SERVICES)

Campus interviews scheduled for week of February 3rd, 1975

Check with your placement office for changes and additions

**LETTERS AND SCIENCE** (All majors unless otherwise indicated) 117 Bascom Hall Chemistry at 1376 New Chem. Bldg.

Abraham & Straus B All majors and text. & clothing majors for the executive management development program

General Casualty Co of Wis economics majors at 107 Commerce

Insurance Services B Math and Ap. Math (Act. Sci.)

S S Kresge Co B Economics, Political Science & Psychology

Mead Johnson & Co Chemistry

Charmin Paper Products Co schedule for technical management for B Ap. Math, Chemistry, Geology, Physics

Wisconsin Electric Power Co B/M Computer Science

Xerox all majors sales representatives

Institute Paper Chemistry Graduate School Chemistry

Action Peace Corps/Vista all majors

ERDA (Formerly Atomic Energy Comm) MS

Indus. Relns and Environ. Studies

U S Dept. Commerce Social and Economic Statistics - Math, comp. sci. statistics and other related majors

McGeorge School of Law Sacramento, Calif. students come to 117 Bascom to learn about their program

**AGRICULTURAL AND LIFE SCIENCES** 116 AGR. HALL

George A Hormel & Co.

Action Peace Corps/Vista

**PHARMACY** 174 Pharmacy

Mead Johnson

**BUSINESS** 107 Commerce

Abraham & Straus

Cleveland Trust Co

Connecticut General Life Ins.

Coopers & Lybrand actuarial

First National City Bk. N.Y.

General Casualty Co. of Wis.

General Electric

General Mills Inc.

Haskins & Sells

Illinois Tool Works

Insurance Services - act. science

S S Kresge Co

Ladish Co.

Laventhol Kreckstein Horwath & Horwath

Marine National Exchange Bank

Metropolitan Life Ins.

The Milwaukee Road

Nekoosa Edwards Paper Co.

New England Mutual Life Ins.

Occidental Life Ins.

Oscro Drug Inc.

Peat Marwick Mitchell & Co

R J Reynolds Industries Inc.

Wisconsin Electric Power Co.

Xerox sales representatives

Arthur Young & Co

Action Peace Corps/Vista

U S General Accounting

ERDA (Formerly Atomic Energy Comm)

U S Dept. Comm. Social & Economic Statistics 117

Bascom

**ENGINEERING** 1150 Engr. Bldg.

Barber Colman

Borg Warner Chemicals

Bucyrus Erie

FMC Indus. Chem. Div. Wyoming & Pa. & Northern

Ordnance

General Dynamics

General Electric

Globe Engineering

Hewlett Packard Co

ITT Research Institute

Illinois Tool Works

Interstate Power

Johnson Controls Inc.

Marathon Electric Mfg. Corp.

Mead Johnson & Co

N L Industries

Penn Controls Div. Johnson Service

Charmin Paper Products Co

Rexnord Inc

Rohm and Haas Co

State of Illinois Dept. Transportation

Stauffer Chemical

Warner & Swasey Co.

Westinghouse Electric Corp.

Wisconsin Electric Power Co

Institute Paper Chemistry

Action Peace Corps/Vista

U S Army Corps Engineers

ERDA (Formerly Atomic Energy Comm)

U S Dept. Comm. Social & Economic Statistics 117

Bascom

U S Patent

**FILE BY Feb. 20th for the March (PACE) and by April 30th for the May examination.**



# A disgrace to sports journalism

By JIM LEFEBVRE  
and PETE ETZEL  
Sports Editors

To put it simply, it was a disgrace to the profession.

Monday night on Channel 27, sports journalism was dragged to the depths when Gary Bender and Rick Reichardt "reported" the Wisconsin-Michigan basketball game for the Wisconsin Television Network.

CALL IT HOMERISM. Shilling. Cheerleading. Whatever. It was disgusting. And it doesn't deserve to pass by unnoticed.

