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Eat it! Cardinal special food issue

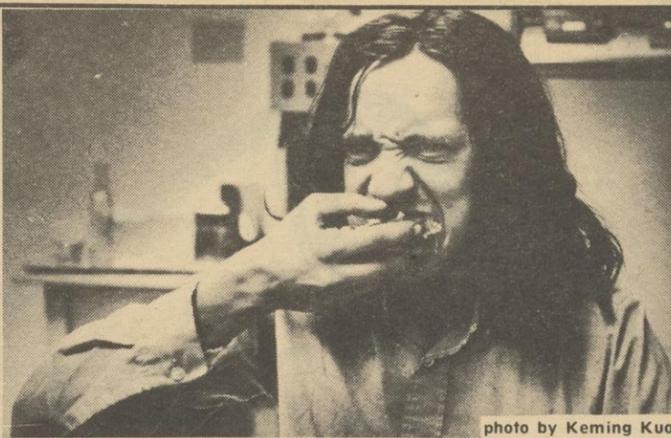


photo by Keming Kuo

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THE DAILY CARDINAL

VOL. LXXXV, No. 36

The University of Wisconsin-Madison

Monday, October 14, 1974

Gubernatorial candidates meet in debate

By KEMING KUO
of the Cardinal Staff

Seven candidates running for governor in Wisconsin debated the state's economic issues last night as part of a four-part, live, TV-radio series on WHA.

Republican candidate and former Madison mayor William Dyke arrived just nine minutes before the show's broadcast and this, in the opinion of many media and political observers watching the show, was the highlight of the evening.

Dyke, who said earlier that he desired only to debate with incumbent Gov. Patrick J. Lucey, continually criticized Lucey's part in providing tax relief for industries known as the "M and E tax exemption." The program, approved by the legislature, was supposed to promote factory expansion and allegedly draw more business support for Democrats.

Dyke said tax relief could not "be done by shifting tax burdens about" and wondered "who's paying for the governor's generosity." He again urged the resignation of David Adamany, state revenue secretary and UW political science

professor, saying Adamany "has forgotten about the Wisconsin taxpayer. Adamany has held several Lucey-appointed committee positions. And Crazy Jim (James Groh of Milwaukee) urged a Wisconsin state lottery and race track.

CRAZY JIM seated strategically between Dyke and Lucey, said he "don't have no political ties" and was for having "working people in the government." Crazy Jim also urged the creation of WPA projects to take people off welfare and "learn 'em a trade."

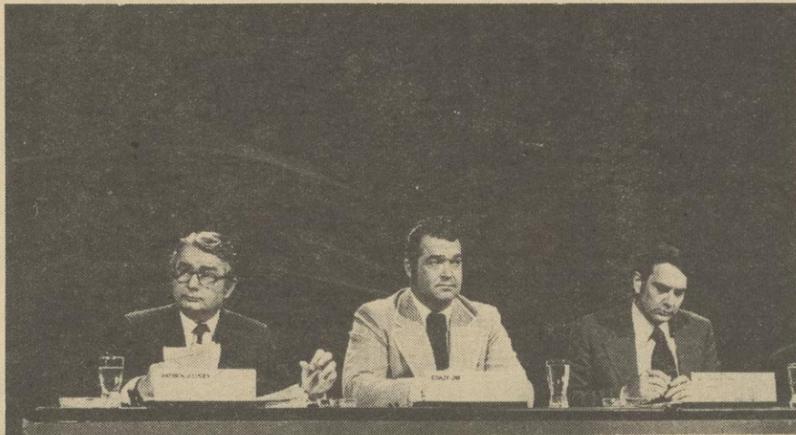


photo by Keming Kuo

Other candidates on the two-hour telecast were Fred Blair, independent candidate, William H. Upham of the American Party, Socialist party candidate William Hart, and Georgia Cozzini of the Socialist Labor Party.

These four candidates aired their various party philosophies with Blair, Ms. Cozzini, and Hart criticizing capitalism and profit-oriented programs.

Asked to justify a Wisconsin tourist office on Michigan Ave. in Chicago, Lucey said small northern Wisconsin communities often rely solely on tourism and needed the promotion. Hart dismissed a former plan to have a state official follow a sample of the "world's largest cheese" east to promote tourism.

AND CRAZY Jim again suggested racetracks be built and said "people from all over the world would come to Wisconsin." Deep-sea diving was proposed as a further tourist incentive by Crazy.

WHA officials said the airing of "Kojak" and a Frank Sinatra special would limit the show's audience. Complaints from viewers also arrived to WHA asking "when the political debate would be over."

Greene, Buckeyes crush UW 52-7

By JIM LEFEBVRE
Sports Editor

COLUMBUS, Ohio—Two college teams played a football game here Saturday afternoon under cloudy, sometimes drizzly skies.

But don't tell that to the huge majority of the record crowd of 87,717 that jammed Ohio Stadium. For most of the game, all they saw were the No. 1-rated Ohio State Buckeyes, who followed the lead of their brilliant quarterback Cornelius Greene and hung a 52-7 defeat on the University of Wisconsin.

GREENE, A junior from Washington D.C., was absolutely superb, slipping through the Badger defense for 146 yards rushing and completing five of seven passes for 81 yards.

His teammates were nearly as impressive, showing the strength, speed and versatility that have prompted many observers to suggest that this is the best OSU team in the glorious 24-year reign of Buckeye coach Woody Hayes.

"I can't remember when our offense and our defense both played as well on the same day," the venerable Hayes told an army of reporters after the game. "We beat a good team today; we regard Wisconsin as a helluva team."

To be sure, Wisconsin looked like a helluva team in the first three minutes of the game. The Badgers took the opening kickoff and marched 80 yards in six plays, with Gregg Bohlig hitting Ron Pollard for a 37-yard TD pass. But

after Vince Lamia added the extra point to make it 7-0 Wisconsin, it was the Buckeyes' ball game.

WITH GREENE running the option play to perfection, tailback Archie Griffin notching his 16th consecutive 100-yards-plus game and the OSU defense taking advantage of an off day on Bohlig's part, the Buckeyes handed UW its biggest defeat, point-wise, since a 62-7 debacle in Columbus five years ago.

"This is the best football team I've seen since coming to the Big Ten," said Badger coach John Jardine. "I don't say that to make us look any better. As good as we were last week, we were as bad today. We just didn't execute well at all."

Bohlig had what was probably the worst day of his career, completing only seven of 17 passes and falling victim to four in-

terceptions. "He just had a poor day, that's all," said Jardine. "A couple times, he hurried his passes; he was under a great deal of pressure."

The Buckeyes began their awesome offensive show with Greene going 23 yards on an option run off their first play from scrimmage. OSU was stopped at the Wisconsin 26, though, and had to settle for Jim Klaban's 43 yard field goal.

THE NEXT time OSU had the ball, it took just six plays to get into the end zone, with Griffin going through a gaping hole in the left side of the line for a nine-yard TD run.

Earlier in the second quarter, the Buckeyes appeared to be stopped at their own 45. But the Badgers were detected clipping before Ohio State's punt rolled dead, giving the Bucks a first-and-ten at Wisconsin's 40.

Jardine declined to label the penalty as the game's turning point, but Hayes called the play "a big break. It was about all we needed, I guess."

In any event, the Buckeyes steamrolled to a TD in seven plays to go ahead 17-7. From Wisconsin's 16, Greene rolled around right end and was stopped at the five by Ken Simmons, but lateraled to wingback Brina Baschnagel who went into the end zone unmolested.

OSU's next drive was capped by an 11-yard Green TD run, making it 24-7 at halftime. The Buckeyes scored four touchdowns in the second half, three of which were

set up by interceptions. Sophomore Bruce Ruhl, who had given up the touchdown to Pollard, finished the day with three thefts and (with Greene) was awarded a game

ball. "No, I didn't foresee anything like this," said Jardine of the lopsided result. "If I did, I would've stayed home."

