

EX-MUSKIE MANAGER PROUD OF HIS BOYS ON A'S: SPORTS THE CAPITAL TIMES

Tuesday afternoon, October 18, 1988 Madison, Wisconsin 35¢ (not outside Dane County)

Three women die in county crash

Three women, including one from Brooklyn, were killed Monday night when their car left the road two miles south of Oregon and struck a tree and utility pole. Those dead include Tina K. Mortenson, 81, of 1100 Mortenson Road, Brooklyn; her sister, Olga K. 80, 8, of Wauwatosa; and Cora M. Harrel, 78, of Milwaukee. Mortenson was the driver of the vehicle, which was heading south on County MM

shortly after 10 p.m. when the right wheel apparently caught a soft shoulder and left the road. The accident occurred on a straight stretch of road about one-half mile south of County A, Dane County Deputy Coroner John Stanley said. Officers from the Dane County Sheriff's Department, the village of Oregon and Brooklyn, and the Green County Sheriff's

Department were sent to the accident. Units from the Oregon and Brooklyn village fire departments also were called to the scene to help extricate the three women from the badly smashed vehicle. It was not immediately known if the three women were wearing seat belts. Mortenson and Harrel were pronounced dead at St. Mary's Hospital in Madison. Hill was pronounced dead at the scene.

A county Highway Department spokesman said the emergency responder may have been wet and angry from Monday's rain. Stanley said that may have been a contributing factor but the exact cause of the accident is uncertain. A autopsy under investigation by the Dane County Sheriff's

Department. Funeral arrangements for Mortenson are pending at the Bowdoin-Gardner Funeral Home in Oregon. Arrangements for Harrel are pending at the Schenk Funeral Home in Wauwatosa. The three deaths raised the number of traffic fatalities in Dane County to 46 for the year, two more than the total for all of 1987.

AT&T asks cut in rates

Wants long-distance charges sliced 3.8%

WASHINGTON (AP) — American Telephone & Telegraph Co. wants to cut its basic interstate long-distance rates by an average of 1.9 percent and its business service rates by 3.8 percent to reflect savings in local network costs. The cuts, totaling \$60 million annually, would take effect Dec. 1, the day that residential and small business customers begin paying the costs of maintaining the local phone network. The Federal Communications Commission requires AT&T, the nation's largest long-distance company, to send these savings back to consumers by lowering rates.

Long-distance calling



Michael Thiele came up with a simple way to solve the problem of long-distance charges that he and his wife, Diane, face in the village of Dane. A long-distance telephone call to duplex neighbor Frances Palms may not be very dear to the ear but it's a lot cheaper.

Next-door calls long distance in Dane



Henry A. Kirschler, the Capital Times editor, says he and his wife, Diane, use a long-distance telephone call to duplex neighbor Frances Palms may not be very dear to the ear but it's a lot cheaper.

By FAMELIA CUPANT Capital Times Correspondent
The price cut, if approved by the FCC, would be AT&T's seventh since 1984 when the company was stripped of its local operating companies by an antitrust decree. Since then, AT&T's rates have fallen 38 percent. Subscribers, however, pay \$1.60 per month for local network costs in a fee called the subscriber line charge which was first imposed in 1985 as a way to shift the costs of the local network to local customers. That charge is scheduled to rise to \$2.00 per month by Dec. 1. A consumer advocate, Gene Kimmons of the Consumer Federation of America, said he was concerned that AT&T has structured its rate cut to benefit the company's special discount services designed for large users.

By BARBARA MULLEREN Capital Times Staff Writer
Three years ago, Vickie Bando, 21, of Janesville, gave birth to a son, Travis, by Cesarean section. On Oct. 12, Vickie and her husband Jay had their second child, Kelli Lynn. Although Vickie again underwent a Cesarean section — she was a patient at St. Mary's Hospital in Madison — this time there was one major difference. She made use of a rapidly growing technology called patient-controlled analgesia to administer her own pain medication intravenously after her operation was over. "They told me I'd be able to administer my own medication when I felt pain," Bando said. "It's a lot more than the hypodermic (oppordeic medicine). When you get the hypodermic you feel pain for so long and you're really sore."

They will reach other. The village of Dane is served by the Wausau Telephone Co. of Wausau and CTE, which serves Lodi and is based in Fort Francis, Wis., which has about 800 residents, in between Wausau and Lodi. James Halgard, who has lived in Dane for about five years, is spearheading an effort to arrange the phone problem. On Friday, he filed a petition asking the Public Service Commission to grant the village something called extended area service status, which would allow those residents to call each other under local rates. Halgard said 120 people signed the petition, and he estimates there are about 150 phone customers in Dane. Of those who signed, 73 percent had 900-number phone numbers and 22 percent had 1-608 numbers, he said. Eleven people, or 8.2 percent of the 120

No charge in death in Jefferson

JEFFERSON (AP) — The long-litigating case over William C. Gietler's head was dismissed today, as the local district attorney declared in court that she had no case against him in the Sept. 28 shooting death of an intruder.

