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Kastenmeier Hears Viet Nam Views

400 Hear Views as Majority Oppose U.S. Foreign Policy

By MATT FOX
Summer Managing Editor

"These hearings on United States policy in Viet Nam constitute a concern for public opinion, a desire to have a broad participation in the formulation of policy and a feeling that we must constantly reaffirm certain traditional democratic commitments; it is for these reasons that your congressman Bob Kastenmeier, has convened these hearings," said Cong. Ben Rosenthal, (D-N.Y.).

ROSENTHAL JOINED with Wisconsin Cong. Robert Kastenmeier (D-Watertown) in conducting the first unofficial hearings on Viet Nam held in the country.

The hearings, conducted under the rules of the House of Representatives, gave an opportunity to the citizens of the community, and the faculty and the students of the University to state their opinions on the war in Southeast Asia.

Kastenmeier said that the hearings were prompted by his feelings that individuals and organizations had much to contribute by way of ideas for foreign policy. "I believe," he said, "there will be many more hearings to follow throughout the country, and we could be the model here."

AS AN OUTCOME of the hearing in Madison, Michigan Congs. Charles Diggs (D) and William Broomfield (R) have been prompted to set up a similar airing of the public's feelings on Viet Nam policy in a hearing this Friday, in Detroit.

Kastenmeier said a transcript of the hearing would be made available to the appropriate government officials and a report will be given in the House of Representatives.

The Friday and Saturday hearings were held in the basement of the First Methodist Church which was filled with an overflow crowd of nearly 400 spectators.

THE LARGE ROOM, hot with perspiring listeners, was cluttered with the equipment of TV and news reporters.

At the front sat Kastenmeier with Rosenthal on his left and a flag of the United States on his right. Also in front were two maps of Southeast Asia.

During most of the sessions the audience sat in interested silence as each witness gave his testimony. Both of the congressmen and many witnesses said that the proceedings might be a turning point in the nation-wide debate and hence were of great importance.

MOST SEEMED to feel that the hearings were a transition from the past teach-ins, which some called proselytize-ins, to full debate of U.S. foreign policy within the Congress.

Madison Police Chief Wilbur Emery had rejected a request by Kastenmeier to hold the proceedings in the council chambers of the City-County building because said Emery, "The hearings would very likely be accompanied by demonstrations."

There were no demonstrations at any time during the hearings. The only response to the speakers were enthusiastic applause after a few of the speeches and minor hissing after one or two.

CONCERNING THE reason for the hearings, Rosenthal said that many congressmen have been concerned with the substance of foreign policy, but more important, with the procedures by which the policy has been reached.

"We have," said Rosenthal, "for the opportunity to take part in what is at once an experiment and a duty for a congressman—

an attempt to bring Washington closer to you, and most important to bring you closer to Washington."

He said that people must leave the hearings having been reminded of their right and duty to act and participate in the affairs of the American state.

SUPPORT for the President's policy for escalation of the war in Viet Nam was in the minority both at Friday's and Saturday's hearing. The majority view favored a negotiated settlement with the possible intervention of a United Nations military peace force and the eventual withdrawal of U.S. troops.

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The Daily Cardinal

Complete Campus Coverage

University of Wisconsin, Madison, Wisconsin, Tuesday, August 3, 1965
VOL. LXXV, No. 170

FREE COPY



Crowd at Viet Hearing Listens Intently

U.S. Advertising Abroad Helps, Hurts Our Image

By LESLIE SIMON
Cardinal Staff Writer

Most foreigners' knowledge of the United States comes from the international advertising of American business corporations, said Prof. J. Watson Dunn at the Union Forum Monday night.

DUNN DISCUSSED aspects of the boom in international advertising in the last 10 years. The expansion of advertising abroad is so great that foreign media depends heavily on American advertising for its income, according to Dunn.

At its best, said Dunn, American advertising gives forth an image of well-made, trustworthy products and people who are stable and emotionally well-balanced.

But at its worst, he said, it portrays an image of a people who are superficial, materialistic and lacking in warmth.

ORGANIZATIONS involved in international advertising include large business corporations, research companies, advertising agencies and even the government, in an effort to lure tourists.

Businesses such as Colgate-Palmolive, Heinz and International Harvester have expanded tremendously and enjoy more profit from their foreign sales than from the domestic market.