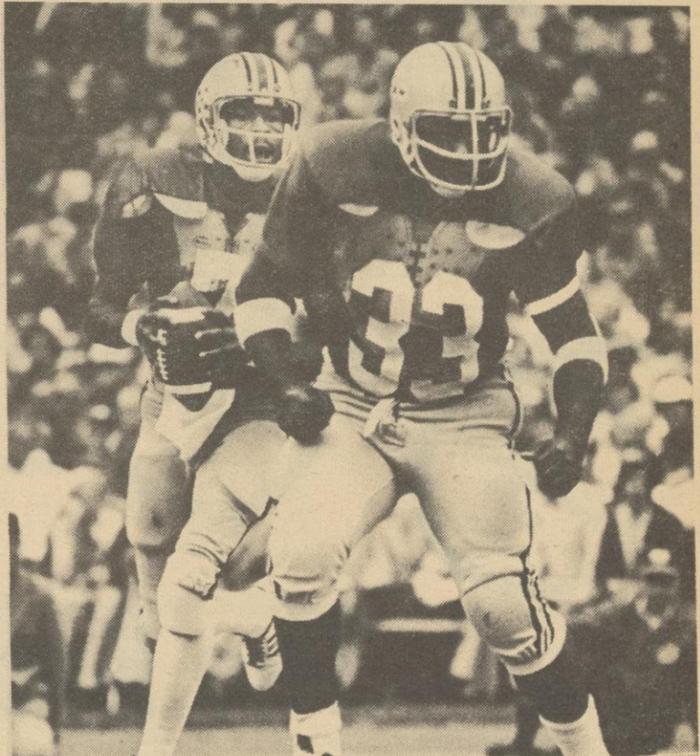


photo by Harry Diamant

OHIO STATE quarterback Cornelius Greene (7), shown here following fullback Pete Johnson (33), ran and passed for 227 total yards Saturday as the Buckeyes handed Wisconsin a 52-7 defeat.

	UW	OSU
First Downs	23	23
Yards Rushing	199	359
Yards Passing	125	90
Total Yards	324	449
Passing	7-18-5	6-8-0
Fumbles-lost	2-0	1-1
Penalties-yards	1-15	7-53
Punts	4-34	0-0

WISCONSIN 7 0 0 0 —7
OHIO STATE 10 14 14 14 —52

UW—Pollard, 38, pass from Bohlig (Lamia, kick).
OSU—FG, Klaban, 43.
OSU—Griffin, 9, run (Klaban, kick).
OSU—Baschnagel, 5, run (Klaban, kick).
OSU—Greene, 11, run (Klaban, kick).
OSU—Henson, 2, run (Klaban, kick).
OSU—Baschnagel, 6, pass from Greene, (Klaban, kick).
OSU—Greene, 6, run (Klaban, kick).
OSU—Morrison, 4, run (Klaban, kick).



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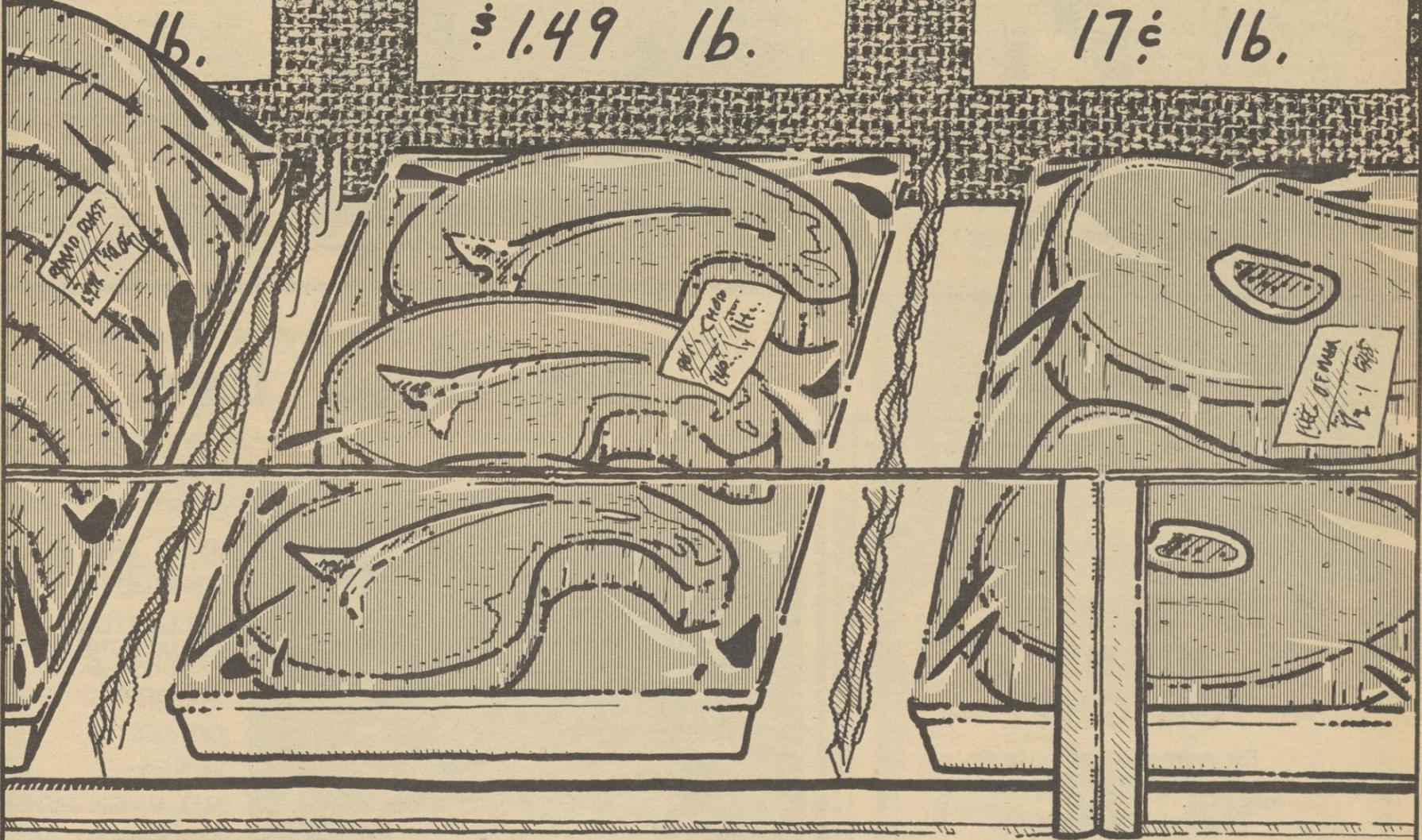
INSIDE
American nutrition pg. 5
Food Stamps pg. 6
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M. Gray

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ROCKY ROCOCO

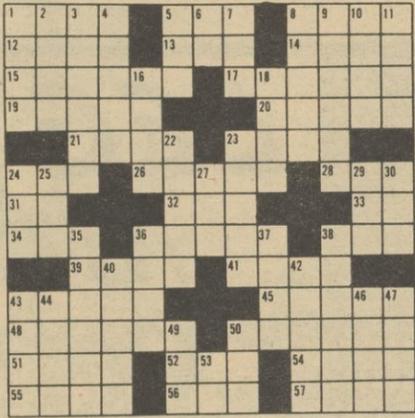
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Answer to Puzzle No. 147



- ACROSS**
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 - Chore
 - A tool
 - Apple tree
 - Hindu goddess of splendor
 - Feminine name
 - A tool
 - A tool
 - Cheers
 - Monetary unit of India
 - Third son of Jacob
 - Opera: ---- fan tutte
 - Contraction
 - Supplicate
 - A tool
 - Air Corps (ab.)
 - Agency that controls interstate trade (ab.)
 - West Indies (ab.)
 - A tool
 - A tool
 - Suffix: diminutive
 - In the same place (ab.)
 - Montreal fair, for short
 - A tool
 - Playwright Edward ----
 - Untidy person
 - Stings
 - Auk genus
 - "Trumped my ----"
 - Greek temple
 - Word used with car and football
 - A tool
 - Thrall
- DOWN**
- Make out
 - Alms
 - Certain tools
 - The white poplar
 - Roast beef *au* ----
 - Order of Merit (ab.)
 - Exclamation of disgust
 - Brother of Romulus
 - Target for deodorants
 - Pintail duck
 - Peel
 - Please answer (ab.)
 - 16 1/2 feet make - (2 words)
 - Greek epic poem
 - Hide
 - Mahal
 - "Here" in Chamonix
 - Combining form: outside (var.)
 - A tool
 - Kind of dessert
 - Counterpart of mistress
 - *et écrire*
 - Test
 - Charmed snakes
 - A tool
 - A tool
 - As quickly as you can (ab.)
 - Abalone shell money
 - Harrow's rival
 - Abstract being
 - Of the nose (Lat.)
 - Stitch
 - Symbol: calcium



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ROCKY ROCOCO

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High food costs threaten Norm Ace's whole existence

By **BARB BOOKEY**
of the Cardinal Staff

The current high food costs certainly aren't hurting McDonalds or scaring Arbys. But for Norm Ace, manager of the Donut Factory, 1330 Regent St., they're a real threat.