Gietler — who has testified he shot David E. Stanley in self-defense — will not be charged in the slaying, District Attorney Justice Harold Erwin said today.

Gietler, 27, of rural Jefferson, appeared in Jefferson County Circuit Court Friday, and Judge Harold Eberhardt released the \$100,000 property bond he had posted after the shooting.

Gietler said he shot Stanley as Stanley was entering his home through a window at 1:30 a.m. Investigators said that the day before the shooting, Stanley threatened Gietler's girlfriend, Joyce Coleman, and Gietler, saying he was going to "bust Gietler's head off," Erwin said.

Stanley was yelling threats at Gietler and Coleman as he tried to break in, but he was not armed, the district attorney said. Coleman called, telephone about 90 seconds before the shooting occurred. "They believed he was armed and a reasonable person would believe that," Erwin said. "I don't believe the case can be proved beyond a reasonable doubt," he said.

Erwin had said she was considering a manslaughter charge against Gietler and further this month received a postponement of a bond hearing as she continued to prosecute. Stanley, a Fort Atkinson native, must recently lived in Racine.

Kraft stock up sharply on buy offer

NEW YORK — Philip Morris Inc. has \$11 billion left to buy Kraft Inc. would make it the world's second-largest food company while decreasing its heavy dependence on profitable but declining cigarette sales.

Philip Morris, the 12th-largest industrial company in the Fortune 500, issued a surprise tender offer late Monday that would pay \$49 a share to shareholders of the 100-year-old Kraft.

Wall Street tumbled in early trading, sent wild over the proposal late Monday. Kraft stock had up 30% a share to \$94, in heavy trading, just before the \$49 a share offer late Monday by Philip Morris. Meanwhile, Philip Morris stock had dropped 10% to \$19, apparently because investors felt the acquisition would dilute the earnings of the cigarette and food giant.

If successful, the deal would be the largest move of takeover ever, trading only Standard Oil Co.'s \$13.4 billion purchase of Gulf Corp. in 1984. That company later changed its name to Chevron Corp.

Commerce Dept. based Kraft indicated it might fight the takeover, even though the offer was \$100 percent above its closing stock price on Monday.

Although New York-based Philip Morris is best known for Marlboro, Virginia Slims, Benson & Hedges and Merit cigarettes, in 1985 it took over General Foods Corp., the maker of those Mars' most products (ice-cream, cereal, chocolate, J&J, Maxwell House, Knorr and Shake 'n Bake). Philip Morris also owns the Milwaukee-based Miller Brewing Co.

The addition of Kraft would bring such names as Velveeta, Oscar Mayer, Fryer's Light 'n' Lovely, Sealord and Pringles. Philip Morris is known for its presence among consumer goods marketers, and that will take them there, said analyst John Berenson of A.G. Edwards & Sons in St. Louis. Please see M&P, Back Page.

Patients take control of pain medication

By BARBARA MULLEREN Capital Times Staff Writer
Three years ago, Vickie Bando, 21, of Janesville, gave birth to a son, Travis, by Cesarean section. On Oct. 12, Vickie and her husband Jay had their second child, Kelli Lynn. Although Vickie again underwent a Cesarean section — she was a patient at St. Mary's Hospital in Madison — this time there was one major difference. She made use of a rapidly growing technology called patient-controlled analgesia to administer her own pain medication intravenously after her operation was over. "They told me I'd be able to administer my own medication when I felt pain," Bando said. "It's a lot more than the hypodermic (oppordeic medicine). When you get the hypodermic you feel pain for so long and you're really sore."

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Vickie Bando holds the device that lets her administer her own pain medication.

Wausau, who helped introduce the technology to St. Mary's on a pilot basis last February, said a patient can hit the button continuously, but the machine will only release the medication after a certain "lockout" period.

The lockout period, usually five to 10 minutes, is also computer programmed into the machine. "This definitely is a safe procedure," Wausau said. "Because you give the medication in small doses when you need it, you are in the drug on long time."

"The main value," she added, "is that it's a better means of pain control. When patients start experiencing discomfort, they press a button and experience immediate relief. The traditional way is to call a nurse, who has to get the medication, then bring it down."

By the time the patient actually gets the injection in the traditional manner, his or her pain may have become much worse. It also takes a while for the medication to be absorbed into the patient's body once the injection is given.

St. Mary's introduced patient-controlled analgesia into Wausau's unit, then gradually into other areas: surgery patients, throughout the hospital now have access to the technology. National research has shown women like Bando where had Cesarean sections are among the best candidates for patient-controlled analgesia, Wausau said.