They reach the public through media such as Time, Newsweek, Life, and the New York Times in ads aimed at international readers, said Dunn.

Organizations such as CBS have affiliates in Canada, export films, manufacture records and manufacture and sell electronic equipment to foreign countries.

ALL BUT ONE of the ten largest advertising agencies in the United States have offices abroad, Dunn said.

These expanding U.S. businesses realize that adjustments are necessary in doing business on an international level, he said. Instead of merely exporting goods, progressive corporations will start joint ventures with a foreign country.

In one case an American business firm will be set up in a foreign country which will be owned jointly by the nationals and the U.S. corporation, according to Dunn. Another form of joint venture is the licensing agreement, where the foreign country will manufacture the product and the home company will supply information, engineers and other help.

THIS LATTER form of foreign subsidy brings more profit and is consistent with the recent rise of nationalism, he said. The nationals participate in the man-

(continued on page 3)

WEATHER



CLOUDY—A chance of thunder showers afternoon & evening. High near 80. Low tonight 55-60. Low 80's tomorrow.

'Hitting the Books': Communist Style

By CHARLES M. MARTIN
Cardinal Staff Writer

Recreational facilities abound at this University and the students don't hesitate to take advantage of these more relaxing campus pursuits. The number of hours spent in class are not overburdening and the study load is such that it permits time for extra-curricular activities whether it be sports, movies or intellectual endeavor.

THIS LOOSELY structured activity strikes a prickling contrast with the collegian studying in Communist China. In a country which ascribes to an ideology which urges it to rapid economic development the student is not permitted to function in the relaxed atmosphere which exists here.

Rather, the perpetual pressure precipitated from the drive to fulfill economic quotas demands that the Chinese study 60-70 hours a week. Of this time, 36 hours are spent in the classroom; whereas at this university 18 hours a week is considered a heavy load.

Because of the long hours spent over the books, 10 per cent of the students reportedly have developed tuberculosis. This statistic has not gone unnoticed by educators. Recently the Party has been encouraging the young scholars to spend more time out-of-doors and to

engage in some form of athletic activity.

IN ADDITION to the long hours in the classroom and the time spent in library keeping up with his studies, the Chinese student is compelled to attend political meetings, rallies and other types of 'productive labor.' The extent of these latter activities has been greatly mitigated since 1961 when the Great Leap Forward (a high-speed economic development program initiated in 1958) was tactically acknowledged as a flop. Prior to 1961, students would be frequently mobilized to provide support for mass demonstrations, meetings and campaigns of various sorts.

This intense activity had the effect of keeping the student away from his studies so long that exams at the end of the 1957-58 academic year had to be cancelled. Furthermore, many suffered from nervous strain and physical exhaustion. But in 1961 a political relaxation was put into effect and much of this pressure was eliminated, although it still exists to a relatively large degree as described above.

THE SOVIET student stands in marked contrast to the Chinese.

Even though he is required to spend from 36-48 hours a week in class like the Chinese, it is after class where the two models depart.

While the Chinese will go to the library and sit down to long hours of brain exercise, the Soviets are usually worn out and shun their studies. They much prefer listening to jazz records, playing chess, arguing, reading poetry and other activities unrelated to their school assignments. The exception to this pattern is the fifth year student who must concentrate on his diploma project.

BUT GENERALLY the lax attitude is the norm. Due to this lack of study during the semester, examination time is one of intense pressure and 'cramming.' Often there is widespread cheating which the professors seem to tolerate. One student commenting on this situation said: "If cheating were not used and if it were not tolerated by the faculty, we would all flunk out." Even though this is obviously an overstatement it does serve as an indication of conditions.

Chinese educators are not the only ones that are concerned about their students as similar controversy rages in the Soviet Union. Many believe that the class time should be lessened by switching to a new type of curriculum.

Documentation for this article can be obtained by contacting this writer through The Daily Cardinal office.

"... that Continual and Fearless Sifting and Winnowing by which alone the truth may be found . . ."

The Daily Cardinal A Page of Opinion

Letters to The Editor

Gordon Viet Letter 'Hoax'?