LIKE MANY local restaurants and food outlets across the country, it is taking a severe

beating from the escalating cost of food.

Staple products have taken the greatest leap in price. And it is staples that Norm Ace primarily needs. In the past year, the cost of sugar has more than tripled. Last year Norm was paying \$11 per 100 pounds. Now he is paying \$45 for the same amount. Flour, which last year cost \$21 per 100 lbs., is

currently selling for \$32. Shortening has increased 40¢ per lb., and there doesn't seem to be an end in sight.

IN FACT, IT is predicted that sugar prices will take another gigantic leap early next year. If these predictions prove to be correct, Norm Ace, father of five, will be forced to close down his Donut Factory. He says, "I'm doing okay now but if prices go up the way they say they will by the first of the year, I'm just going to close up—turn the key."

"Last year it was costing me about 40¢ to make a dozen. Now it's costing about 65¢ and that's not counting my own labor."

"IT'S HARD to pin down all the reasons. I suppose this year will be bad because of the freeze and then the flood in the south. About 40 per cent of the problem I'd say is caused by the federal government. They shouldn't be making the wages that they do. And they're always asking for pay raises. The food corporations are also to blame. You bet they're making profits off of this."

"For instance, look at the gas shortage. They got their price up, and now there's plenty of gas. But you don't see the price coming down do you?"

Norm does all the work himself except on weekends when he hires help for late night sales. He works 12-14 hours a night, seven nights a week.

But apparently, Norm's long hours aren't enough protection against inflated food costs. "If the price of sugar gets up to \$75 for 100 lbs., there wouldn't be any sense in me staying here and working for nothing."

NORM HAS somewhat prepared himself for his anticipated doom. "I guess I" have to put in an application at Oscar Meyer. I mean why should I stay here and go bankrupt?"



NORM ACE photo by Andy Kraushaar

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Don't eat that donut AMERICAN NUTRITION - a scurvy second to profits

BY STEVE KERCH

Soaring food prices in the supermarket these days have tended to overshadow an even more important food dilemma that faces America and the rest of the world. The nutritional value of food has as much, if not more, significance than its monetary value, even though pocketbooks seem to be in sadder shape than the fitness level of the country.

NUTRITION IS simply the way the human body uses food it receives, and getting the proper amount of nutrients in food is the crisis that plagues America.

With advancements in technology and food processing, today's supermarket shelves are stocked with large numbers of foodstuffs that do not contain a broad range of essential nutrients (sugar frosted cereals, instant desserts, frozen dinners and snacks, precooked, prepared, pre-processed and pre-packaged meats, one package meals and the entire line of canned soups, stews, spaghettis, etc.) making it a careful task to choose the foods that, in combination, will provide a balanced diet.

Guidelines for a balanced diet have been set up by the National Academy of Sciences-National Research Council in the form of Recommended Dietary Allowances, established by a committee headed by Dr. A.E. Harper, chairman of the University of Wisconsin Nutritional Science department. These dietary allowances set vitamin and mineral requirements. They are set slightly higher than what the average person might need in his daily diet for reasons of public health concepts.

The most important function of the Recommended Dietary Allowances is as a guide to institutional feeding, both public and private. They are also required in the general composition of foods, and the labelling of products must list the percentage of the dietary allowances contained in the food.

THE DIETARY allowances show the level at which the average person's health is maintained, and more vitamins and minerals don't necessarily mean better health. As Dr. Harper explained, "There is little evidence that greater quantities (of the vitamins and minerals) than those set forth in the Recommended Dietary Allowances in any way improves health.

The only thing using more of these vitamins and minerals will cure are diseases related to lacks of them."

Harper also hit upon the use of drugs in America to supplement food intake. "People just don't make the distinction between nutrients and drugs sometimes," continued Dr. Harper. "For example, take the idea of Vitamin C being related to colds. People thought that large amounts of Vitamin C might then prevent colds, when in fact the evidence showed that it did not lessen the frequency of colds at all, although there was some evidence that each cold was less severe. Huge amounts of vitamins are just not cures for non-nutritional diseases."

The main source today of malnutrition in this nation is the lack of iron in the diets of most of the population. About 94 per cent of all Americans do not get the standard amount of iron needed every day, according to the HANES (Health and Nutritional Evaluation Survey) study, a recently published survey of the nutritional habits of the United States based on a sampling of over 30,000 individuals.

Iron is important in the formation of red blood cells, among other functions. The lack of iron in 94 per cent of American diets can only be explained as a matter of consumer tastes; the foods richest in iron are liver, egg yolks and green, leafy vegetables, like spinach. Most people simply prefer not to bother with spinach or liver.

Enriched breads are also good sources of iron, but here, weight-watchers will shy away from the carbohydrates and starches as well as the iron.

The survey showed that Vitamin A and C and calcium were missing from many American diets. Calcium deficiencies were greatest among Negroes below the poverty level in the 1-5 age group as well as all females above and below the poverty level in the 18-44 age group. Diet pop is a leading reason for the calcium deficiencies among females, who tend to substitute it for milk.

ON THE WHOLE, the survey's nutrient conclusions indicated to both Dr. Harper and to Dr. Dorothy Pringle, a nutritional science professor at Madison, that America's nutritional problems center around general lack of fresh fruits and vegetables in the diets of the nation, especially citrus fruits and leafy green of



yellow vegetables.

"Americans eat too much protein, too much fat...well too much of everything really," according to Dr. Harper. "Meat is a prime example of the abuse. People could easily get by nutritionally on 45-60 grams of protein everyday—approximately 8 ounces of meat. But instead they're eating 80-100 grams of protein a day, mostly in the form of meat, which is wasteful of the grain resources that go in to meat production."

Producing meat instead of grain is simply an extension of the complex food chain. Animals that graze on grasses or hays, such as dairy cows and sheep, do not cause the problem. But there is a waste of resources on hogs and cord-fed stocks of beef, for it takes approximately ten pounds of grain feed to produce one pound of meat; grain that could be used as human food.

Economics and consumer tastes are involved also, for Americans view their standard of living as high, and judge it to some degree by the level of meat consumption. This often makes it more profitable to use those ten pounds of grain to produce a pound of meat simply because of the great demand for meat.

THE WASTEFULNESS of excessive meat consumption is not all that consumers

are guilty of. Billions of dollars are being thrown away on nutritional supplements that would be unnecessary if a proper diet was being eaten in place of them and which are sometimes worthless anyway.

Health foods are not a good answer to the nutritional dilemma either. Their price most often outweighs their benefits. As with many other dietary dealings people just tend to go overboard at the health food store and forget the good old fruit and vegetables counters back at the supermarket.

"But the interest in health foods does show that a change is occurring," commented Dr. Pringle. "People are at least becoming more conscious of nutrition in their lives. The job of nutritional scientists is to put this awareness on the right track."

The problem of getting America on the nutritional "right track" is not an easy one, and the reason is, again, consumer tastes and economics, only the economics are those of the profits for the big food companies. There is more profit in making fancy snacks, cereals and desserts out of cheap ingredients than selling fruits and vegetables. Natural farm products are continually being used, not as complete

(continued on page 7)

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Food Stamps

Uncle Sam feeds the hands that bite it

BY PAT SESSLER

If your eyes bulge at the sight of good fresh food and your stomach is forever growling, Dane county with the help of Uncle Sam presents a glimmer of hope—food stamps!

A SINGLE student with a net monthly income of less than \$210, who has cooking facilities and is taking at least six credits, can get food stamps.

Don A. Matson, food program specialist for the U.S. Dept. of Agriculture (USDA) feels that eligible students should take advantage of the food stamp program.

Matson said, "The most important thing is the students to call the office and maintain the necessary documents—we'll take it from there."

THE PROCESS BEGINS with a phone call to the Dane County Social Services Office, 1202 Northport Drive. Questions concerning loans, grants, gifts, rent and marital status are asked by the receptionist, then an applicati-

is sent and more of the same questions are asked.