"Smiling Gary," the versatile TV and radio man whose motto seems to be "Make money, not waves," and Reichardt, the former UW and major league baseball star with little broadcasting experience to speak of, made a farce of sportscasting. Their slanted report of the game was a prime example of the degenerated condition of sports journalism and reaffirmed the need for more impartial reporting.

The list is virtually endless. Probably most offensive was the use of the word "we," the most telling yardstick of biased coverage. Everything was "we." "We really need a basket here ... We really need to break this losing streak ... We have to keep them from scoring."

To hear Reichardt tell it, every foul committed by a Wisconsin player was a "good one. He had to foul him to prevent

the basket." Reichardt, who was doing only his second TV broadcast, wasn't afraid to go after the officiating. Unfortunately though, he only questioned calls that went against Wisconsin.

"I WONDER WHAT kind of job I did," Reichardt said to a member of the Wisconsin traveling party following the game.

Not much of one, Rick. Especially annoying was the way you shrieked such phrases as "Atta boy, Bruce" and "Let's get 'em now, guys." Outright cheers, there's no other way to describe it.

Another sickening habit of Reichardt's was the constant use of the word "professional." Boy, that was a professional play Koehler made," he must have said a thousand and one times. Does Reichardt know something about Koehler's financial status that we don't know?

And of course, Bender couldn't let the second half go by without doing a little ticket selling for the Wisconsin Athletic Department. "Remember, the Badgers play Iowa at the Fieldhouse this Saturday. The guys really need a big crowd out there." Oh, do they?

THE SHOW WASN'T limited to Reichardt and Bender, either. At half-time, they "threw" it back to the studio in Madison where Marshall Shapiro got in a few "we's," like "let's hope we can keep this up and win the game" in his few agonizing minutes on the air.

It's no coincidence that many of the sportscasters who are most liked and respected — by fellow journalists and fans alike — are those who are impartial.

Probably the classic example is Vince Scully, the voice of the Los Angeles Dodgers. Of course, Scully has more than impartiality going for him ... that perfect broadcasting voice, a good flow of meaningful information over the air, etc. But he shows that a sportscaster doesn't

## Sports analysis

have to gloss over the home team's shortcomings and lead the cheers to be popular.

Bender, if anybody, should know that. He seems to have no trouble being impartial when doing the Big Ten Game of the Week for the TVS Network. The fact that he was selected for the TVS job must mean his technical skills are respected. But where does his impartiality go when he takes the mike for a Wisconsin game? Why should it be any different from one of his TVS games?

IT WAS ANNOUNCED last week that Bender will team with Jim Irwin (his partner for Badger and Packer football broadcasts) for 30 Milwaukee Brewer telecasts this summer. Irwin, it was reported, would not agree to terms until

he was assured by Brewer President Bud Selig that the duo would have complete freedom on the air.

We wonder if Bender had similar concerns. Fortunately for viewers, Irwin is regarded to be an impartial sports-caster. Well, one out of two isn't bad.

We, as journalists, feel insulted, sickened and enraged by "reporting" jobs such as the one Bender and Reichardt did Monday night. It was ridiculous. And what about the average fans? Isn't their intelligence also insulted by people like Bender and Reichardt? The fans can see what's happening on the court; if they want to cheer at their TV sets, fine. But then, are Bender and Reichardt even necessary? Do fans actually like to hear "expert analysis" of only one side of a ball game? We doubt it.

To be sure, Bender and Reichardt are certainly not alone. "Homers" abound in the sportscasting — and unfortunately, sportswriting — and there are several examples handy, including some of the people who report other sports here at Wisconsin. But Monday's TV performance was the most blatant, disgusting case of TV homerism we — and no doubt a good number of other people — have ever witnessed.

"I sure hope I get to do more of these games," Reichardt said after the game.

Any time, Rick. But you and Gary should leave the pom poms home for a change.