To the Editor:

As a visitor from an Eastern university I have been impressed by much that suggests that the great liberating tradition of the University of Wisconsin remains alive even during the summer months. A campus newspaper keenly aware of current problems, a radio station with a broad range of cultural programming, a lecture series, a cinema, a theatrical group, at least a single political rally and some spasmodic picketing—all these are heartening to one who had too often heard the Midwest labelled as a "hotbed of lethargy."

Nevertheless, I do feel compelled to doubt the propriety of printing a letter which is an obvious hoax. The letter, appearing in The Daily Cardinal of July 22, purports to be signed by a "Robert I. Gordon" for the Committee to Support the People of South Viet Nam.

Pretending to be an attack upon the Committee to End the War in Viet Nam, the letter is so patent a parody of itself that it is immediately and transparently clear that its sole, if devious, purpose is to boost the stock of the End the War group and denigrate the Support the People group, which it presumes to defend.

For example, the letter states: "Many of us have been distressed by their (the End the War group's) demonstrations, rallies and picketing; partly from the fact that we refuse to adopt their tactics, partly because they are misrepresenting the student body, and partly because their activities are being used to lower the morale of American and Vietnamese soldiers."

THREE SIMPLE comments: If "Mr. Gordon" and his group refuse to adopt tactics so demonstrably in the American tradition ever since the Boston Tea Party, the problem is theirs.

If the End the War group claims only to represent that portion of the student body which seeks to end the war in Viet Nam, in what way are they "misrepresenting the student body"?

And finally, if "Mr. Gordon" really believes their activities are being used to lower military morale, he knows precious little about the events in Viet Nam which are affecting morale much more gravely than a group of dissenters thousands of miles away from the scene of combat.

THE LETTER further states that the Committee to End the War in Viet Nam "is not a heterogeneous group" and then proceeds to document the contrary by pointing out that its membership consists of communists, socialists, foreign

students, professional graduate students, members of the rathskeller society, etc. I know of an anarchist who is also a member and of an erstwhile Johnsonian Democrat who supports the group in principle and of a dog named Max, a vacationing liberal from Cornell, who is unquestionably a camp follower.

True, the group is not so heterogeneous as to include Birchites, Goldwater Republicans, Bomb-Hanoi-and-Peking enthusiasts and other assorted hysterics but, after all, how heterogeneous can a group become without losing its identity?

Not satisfied with these absurdities, the writer unleashes an "ad hominem" assault which condemns the members of the End the War group for "their search of security," "their lack of personal hygiene" and their "personality disorders" which "reveal them to be the students who were 'loners' in high school and who will make an equally poor adjustment after graduation." (Can one imagine a worse fate for a Wisconsin undergraduate?)

THEN COME these gems of advice to the lovelorn: "Read widely on the subject so that you can think as well as feel" (but not too widely lest your thinking get the better of your feelings)... "Refuse to watch any demonstrations, rallies or picketing" (because, presumably, they may prove contagious)... "When in discussion with the End the War group, question their motives and behavior" (but not, of course, their arguments)...

"Ask them what alternate solution they can propose to our policy" (why not attend a rally and find out?)... "If the government of the U.S. is so beastous (sic) and odious, ask them why they do not go to live in Hanoi, Peking, or Havana" (because even "Mr. Gordon" should know that both the Declaration of Independence and the Constitution lend some encouragement to Americans to try changing the policies of their government without fear of deportation or incineration, a fear that must be only too real among the South Vietnamese whose latest Premier, Nguyen Cao Ky, has been quoted in England's largest newspaper as saying: "People ask me who my heroes are. I have only one—Hitler. We need four or five Hitlers in Viet Nam.")

BUT PERHAPS the best reply to "Mr. Gordon" can be found in an article in the July issue of that subversive Communist publication, Harper's magazine, where Mr. Saul Alinsky, the Chippewa middle-class, Madison Avenue hygienic approach to life is fright-

ening. We're in danger of being chloroformed out of the American way of life because we're afraid of controversy. Nobody wants to be different. It's a worse threat than the bomb. We'll do it our way, with huge sleeping tablets. So we'll all die peacefully in bed."

But there I go. I'm beginning to take the letter seriously when my point is precisely that it was never meant to be taken seriously. The idea of inventing a fictitious character like "Robert I. Gordon" and then penning a letter in which he is made to ridicule the very group he claims to represent can only be a nefarious hoax concocted by those unhygienic loners of the Committee to End the War in Viet Nam.