After the application is sent back, a social worker is assigned to each case. An interview includes going over pay stubs, rent receipts, bank accounts, and medical bills.

When assessing a student's yearly income, all loans, grants and gifts are added together. Anything paid directly to the University, rent, income taxes and medical bills over \$10 are then deducted from the income assessment to reveal the student's net income. The total is divided by the months during which that income is expected to serve.

At that time the monthly net income is found and the applicant meets the requirements, an identification card is sent. The food stamps can be picked up at the Social Services office on Northport Drive or at the Distributive Center at 101 W. Doty St. If a student does not feel that he has been treated fairly, the case



can be appealed through the program's fair-hearing process.

FOR SOME PEOPLE the negative psychological aspect of getting "hand-outs" is worse than the bureaucratic red tape, or to some, worse than going without enough food.

One woman student who had received food stamps last May, said she had felt embarrassed when she paid for her food with food stamps. She felt there was "a kind of stigma placed on food stamps."

She said, "I was glad when we didn't get them the next month—my husband and I fought over who went shopping because neither of us wanted to go."

In this case, the couple's status had changed from May to June because of financial aids coming in for the summer session. During the month of May they received

\$78 worth of bonus stamps. Married students must have a net income of less than \$290 to be eligible for \$82 worth of food stamps.

The bonus stamps a recipient gets depends on the size of the family and the household income.

A single student with a net income of \$77 per month pays \$12 for \$46 worth of food stamps, or 26 cents on the dollar. Were the same student to have a net income of \$150 per month, he would pay \$33 for the same amount of stamps, or 72 cents on the dollar.

THE FOOD STAMP program was started in the 60's to give people already receiving public assistance, or people with low incomes a chance for a well-balanced diet including fresh foods, rather than acquiring surplus flour one month and peanut butter the next under the free

commodity program.

Either program could be used by Wisconsin counties until a recent bill changed that. The Agriculture and Consumer Protection Act of 1973 mandates a uniform nationwide Food Stamp program. That same year Gov. Lucey put out a proclamation that all Wisconsin counties must switch to the Food Stamp program by July 1, 1974. Dane county changed from the free commodity program on Jan. 1, 1974. All states receive the same amount of federal funding, even though some may have more people who are eligible for the program. State and county budgets must make up for the gap between the federal funds and county needs. This explains why states like Wisconsin have flourishing programs, while poorer states and counties may have problem supplementing federal funds.

THE FOOD STAMP PROGRAM is based on the theory that, by using food stamps, new money is brought into the community and jobs are created. So, in theory the food program is both beneficial to the recipient and the community.

Fall, when students come back to Madison and are applying for stamps, is a busy time, according to students and workers. It seems everyone feels the pinch at that time. Often times applicants wait two weeks to a month between the time the application is sent in, and the time of the interview.

Another one of the few disadvantages of the program "is the person's lost right to use that cash as they see fit," Matson said, "but in turn the federal government will subsidize it." That's one disadvantage most people don't mind living with since the bonus stamps help to buy the food they need.

But also, food stamps can only be used on products for human consumption. The monthly allotment is set up by the federal government to be 80 per cent of what each "household" would miss 20 per cent of the recipient spends on paper and other non-food items must be paid out of his own pocket.

EVERY SIX MONTHS or more often if needed, the monthly allotments are changed to correspond with the rising food prices, according to Matson.

Most people seemed thankful to get the bonus food stamps and were not critical of the allotment figure. The theory again, is that the allotments are keeping up with the times and that recipients of food stamps should be able to eat well-balanced meals, if the stamps are used "properly."

Though the USDA office cannot send little men around on every shopping cart, there is an official list of items which each store uses for distinguishing what can and cannot be bought with the food stamps. Tobacco, alcoholic beverages or any non-food items cannot be bought with the coupons.

The stamps come in three denominations: 50 cents, \$2 and \$5 coupons, looking like "play" money and are redeemable at a number of campus food stores.

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As of November 1st, approximately 23 Madison foreign students will be affected by new Federal regulation which limits food stamps only to citizens of permanent residents of the United States.

The legislation was announced last month in the Federal Register, will affect Dane County Department of Social Services said that the plan may not be implemented on time because they "haven't received a copy of it yet."



open forum

MPWS

The Madison Project on the World Food Situation is a Madison-based organization that is working towards remedying the world food situation.

Madison Project on the World Food Situation

If the shortage of food in the world is not already a reality for us, it will be soon. The growing season in the Northern Hemisphere ends soon, and we face the winter with only 15 days of food reserves to feed a hungry world. The prospects for relief from this situation are dim; many people will starve, and many more will have marginal existences.

This problem is enormous and depressing and, as a result, we feel immobilized to act. But, even here in Madison you can begin to have an effect. A group of people based with the food co-operatives in Madison, we have formed to concern ourselves and the wider community with the subject of the world food situation.

As an individual, you can do a lot to show your concern with the situation. The following is a partial list:

RELATED TO FOOD CONSUMPTION

1. Eat less if you are overweight (33 per cent of adult Americans are).
2. Eat less total animal protein (you only need two 3-oz. servings of protein per day).
3. Substitute vegetable proteins (legumes, grains, nuts, seeds) for animal protein.
4. Eat fewer energy intensive products, such as highly processed foods (most high calorie snack foods, pre-sweetened cereals) and convenience foods (for example: frozen dinners, pre-sliced and individually wrapped cheese, breaded fish, frozen vegetables in cream sauce).
5. Trim waste carefully to minimize direct loss to the garbage.
6. Buy from local producers (via the Farmers' Market or the Saturday (10:30-12 noon) sale at Common Market Ltd., 1335 Gilson St.
7. Join a food co-op (equally satisfying for singles as well as families).

RELATED TO ENERGY CONSUMPTION

1. Decrease the amount of energy used in home preparation of food. Use the right size pan for the burner, use a minimum of water and cover pans to heat faster, and bake several things at once if the oven is heated.
2. Decrease trips to the grocery store—Make a grocery list, take a friend along who may also need to go to the store.
3. Use returnable containers as much as possible and encourage stores to carry returnables.
4. Save plastic and paper bags and containers for re-use.
5. Watch hot water use—be sure the dishwasher is full before running, and do not let the hot water tap run continuously while you are doing something else.
6. Grow your own fruits and vegetables (home grown sprouts are good in the winter time).
7. Buy food grown with organic fertilizers. (America uses much more than its share of chemical fertilizers.)

RELATED TO NATIONAL POLICIES

1. Write Congresspeople about legislation you would like to see initiated and about legislation under consideration.
2. Support Kastenmeier's legislation aimed to protect the small family farm from monopolies by prohibiting non-farming interests with assets of more than 3 million dollars from engaging in agricultural production. The bill also prohibits businesses with close ties to agriculture (packing houses, distributors...) with assets of more than one million from entering into agricultural production.
3. Demand enforcement of anti-trust laws and the development of laws against tax-loss farming.
4. Support a foreign aid policy which encourages the intellectual and technologic independence of nations.
5. Join in the boycotts against lettuce not picked by United Farm Workers and against Del Monte Corporation for their exploitive labor policies.
6. Demand to know what the multi-national corporations do with your food and what they do with their profits.
7. Become informed; read: *The Cost of Food Price Blackmail or Who's Behind the High Cost of Eating*. Published by United Front Press, P.O. Box 4009, San Francisco, California 94140; *Hard Tomatoes, Hard Times*. Published by The Agribusiness Accountability Project, 1000 Wisconsin Ave. N.W., Washington, D.C. 20007; *The Economics of Hunger*. Distributed by the Madison Project of the World Food Situation, 1335 Gilson, Madison, Wisconsin 53715.

The Madison Project on the World Food Situation will be having its next meeting November 4th, 1974, and you are warmly invited to attend. We will view *Green Grow the Profits*, an ABC documentary on agribusiness in America. The film will be shown in B-10 Commerce at 8:30 and 10:00 p.m. For information about the project or the November 4 meeting call 251-2403 (Common Market) or 262-1118.

The Madison Food Project on the World Food Situation

Nutrition

(continued from page 5)

foods, but as building blocks for new and more diverse synthetic foods, as indicated by V. D. Ludington, vice-president of Corporate Research for General Foods.