## Criticizes Powless

# Agardy reflects on quitting

By CHUCK SALITURO  
of the Sports Staff

ANN ARBOR, Mich.—There was one very interested spectator here at Michigan's Crisler Arena for Monday night's basketball game between the Wolverines and the Wisconsin Badgers.

Tom Agardy, former center for the Badgers who quit the team and left school in December, attended the game, a 75-73 overtime victory by Michigan.

IN AN EXCLUSIVE interview with a Daily Cardinal reporter, Agardy said his decision to leave Wisconsin stemmed partly from the manner in which Coach John Powless and his staff handled him in practice.

"Basically from the way they (the coaches) worked with me, I wasn't learning anything," said the 6 foot 11 inch sophomore. "My movements were being restricted to conform to their patterns and then they would turn around and tell the press that I was mechanical in my play. The coaches were limiting my actions to just certain areas on the floor. I couldn't go near the top of the key. I felt like a chain."

Powless, in an interview Tuesday morning, defended his handling of Agardy. "Almost everything we did offensively was geared toward him, but his movement was so mechanical and limited that he had to be restricted," Powless said.

"We had definite things we wanted him to do. We wanted him to either shoot the hook in the center of the lane or take the shot off the board. He didn't want to do any of this."

AGARDY DECIDED to leave Wisconsin after the Badgers' third game of the season, an 86-84 victory over Iowa State Dec. 7 in the Fieldhouse. Agardy had not



JOHN POWLESS

played against the Badgers' first two opponents, Ohio and St. Mary's, and after sitting on the bench for the third consecutive time against Iowa State, he became "fed up."

"After the first game, I rationalized not playing by saying to myself that they wanted the junior college transfer (Bob Johnson) to play to see how he could do," Agardy said. "After the second game, I was practicing as the No. 1 center. I thought for sure I would play."

"It was just too much when I didn't play. Just five minutes of playing time is all I wanted, even a freshman wants to play for five minutes," Agardy added.

According to Agardy, Powless told him he would definitely play in the Stanford game Dec. 18, but Agardy felt he had to make an

immediate decision whether to leave or stay at Wisconsin. Agardy said he informed Powless of his decision to leave before practice on Dec. 14.

POWLESS, who said there was no such thing as a No. 1 center in practice at the time Agardy was with the team, recalled the day Agardy said he would leave.

"I had told Tom that against Stanford he was going to play," Powless said. "He came in before practice and said, 'coach, I have something to tell you.' Then he said, 'I'm quitting! — it could have knocked me over.'"

After speaking with Agardy, Powless said he asked him to talk with Assistant Coach Dave Vander Meulen about his decision to leave. "I just thought he should talk to everyone," said Powless, who also suggested Agardy talk to an academic advisor. "I told him that before he left Madison, I wanted to see him again."

Agardy remained firm in his decision and did not come back to Powless although he did speak with Vander Meulen and the advisor.

POWLESS BELIEVES that Agardy did not concentrate enough on basketball. "If you come into practice for two hours, your mind has to be there for two hours," Powless said. "It really is a shame because the guy isn't in school; he is totally wasting his time. He's throwing away an education."

Agardy, who admitted he "didn't always have his head together," stayed in Madison for about a week after he informed Powless of his decision even though he had also taken his last

exam of the semester. "I wanted to stay around to get things straight," Agardy said. "I wanted to make sure I wasn't going off the deep end."

Agardy's career at Wisconsin had been anything but stable. After being recruited from Allen Park (Mich.) where he was a high school All-American, Agardy played on the varsity reserve squad under Ted Voight, now a high school basketball coach in Northern Wisconsin.

"Ted Voight helped me a lot. I was sorry he left," Agardy said. "I appreciated what I learned from him. I learned a lot from other coaches but it was in spurts. I wasn't learning continuously."