IRWIN STARK
Asst. Professor
The City University of N.Y.



New Crewhouse Is Vital

To the Editor:

Anyone who is acquainted with the University realizes that certain problems come up in the planning of construction, and that it is almost certain that not everyone will be happy with the solutions. However, in the past year, a problem has appeared which could mark the end of an important part of Wisconsin's reputation, if remedial steps are not soon begun.

FOR SEVERAL years the Wisconsin crew has been attempting to acquire new boathouse facilities for the storage of its shells. Last fall, a new boathouse seemed inevitable, because a substantial amount of money had been donated, and approval was made for the use of athletic department funds to finance the structure.

In fact, drillings had already been taken for the foundation of the building. Because of this progress, part of the old boathouse was torn down, to make room for construction of the Alumni House, which has not yet begun. But alas, the citizens of Madison would not have a new boathouse on the Willows beach, because this would supposedly destroy one of the most beautiful areas in Madison, and affect the quality of the beach.

Working in a chemistry laboratory, as I do, one develops a certain tolerance for unpleasant odors; but I have yet to ride by the Willows beach without grimacing from "The Reek."

BUT I DIGRESS . . . A recent issue of the Cardinal pointed out the fact that the old gray boathouse will be completely demolished at the end of the summer. I had not heard of this before, but it sounds typical. As a member of the crew, I may be slightly prejudiced, but I believe that this would be an unforgivable sin of incompetence by the University "Planning" Commission.

Not only would this directly hamper the crew's ability to practice, but it is conceivable that such a situation would mean the

end of crew at Wisconsin. Crew is as much of a tradition at Wisconsin as football; any resident of the East will attest to that. The crew here has not enjoyed a reputation as one of the most popular sports, but it certainly deserves the facilities to do its share in maintaining Wisconsin's reputation.

With adequate facilities, next year will probably produce the finest crews in Wisconsin's history. Let us hope the planners can at last effect the construction of a new boathouse.

Thomas W. Sy

Free Lance

By JAMES M. O'CONNELL

Why Viet Nam Is Worth It

At this point in the summer, I suspect that most readers are tired of Viet Nam. One of the other columnists has taken the Vietnamese situation as the text for his weekly sermon; there are committees pro and con; there is the daily spate of news from that embattled land. But why do we fight? The reason has been "bundled"—don't mind this. It's the heat, you know—about on television; "teach-ins" have become the new order of the day—although I fail to see why a professor of Romance Languages should know any more about Viet Nam than the ordinary man in the street—and even the civil rights crusade has switched to pacifism.

I reject, out of hand, the standard argument that we are defending democracy in Viet Nam. My conservative nature suggests to me that the type of government one may impose upon a country is a function of that country's customs, attitudes and traditional forms. Along with John Randolph, I say: "One can no more make liberty out of Spanish matter than make a seventy-four out of a bundle of pine sapplings." That is, American democracy cannot be imported to Spain, or Latin America or Viet Nam; what liberty that can exist there must be grounded in other institutions.

Let us say, then, that we prefer a military dictatorship to the misrule of the Buddhist monks or the communism of the Viet Cong—although hundreds, either because of gross stupidity, or for devious reasons of their own, persist in denying the communism. The Vietnamese will not be free, in our sense of the term, in either case; the choice, then, is the amount of unfreedom we can tolerate.

BUT, IF WE are not fighting for freedom, then why fight at all? Because, paradoxically enough, we are fighting for freedom—not in Viet Nam—but in Thailand, in Malaysia, in the Philippines, and in Australia and New Zealand. This is something that the opponents of our Vietnamese policy, from Charles De Gaulle down to Don Blue- stone, do not understand. Above all, our goal, and, since the end of World War II, our duty, has been to preserve Western ideals, Western civilization. Too much blood was shed in Southeast Asia to preserve that goal for us now to abandon it to idiotic whoremongers and intellectual pimps in Cambodia and Indonesia, or fanatical leaders of a monstrous tyranny from the North.