Underlying the nutritional crisis in America is the fact that people just seem to be willing to forfeit their nutrition and buy these synthetic convenience foods; frozen dinners, whipped toppings, sugar-frosted

cereals, protein bacon bits, etc., etc., etc., bursting with synthetic colors, flavorers, sweeteners and what not.

AMERICANS HAVE brought the crisis upon themselves as a matter of tastes dictated to them by a 125 billion dollar food industry that ranks nutrition a scurvy second to profits. What becomes of our stomachs is largely in their hands, unless Americans realize the dilemma they're facing and begin to think in basic nutritional terms instead of relaxing and throwing that TV dinner into the oven.

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A plethora of plastics

By ED BARK
of the Cardinal Staff

Is a plush cushioned booth in a fast food shop interior as rare as an expletive from the mouth of Ronald McDonald? Madison is well saturated with a wide variety of quick grub chains. It wouldn't be hard to find the answer. But such an odyssey could well prove painful. A little background:

J.B.I., Inc., of California, is the power behind the rapid customer turnover of such nationally known hamburger parlors as Hardee's, Burger Chef, Burger King—and the kingpin of them all—McDonald's.

ACCORDING TO Carolyn Steinbach, vice president of the designing firm, plush upholstery is a detriment to the rapid-fire change of customer faces that sustains, for example, an average McDonald's, where each table undergoes a change of occupants

The alternative, typically, is fiberglass seats or "booths." These are anchored to the floor along with the tables.

"Young people would be inclined to group the tables (or cluster moveable chairs around them)," Steinbach explained. Families, of course, wouldn't be happy in a "hang out" atmosphere.

Abraham Goldberg, of the Dunkin' Donuts architecture department, repeated the fast food litany: "Dunkin' Donuts is set up," he said, "so the customer feels comfortable for five or ten minutes, and maybe a little crowded. You can't make it too comfortable; yet you can't make it so uncomfortable that the customer doesn't want to come in."

THERE IS the crux. What types of happy mediums have the designers formulated? A14-shop

tour of Madison's fast food industry revealed a plethora of plastic, fiberglass and polished wood paneling. But the search for a padded booth was not without its pot of gold at the end of the rainbow.

Some of the lowlights:

Mr. Quick (Washington Avenue)—This newest of Madison's fast food emporiums has painstakingly re-created the bus terminal dining experience. Yellow, off-red, white and pea-green globs of fiberglass are anchored on horizontal bars that run the length of a dozen-plus bolted down formica-topped tables. A row of plastic plants separates the brightly lit "dining area" from the service counter.

Each table is adorned with a thin plastic vase full of more of the willless wonders. "Quicknotes," the company newsletter, reveals the type of mentality from whence plastic is perpetuated: "The brain is the 'computer.' You feed the new employee's computer with the Mr. Quick call system, the operation of equipment they will use and company rules. Their computer guides their actions and emotions. The human brain, like a computer, will only perform a task after it has been programmed to do so."

I waited for a droning PA voice: "Now loading for Green Bay, Oconomowoc..."

Kentucky Fried Chicken (Washington Avenue)—Where else could one scrape the bottom of the barrel (or bucket) in fast food interior decor? This version of the Colonel's place could well land the venerable chicken magnate in a coronary care unit, should he ever lay eyes on it.

Bits of chicken breasting litter the faded, checkered linoleum cloths that are draped over a half dozen small square tables. Rows

	1 Uncrowded Atmosphere	2 Carpeting	3 Cushioned Booths	4 Disguised Trash Receptacle	5 Cleanliness	6 Subdued Lighting	7 Moveable Chairs or Tables	8 TOTAL
Mr. Quick	—	—	—	—	—	—	—	0
A&W Wash. Ave.	1	1	1	1	1	1	1	7
McDonald's Wash. Ave.	—	—	—	1	1	—	—	2
Kentucky Fried Chicken (Wash. Ave.)	—	—	—	—	-1	-1	1	-1
Burger King Univ. Ave.	—	—	—	—	1	—	—	1
McDonald's W. Univ. Ave.	—	—	—	1	1	—	-1	1
A&W Park St.	1	1	1	1	1	1	—	6
McDonald's Park St.	—	—	1	1	1	—	—	3
Kentucky Fried Chicken (Park St.)	—	—	—	—	—	—	1	1
Dunkin' Donuts	—	—	—	1	1	—	-1	1
McDonald's Lake St.	—	—	—	1	1	—	1	3

of dirty yellow fluorescent lights arouse the curiosity of numerous flies, as does a cluster of chicken bucket lamps. The walls are one continuous sectioned window. Under and around the tables is a smorgasbord of fish, french fry and chicken particles—a gold mine for the family dog.

But then John Y. Brown, Jr., the man who bought out Harlan Sanders in 1964, never intended to have the public in for dinner. Throughout the Colonel's reign, there had been only a few dozen exclusively take-home units. Brown has turned the tables—and eliminated most of them. Of the over 4,000 Kentucky Fried Chicken outlets presently in

operation, only a comparative handful resemble anything approaching a restaurant. Colonel Sanders' fatherly smile, however, remains a vital cog. The oversized outdoor chicken bucket rivals McDonald's golden arches as a sure-fire drawing card.

McDonald's (Washington Avenue, W. University Avenue, Park Street, Lake Street)—Ronald's place is the undisputed hamburger and fast turnover diety. And at McDonald's, one will always find a number of uniform traits. For example:

Cleanliness—The counter people are ever-vigilant. Sweepers and swabbers are out in force during the slightest lull in business. One rarely finds crumbs or sticky soft drink residue on an empty table.

Lack of teen-age "attractions"—The company manual states: "McDonald's units shall not have juke boxes, pin-ball machines, newspaper racks, gambling devices, phone booths, nor shall they dispense cigarettes, candy, gum, etc." Exceptions are the two campus McDonald's (who have no intention of discouraging hordes of teen-age students), where pay phones have been installed.

Planned immobility—Tables and chairs are bolted to the floor, so as to discourage groupings by those ever-mischievous teenagers. Again, the exceptions in Madison are the campus outlets, where teens are a welcome fact of life.

Interior seating schemes are also in a state of flux, as is evidenced by visits to three outer city locations. The West University Avenue McDonald's has no seating at all. Instead, six standup formica slabs, bordering either side of the service counter, are provided for one's dining pleasure. There are not only three interior "No Loitering" signs, but also an outdoor warning to motorists of a fifteen minute parking lot time limit.

McDonald's on Washington Avenue has timidly introduced a pseudo-padded booth. Backrests are bisected by a narrow day-glo orange polyethylene pad. Otherwise, seating is a rehash of the familiar formica-fiberglass combo.

The Park Street outlet is an apparent mutant. Not only are there a number of padded booths (complemented by an ample

(continued on page 9)

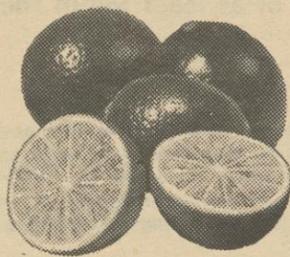
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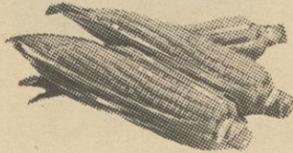
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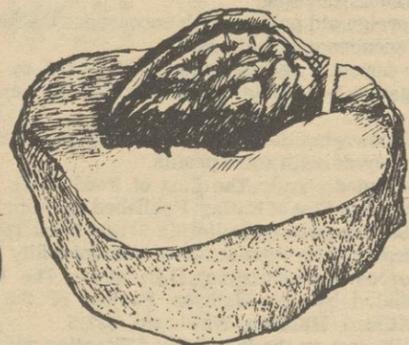
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(continued from page 8)
 amount of anchored swivel chairs), but there is also a huge room-length mirror. An additional "see-all" mirror hovers from a corner of the eating area, thus tempering a vandal's urge to harm one of the bright red cushions.
 Regardless of experimental seating variations, McDonald's is still consciously tailored to attract a rapid turnover of all-American clientele. According to a McDonald's executive, "Our prime target is a family in which the father is 27, the mother 25, with two children and another on the way, making over \$10,000 and living in the suburb of a major city."
 There is, thankfully, a broken link in the standard fast food chain. A&W (Washington Avenue) violates all tenets of the fast food philosophy. Its interior decor is a combination of warm brown booths, soft carpeting and sub-

dued lighting. Movable stuffed chairs and tables allow for easy grouping. There is not a plastic flower in sight. A waste chute, encased in wood, replaces the unattractive trash bins that leer over the formica tables of most fast food outlets.
 The A&W on Park Street is similarly designed, but its somewhat garish orange and unripened, pear-green booths leave the Washington Avenue location in a class by itself.
 THE RATINGS accompanying this article make an admittedly arbitrary attempt to separate Madison's few comparatively customer-oriented fast food shops from the great majority of "take your sack (or bucket) and run" competitors.
 That one should eat "fast food" at a leisurely pace is perhaps a misnomer; but those shops that overtly encourage rapid customer turnover are doing a double disservice: the patron is not only

eating "junk" food of little nutritive value, but is consuming it on the go (hardly a boon to the digestive system), either in a car, or in a carefully designed, queasy environment that encourages quick departure.
 Seven categories are listed on the chart. If present in a fast food eating area, they are, I feel, a detriment to an "eat and run" atmosphere.
 In some cases, a point was subtracted if the shop grossly

violated one of the categories. For example, under "Movable Chairs or Tables:"
 1. McDonald's on West University Avenue had no chairs at all.