"They're generally very healthy women, and if they're comfortable they can do deep breathing better and can get up and moving sooner," she said.

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22 — THE CAPITAL TIMES, Madison, Wis., Wednesday, Oct. 19, 1988

The Ticker

Over the Counter

Table with 4 columns: Name, Price, Change, % Change. Includes stocks like American, Amgen, and Amgen.

New York Stock Exchange

Table with 4 columns: Name, Price, Change, % Change. Includes stocks like American, Amgen, and Amgen.

Dow Jones Industrials

Table with 2 columns: Name, Price. Includes Dow Jones Industrials and Dow Jones averages.

Active today

Table with 2 columns: Name, Price. Includes stocks like Kraft and Philip Morris.

Indexes

Table with 2 columns: Name, Price. Includes S & P 500, NYSE Composite, and AMEX.

BUSINESS CALENDAR

- Special events
Oct. 20: Expansion '88 conference expansion of Dane County economy, Sherman Hotel.
Oct. 21: Business Card Exchange, 4:30 p.m., Ka Boy's Catering.

Philip Morris can add Beyond muscle with Kraft buy

WASHINGTON — Philip Morris' \$1.1 billion bid for Kraft Inc. is a major step toward creating a new supermarket executive, analysts say.

Philip Morris is a cash-rich company that owns General Foods Corp., Madison's Oscar Mayer, and other food processing interests. Kraft is the nation's largest food company.

The food retail industry, which runs on relatively small profit margins, is particularly sensitive to consumer whims, Brown said.

"You're talking about a customer-driven business," he said. "Regardless of who makes or markets grocery goods, the market brands still have to compete for the customer's attention."

"When a company as large as Philip Morris buys a company as large as Kraft, it can concentrate on one product, like macaroni and cheese, and run all of the other macaroni products, large and small, out of the market," said one Washington analyst.

Such a development could affect the grocery chain, that could eventually be affected by the proposed buyout.

The potential takeover would be the largest in U.S. history outside the oil industry, but represents just the latest in a string of food industry mergers that has stretched on for several years.

Kraft's stock price rose 82 1/2% to \$62.50 Tuesday. Philip Morris' stock rose 1 1/2% to \$49.75.

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potential as large, the stock market could be able to work its way higher in the period ahead.

"Without any new developments, odds are extremely high that the Federal Reserve will tighten (its credit policy) another notch within four weeks after the election," contends James Slack, editor of the Investor's Business Daily.

The Fed has raised the discount rate within three months following four of the past six presidential elections.

"If they follow suit this time, you'll be surprised at how fast higher interest rates will send investors scrambling toward the exit."

A good many other observers say the market might well continue to fluctuate both the bulls and bears after the crash anniversary and the Nov. 8 election are past.

Anthony Tabea of Dunfield, Hartford, Conn., says the market is in a "period of base formation."

Roundup

ADVANCES ahead are raising serious questions about the competitiveness of American financial markets after October 1987.

Many experts believe securities markets in particular, are in danger of becoming obsolete because computers have made it so easy to check trade stock bonds and other financial firms.

"Technology is inevitable," said Daniel Siegel, a market expert and professor at Northwestern University's Kellogg graduate business school. "It allows people to communicate and transfer very quickly."

"That means the role of an dealer is more and more vague."

No 1929: The convulsions of last fall have not been followed by aftereffects. The leading indicators of the economy are still in a state of depression.

Out of work: The Securities Industry Association estimates that more than 17,000 people have been laid off since the beginning of the year.

Computer: While U.S. policy-makers agonize over "program trading" and other high-tech investment tools that may have played roles in the crash, computers and the economy.

Pillsbury chairman prepares to fight Grand Met takeover

LOS ANGELES — Weening's fight to keep Pillsbury from being bought by Grand Met is far from over.

Philip Morris is offering \$1.1 billion for Kraft, a premium of about 20 percent over Kraft's previous share price.

Industry analysts said it will be difficult to convince shareholders not to accept \$80 per share from Grand Met, when Pillsbury stock had been trading around \$110 per share prior to Oct. 6 offer.

"It's pretty hard to sell shareholders who have been watching the company do nothing for a year not to take this offer," said Ron Morrow, managing director of Southbury in New York City.

Morrow, who has been following Pillsbury for 15 years, said the company may be exploring some kind of business combination with Unilever, a giant Dutch household products and food company.

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Institute on Creativity Workshop. Power Optioneering: Expanding Your Options Through Idea Generation. Thursday, October 27, 1988. Madison Holiday Inn Southeast.

Spent a fresh and exciting day with Marjorie Schuchman Doss, from Seattle. For information or to register contact: Continuing Education Services, UW-Whitewater, 414-472-3165.

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