How long would our credibility survive, and with it, the civilization that credibility defends, if we were to follow the advice of the protesters, the whimperers, and yes, the bought-and-paid-for supporters of that tyranny who now urge us to abandon the war? Shall we make the mistakes of the late 1930's until we are driven back to Fortress Atlantica, or, even worse, Fortress America? Even Charles De Gaulle, the posturing enemy of the Anglo-Saxon, should well remember that it was Anglo-Saxon blood that allowed him to sit where he is now; would he be willing to smile on those who, in the dark days of the 40's, argued that the Anglo-Saxons did not belong in Europe, and should be pushed out?

AS FOR OUR own appeasers, at least those who are not demanding that we get out for other and more devious reasons than "peace": how long, ladies and gentlemen, would you survive the collapse of the West? The Marines around Da Nang are sore, because they are guaranteeing your rights all over again with their blood; they don't care to cast their pearls before swine. And, considering the stench from the average "teach-in," I don't blame them.

Reader Hits Hip-Shooting Edit On New Campus Architecture

To the Editor:

While I am in sympathy with the purport of your editorial "Beauty or Expediency" in the July 16 Cardinal, I feel you weakened it by some of your hip-shooting architectural criticism.

Although I know full well that visual taste is an elusive and somewhat personal thing, I wonder why you call Van Vleck hall an obscenity. Many people consider it the finest building constructed in Madison in many decades. They are equally gratified by the way it has enhanced the

hillside on which it sits. Among its admirers are many mossback alumni who mourn every blade of grass supplanted by concrete.

Perhaps you should direct some of your criticism toward the size and proposed growth of the University. What will happen to your ideal of beautiful grounds if the campus is built up to accommodate 40,000 students? What will happen to the visual, functional, and social qualities of the Madison urban environment if an additional 20,000 students are campused on the western edge of the city?

Mossback alumnus

The Daily Cardinal

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PAT BRADY Business Manager
RUSS GOEDJEN Advertising Manager
DICK FARRELL Advertising Salesman

Campus News Briefs

See Prof. Ely's Profile in Courage

The film story of Prof. Richard Ely, who championed the cause of academic freedom so eloquently once on this campus, will be shown Thursday evening at 8 p.m. in Great Hall. The film, a segment of the television series, "Profiles in Courage," will be augmented with a selection of comments about the University and its tradition of academic freedom by Prof. Helen C. White of the English department. This program, sponsored by the Union Forum committee, is part of the all-Union family night event and is open to the general public.

LUNCH WITH A PROF.

W. Gordon Zeeveld, visiting lecturer in English from the University of Maryland, will be the featured speaker Thursday for the summer series of luncheons with a professor. Zeeveld will discuss "Civil Rights in a Historical Perspective" beginning at 12:30 p.m. Students may pick up lunch in the cafeteria and retire to the Popover room for the discussion and lunch. Those interested in attending are asked to sign up at the Union main desk in advance.

ART EXHIBIT

The sketches of Wisconsin-born artist Mark Tobey are on exhibit in the Memorial Union's main gallery. Tobey, a native of Centerville, has done a spirited and fascinating series of life in the Seattle Market Place during the pre-war years and early years of World War II. The collection of 45 sketches is on loan from the Seattle Art Museum for the showing which runs through August 30.

"HOOFPRIENTS"

The first issue of the Hoofers newsletter, "Hoofprints" is now available for members in both the Hoofers headquarters and at the Union boathouse. It is free to all members of Hoofers clubs.

"STALAG 17"

World War II history will come alive for Lakeshore Halls Association members Wednesday. An all-male cast stars in "Stalag 17," the story of a group of G.I.'s who are thrown together in a notorious German prison camp. When two G.I.'s are killed in an attempted escape, the prisoners begin to suspect that one of them is a German spy. The movie begins at 8 p.m. in B-10 Commerce Building. Admission is by presentation of an association membership card.

LHA MEETING

Plans for the final week of summer school will be the subject of the Lakeshore Halls Association council tonight. The House President's Council will meet for the last time at 6:30 p.m. in Upper Van Hise.

LAST LESSON

Lakeshore Halls Association members will find out how much tennis they learned this summer when they take part in their last lesson Thursday. The group will meet between 5 p.m. and 6 p.m. at the Observatory Drive courts.