2. Dunkin' Donuts had only counter seating
 FINALLY, ONLY representatives of national chains are rated. If no location is listed, it is the only representative in town.

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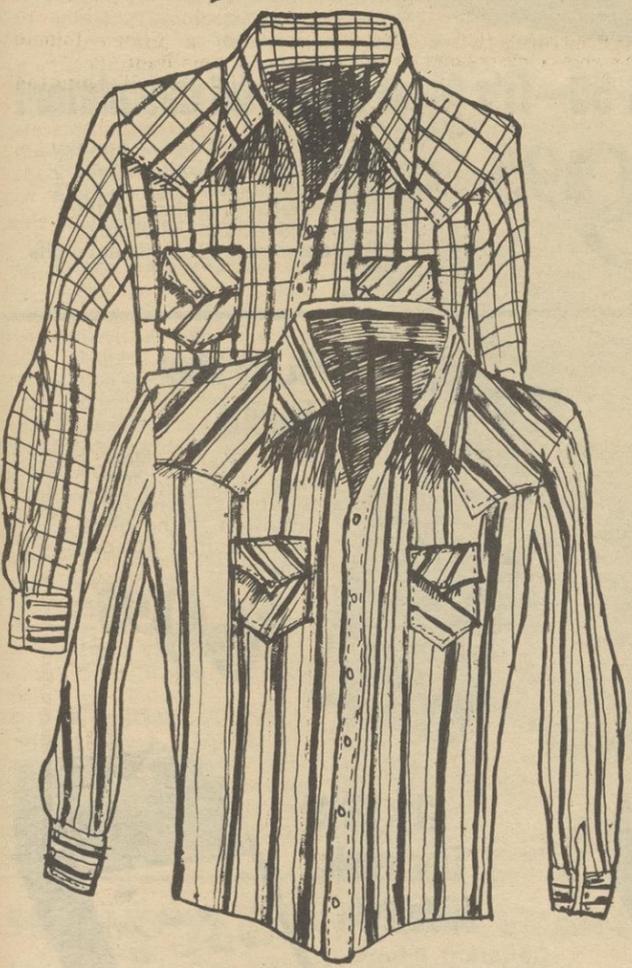
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Local prices increase

In rechecking prices this week for a fictitious shopping list compiled and checked last April, the Cardinal found that prices at all five of the stores had gone up, but the Eagle on East Washington had the lowest prices.

Eagle's prices went up \$.13, while, Stop & Shop's total rose \$1.73 during the five-month period. Behind Eagle came A&P (Hilldale), Kohl's (Park St.), Stop & Shop, (State St.) and Stop & Go (Drake St.)

One important find was that only Stop & Shop carried United Farm Worker Lettuce. With prices and choices like these, there seems to be only one viable alternative—forget name brands and join a food co-op.

Price comparison	STOP & SHOP (State St.)	KOHL'S (Park St.)	A&P (Hilldale)	EAGLE (E. Wash.)	STOP & GO (Drake St.)
Milk (1 gal.)	\$1.52	\$1.30	\$1.31	\$1.30	\$1.27
Eggs (large doz.)	.83	.73	.77	.73	.99
Oscar Mayer bologna (8 oz.)	.69	.57	.79	.57	.79
Chicken of the Sea tuna (6 1/2 oz.)	.71	.70	.73	.70	.89
Bread (24 oz.)	.55	.41	.49	.41	.53
Skippy Peanut Butter (18 oz.)	1.06	.84	.89	.84	1.15
Maxim (4 oz.)	1.80	1.52	1.52	1.52	1.95
Minute Rice (7 oz.)	.53	.41	.47	.41	.61
Oreos (15 oz.)	.73	.74	.79	.74	.66
Coke (12 oz. 6-pack)	1.39	1.29	1.29	1.29	1.69
Tide (20 oz.)	.59	.49	.51	.49	.69
Charmin (365 sq. feet)	.77	.64	.67	.64	.89
Campbell's Tomato Soup	.23	.17	.20	.17	.25
Kellogg's Corn Flakes (8 oz.)	.43	.33	.33	.33	.43
Oscar Mayer Weiners (1 lb.)	1.09	.97	1.29	.97	1.23
TOTAL	\$12.92	\$12.16	\$12.05	\$11.11	\$14.02
Total April '74	11.19	11.19	10.82	10.58	13.20
Difference	+1.73	+ .97	+1.23	+ .13	+ .82



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PIZZA HITS THE PITS; ROCKY WINS BY DEFAULT



photo by Keming Kuo

By HAYSTACKS CALHOUN
of the Cardinal Staff
Congress over Nixon...
Wisconsin over Nebraska...Isaiah
5:8 over Korb...

It has been a year of upsets, and the most recent is the brash victory of newcomer Rocky Rococo in the fourth annual Daily Cardinal Pizza Contest.

ROCKY'S, a practitioner of pan-style pizza, racked up 152 points for a 4.6 average (on a one-to-seven scale). The champ was followed by Pizza in the Pan (Upstairs Gargano's). Luigi's, Gino's, last year's winner, Pizza Pit, and — hold the mayo — KC's ahead of two-time winner Gargano's.

Luigi's finish gave it the flat-crust (regular) crown, but it is evident that pan-style pizza is the real thing.

The results were released at Pizza Control by a queasy Pizza Commissioner Sam Freedman. The Commissioner noted that the contest showed "a degree of domestication among the judges," unknown in previous contests. He credited bouncer Dennis Kouba, a former high school tight end, with "keeping everyone in line."

There was some disappointment over the general quality of the pizzas. Only the beer, half of which was donated by Badger Liquor, was uniformly acclaimed by the judge.

"It was a surprisingly poor showing from the pizzarias," belched Tom Woolf, Campus Editor.

WOOLF SUBSEQUENTLY collapsed. Pizza Control Information Director Ron Neve reported that Woolf was resting comfortably at Heritage House, and was expected to be eating again in several years.

Even the reputedly bottomless Sports Editor Jim Lefebvre had to admit "I've had my fill." Lefebvre, of course, is the manager of the Madison franchise of the Federation of American Tummy-Stuffers (FATS).

But on to the contestants, the pizzas themselves:

Rocky Rococo's victory was insured by a combination of a moist-deep crust and good spicing, although Kouba remarked, "I think that somebody dropped the oregano jar in the pizza." Rocky's also recorded a 33-minute delivery time.



photo by Tom Kelly

In fact, two weeks ago, when a Cardinal night editor innocently ordered a pizza to be delivered to the office from Rocky's, the entire store descended on Copy Editor Pegeen Brosnan, who was in the store at the time, asking whether "This is IT."

Second-place Pizza in the Pan was actually confused with the regular Gargano's pie. However, it recorded a fine finish. By the way, you people in 667 Ogg, your pizza went to us by accident. It's waiting for you on top of the Cardinal box outside our office.

Luigi's, as previously mentioned, had the highest score for any regular crust pizza. Gino's, which only lost to Luigi's by three points, was rapped as being "burnt, baby, burnt."

Despite fine spicing, Pizza Pit's somewhat greasy complexion sent it to a fifth place finish overall.