NOR DID AGARDY learn much in the class room, either. He was scholastically ineligible during his second semester of his freshman year. Asked if the ineligibility affected him in any way, Agardy said, "It made me hungrier. I worked all summer improving my shooting and rebounding."

But Agardy, who averaged 24.2 points per game as a freshman, had his improvement abruptly halted in October when he fell and injured his knee. "I was running and slipped on a patch of ice," Agardy said.

According to sources close to the team, Agardy was under the influence of alcohol at the time of the incident.

The injury caused Agardy to miss two weeks of practice and it also hampered him in sessions



TOM AGARDY

when he returned to the team. This, according to Powless, was the reason Agardy did not play in the opening games. "He just didn't play well enough," Powless said. "He missed half the practice sessions."

"IT ALL COMES back that I had something against Tom because we didn't take him to Japan," said Powless referring to the Badgers' summer basketball tour of that country. "It's an NCAA rule that you have to be scholastically eligible to make a trip like that."

At present, Agardy is not enrolled in school. He lives with his parents in Plymouth, Mich., and may attend the University of Michigan. "They (Michigan) said they were interested in me and there would be a scholarship," Agardy said.

However, according to Jim Dutcher, assistant basketball coach at Michigan, Agardy would have to first attend a junior college to raise his 1.9 grade point to 2.0 and that Michigan would not guarantee a scholarship.

"We would have to decide in practice after comparing him to people we recruited and the talent available at the time as to whether we would give him a scholarship," Dutcher said.

## Women's cage team rips UWM, 75-55

Kris Condon scored 20 points Tuesday night to lead the Wisconsin women's basketball team to a 75-55 victory over UW-Milwaukee in the Fieldhouse. The victory was the sixth for the Badgers this season against only three defeats.

Wisconsin jumped to a 7-0 lead in the first five minutes of the game, but the Panthers slowly chipped away at the Badger advantage and trailed only 24-23 midway through the half.

THE BADGERS HAD a five point margin at halftime, 30-25, and pulled away in the second half to win easily.

The scoring output was the highest for the Badgers this season. Many of the points resulted from easy lay-ins off of fast breaks.

The Badgers will return to action Saturday when they travel to Stevens Point to play UW-Stevens Point.

## Intramural Scoreboard

### 5-MAN BASKETBALL TUESDAY'S RESULTS

**Dorms**  
Gilllin 64, Barr 54  
Callahan 54, Mayhew 31  
Detling 39, Perkins 31  
Beale 45, Frisby 39  
Page 34, Cairns 29  
**Grads**  
USP Hot Dogs 50, Agronomy 42  
Chegs 41, Philosophy 31  
Flukes 42, W. M. 280 23  
McArdle Red 63, Best-Ray-K 30  
Entameology 34, P. Farmers 21

Lazy Legs 40, BALSA 41  
Cowabungas 41, Anthropology 25  
C. Demons 45, N. Factum 23  
Doty Boys 43, URPL 37  
**Frats**  
K. A. Psi 35, A. G. Rho 31T  
T. K. Epsilon 55, D. Upsilon 46  
Evans 51, T. Chi 34  
**Independents**  
R. Estate 52, Go-Nads 43  
Pacers 60, C. Cadavers 34  
Magnificent 7 51, S. Eagles 23  
B. Boys 52, P. Reds 51  
Y. Nippers 34, 132 B. Terrors 33

Luggars 67, B. Bananas 49  
B. Team 64, O. Apus 52  
Play 52, Kicks 46  
P. Kings 2, Booker T's (forfeit)  
M. Dribblers, 40, W. Teabaggers 39  
Rugby #2 39, D. Cardinal 22  
C. B. Cool & Gang 45, J. Jive 517  
B. Team 53, H. Red 21  
Frankenberger 36, Seabhdgers 38  
Up-From-Gutter 62, IRC 36  
V. House Inc. 37, B. Bruins 21  
R. Runners 77, ASAE 22  
Wombats 40, Maulers 37