There is hope for all you underdogs in life. KC's, the perpetual doormat of pizza contests somehow edged out of the cellar this year...but not without trying hard not to make the contest at all. KC's used to be a place that could be counted on for fast delivery, if not edible pizza, because the pie is cooked right in the delivery truck. Well, it took three distress phone calls from the weebegotten driver before he found Vilas Hall. A Pizza Control rescue team went out into a nearby parking lot to meet the driver.

Someday, perhaps, the gas shortage will catch up with KC's.

Wallowed in last place was once-proud Gargano's. Not only did Biagio's take over one hour to deliver the pizza ("We always wait till we order a Gargano's

Contestant	Delivery Time	Total Points	Av. Points (1-7)
Rocky Rococo	:33	152	4.6
Gargano's Pizza in the Pan	1:00	107	3.2
Luigi's	:32	101	3.1
Gino's	:48	98	3.0
Pizza Pit	:54	90	2.7
KC's	1:15	65	2.0
Gargano's	1:15	58	1.8

pizza to get high," someone said), but only the sausage made it worthwhile.

Photo Editor Dick Satran summed up the feelings about the

Gargano's pizza when he refused to eat a piece of it after the sausage had been pilfered from it. It looks like a rebuilding year for Gargano's.



photo by Tom Kelly

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gov't saps sugar industry

By RICHARD CAMERON
of the Cardinal Staff
The latest outbreak of consumer
anger over continuing increases in

food prices occurred in Boston and
Philadelphia last week, as
customers picketed supermarkets
in both cities protesting the three-

fold increase in the price of sugar
since last year, and urged other
shoppers to support their boycott
of sugar.

Their protests were part of a
continuing and growing pattern of
consumer revolts, which have
multiplied in the last year as food
prices continue to climb. Previous
consumer actions included
boycotts against high-priced
meats, particularly beef.

THE LEADERS OF last week's
boycott echoed the same charges
that have often been heard in
consumer boycotts. They
claimed that the monopolistic

practices of the sugar companies
and the industry-serving policies
of the government were
responsible for causing the high
prices; it was not a case of
overdemand and undersupply as
the sugar producing corporations
have claimed.

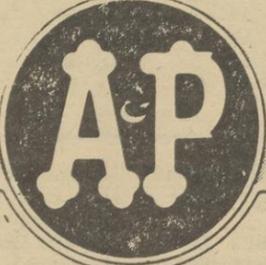
Government policies referred to
by the protesters are the sugar
import quotas, which the federal
government established back in
the 1930's. The purpose of the
quotas was to limit the amount of
foreign sugar that could be im-
ported into the country so that the
domestic sugar industry could
maintain high prices.

Also disputed by the protesters
was the "rumor", which they
claimed was being spread by
industry spokesmen, that prices
were going to rise again as a
result of hurricane Carmen.
Carmen destroyed over 20% of the
sugar cane crop in Louisiana last
month.

In an interview with the Car-
dinal, the public relations director
of the Sugar Cane Growers
League of Louisiana stated that,
while he was hesitant to say
unequivocally that sugar prices
will rise as result of the
hurricane's damage, he did feel
that common sense would dictate
such a rise.

The protesters claimed that the
sugar cane crop in Louisiana had
never really contributed
significantly to the domestic
sugar market. They were joined in
their opinion by Dean Glenn S.
Pound of the Agriculture School of
the University of Wisconsin at
Madison. Pound told the Cardinal
that most of the country's
domestic sugar needs were
supplied by sugar beets, and that
the sugar cane crop in Louisiana
never had supplied an appreciable
amount of sugar for the U.S.
market.

"Any rises in price," he con-
tinued, would most likely be the
result of corporate attempts to
"take advantage of the situation"
and make a higher profit. Dean
Pound also stressed that the main
reason for the current high price
of sugar is government quotas and
the U.S. trade embargo against
Cuba. The quotas and embargo,
he claimed, were creating arti-
ficial shortages, thereby keeping
the price of sugar high.



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Karma-ese

By DEBBIE WEIL HARRINGTON
of the Fine Arts Staff

The Good Karma—Natural Foods Cookbook—recipes from the Good Karma Cooperative with illustrations by Meryl Ann Meisler; \$3.00

So what's new. Another natural foods cookbook for your organic library has been added to Madison's bookstore inventories. But this one is different, it has more than just recipes to offer.

MADISON ARTIST Meryl Ann Meisler's brown ink drawings of vegetables and fruits, which accompany Good Karma's vegetarian recipes, make this cookbook well worth the price. Meticulously drawn green peppers, garlic cloves, apples, walnuts and other edibles cover the 10 inch by 13 inch pages of textured, high quality paper. The vegetables, which are drawn several times their actual size, seem rather displaced from the pages. Mysterious, intricate objects, they delight the eye.

MERYL SAYS she started drawing from vegetable models because they have "interesting contours." It takes her hours to do each drawing and sometimes the vegetable or fruit "dies" before she is finished.

Along with the recipes runs a commentary made by several people who worked at the Good Karma cooperative last summer, when the book was published. The comments were taped and read as actual transcripts of true Good Karma-ese. An example follows:

"The word Good Karma is like where the whole idea comes from. Because every action you do is Karma, it reaps reaction. So if you do a bad action you're gonna get it back. If you do a good action, you're going to get it too. A lot of

people go through life doing both and it just sort of balances out."

AT FIRST GLANCE, this rambling jargon seems to do injustice to the perfection of the typesetting (which Meryl did herself) and with the design of the book as a whole. It takes rereading and a little thought to make the commentary fit right into the informal, personal quality of the cookbook.

Though the book is worth \$3.00 for the drawings alone, some may be interested in Good Karma's recipes for such vegetarian delights as Maku Sushi, Walnut Burgers, and Balls of Bliss.



Mushrooms by Meryl Meisler

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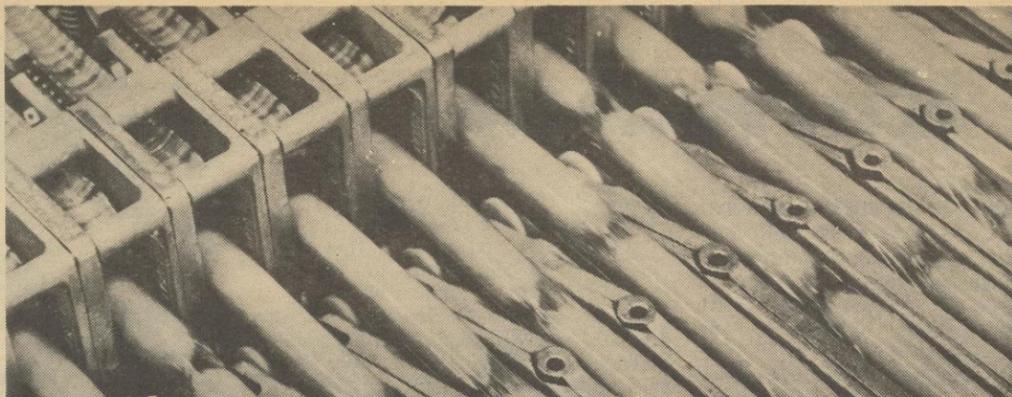
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Hot dog!

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By **BOB DONEGAN**
of the Cardinal Staff

According to G.L. "Buck" Backus, executive director of the National W Club which handles the concessions for Camp Randall, Wisconsin fans consume 25,000 hot dogs and 100,000 glasses of soda in an average football afternoon.

Backus also said that sales of other concessionary items are high. At the Nebraska game, 9,080 bags of peanuts were sold.

LARGER THAN AVERAGE hot dogs are prepared for a university game, on a special production line at Oscar Mayer. On Saturday, hot dogs are cooked at the fieldhouse in a tank specially designed for the University by Backus. It cooks 1,000 hot dogs in four minutes.

"It's an excellent way to prepare hot dogs in a hurry, and quality control is much better," Backus said.

The cooked hot dogs are then sent to the stadium in special heat-retaining containers where they are wrapped and sold.

Coke and Sprite are delivered to the stadium in 600-ounce containers. In this way, whatever is Backus said that each fan averages a glass and a half of soda per game.

Although sales are generally even throughout the stadium, high school fans and visiting fans tend to consume more food. Backus pointed out that for the Band Day game against Missouri, he had ordered extra Mighty Malts because the high school kids like them.

"**OUT OF TOWN** fans are great for our business. If they attend an away game every few years, it's a big event for them. The more rabid the fan, the better the consumer," he added.

When asked about the effect of alcohol on concession consumption, Backus said, "We don't know anything about that, but I understand that Coke and Sprite are used as mix." Enforcing the ban on alcohol might improve sales of coffee and hot chocolate on cold days, but otherwise alcohol probably doesn't have much effect, he said.

Innovative food products have been tried in the past. Backus recalled planning for a very cold Minnesota several years ago. He thought that baked potatoes wrapped in aluminum foil would provide excellent hand warmers for the fans. After cooking several bushels of potatoes, he "tried to sell them and nobody bought them," he said.

The money made on the concession sales is used by the W Club for a number of university related projects. Over \$100,000 was spent from W Club funds in building the new Athletic Ticket Office. The new fencing on the upper deck concourse was funded by sales from concessions, and the new astroturf in the end zone was paid for with concession receipts.

"All the money comes back to the students. None of the W Club officers benefit," Backus said.

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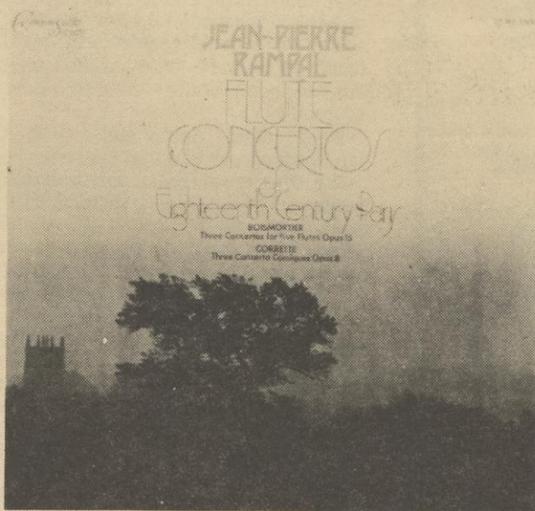
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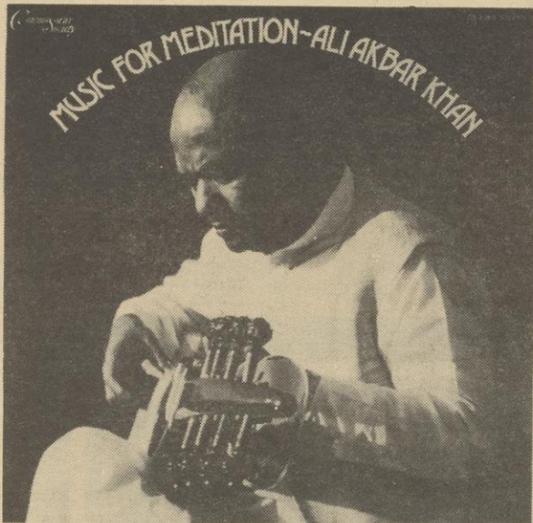
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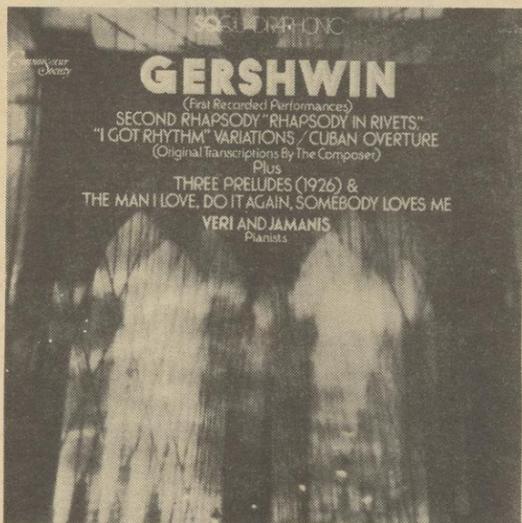


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Concert Review

Bowie bows out

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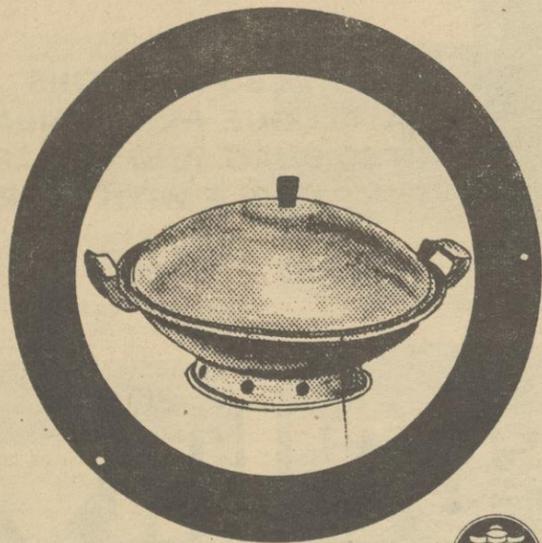
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ORIENTAL SPECIALTIES

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By DAVID W. CHANDLER
of the Fine Arts Staff

I can't help it—much as I might wish to take him and his music seriously, David Bowie reminds me too much of a cross between Gidget and the bellhop who used to go around yelling "Call for Phillip MAWR is!" on TV.

Rock stars with a carny sideshow aura are nothing new of course, but his bizarre stage presence was highlighted by the complete failure of all the other aspects of Bowie's first Madison appearance, at the Coliseum last Friday.

THE MOST NOTABLE flop was the sound system, which was far and away the worst I have ever heard at the county barn. The Coliseum can be difficult for a sound crew to handle, but there seems no rhyme or reason to the result when a band tries to play there—some of the loudest bands make out fine, some of the softest like they are whistling in a well.

Bowie didn't make out at all. The echo and feedback was so bad that his lyrics and much of the music was rendered largely unintelligible and the band could be heard best turning to face the concrete back wall where most of the sound was coming from. There is no way that a presentation like that (and it was done by Bowie's own crew) could lead to anything but a very long line in front of the refund window. But nobody walked out, so I guess audiences want to continue to be ripped off.

What music could be translated out of the storm of white noise was completely mediocre. The trade papers are filled with stories about how Bowie has turned away from theatrical rock and allied himself with the black music of Philadelphia's Gamble/Huff/Bell production team. He recorded his soon-to-be-released new album at Sigma Sound and has hired a whole crew of black and latin players and six soul shouters to make up the road band.

Whether G/H/B really represent black music or not is a moot point, but there was none evidence in Bowie's show. To be sure, the band opened up with "Peace Train" and played some of the correct licks, but the beat is subtle and the feeling is unique. The band never captured either, except in an occasionally sparkling sax riff. I suspect the blame must lie with music director and keyboard man Mike Garson, but maybe also with Bowie. Their version of soul was leaden and amateurish and surprisingly uncreative—especially in the complete waste of six fair singers who functioned only as a chorus to amplify Bowie.

I WASN'T IMPRESSED with Bowie's music either. He has been heralded in the press as the rock musician of the future, but his songs—and he did almost all greatest hits—were monotonous and derivative. His voice was only husky and competent, not even rat:ble as very good. Admittedly, the lyrics were lost completely in the screaming



Photo by Mike Wirtz

mush coming out of the speakers, and that had to go a long way toward crippling the effect.

For those who need vicarious grinnies, the crowd was not particularly glummy—there was far more glitter at the Bette Midler show last year. They were largely fanatics, and most noticeably were much older than the normal 14-year-old average at Coliseum concerts. However, there weren't very many in the audience, barely 5,000, which seems to indicate Bowie's limited appeal in the heartland, and also the outrageous ticket prices: \$6.50 and \$7.50.

Bowie does have outstanding stage presence and remarkable body control, with an ability to move on a stage that may have a few peers (Marvin Gaye comes immediately to mind), but no superiors. This ability to strut and cut around the stage is probably the basis of Bowie's label of "theatrical", rather than the props and the continuous set and costume changes that have become his hallmark. His appeal is basically physical and it has to be seen live to be appreciated. I'm sure it handicaps his records to rely only on his music, just as it certainly handicapped his show here that he made no costume or set changes, and used less elaborate lighting and backdrop than the Loggins and Messina show.

Maybe the moral is that Bowie should stick to what he does best, move to music in the middle of a kaleidoscope or supporting effects, and not overestimate his own ability to carry a show alone.

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