VIET NAM DISCUSSION

The Committee to End the War in Viet Nam will sponsor a workshop Wednesday at 7 p.m. The discussion will center around the article, "Southeast Asia: Predeveloped or Underdeveloped?" by Keith Buchanan, in the Nov. 1964 issue of Eastern Horizons. All are invited. Advanced workshops will be held today at 7 p.m. and Wednesday at 8:30 p.m. in the Union.

"POIL DE CAROTTE"

The department of French and Italian and the French Club will sponsor the film "Poil De Carotte" Wednesday at 7:30 p.m. in B-20 Commerce. The film shows how a loveable lad almost kills himself because of the stupidities and neglect of his philistine home.

It is based on the novel by Jules Renard and has English subtitles. There is no admission charge.

ROUND-UP

Hoofers Riding Club will hold its end-of-the-summer party Wednesday evening. The group will leave the Union information booth at 5:30 p.m. If you haven't signed up, call pres. John Kroos at 257-9176.

UMPAH!

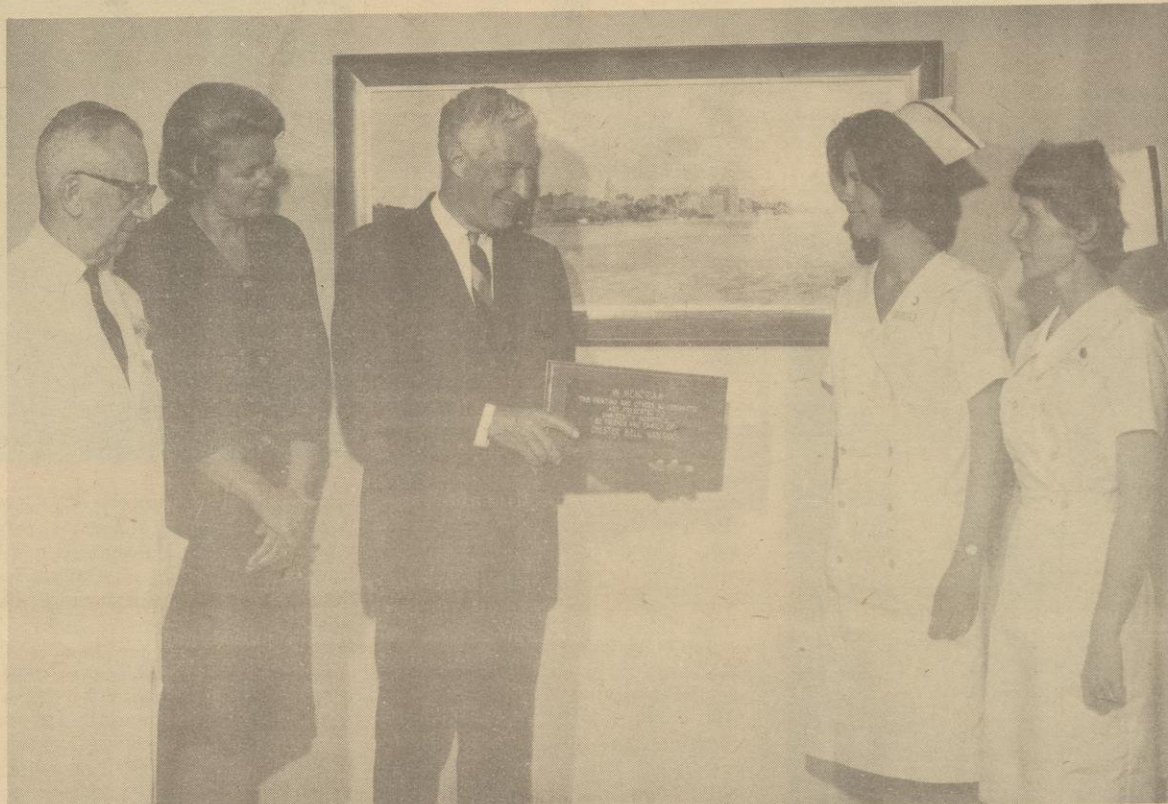
Arnold Jacobs of the Chicago Symphony orchestra will play a free public tuba recital in Music Hall auditorium at 7:30 p.m. Wednesday under the sponsorship of the University School of Music. The early hour for the concert will make it possible for high school students in the summer music clinic to attend.

LIZ TAYLOR

The Union Film committee presents "Suddenly Last Summer" Wednesday in the Play Circle. Elizabeth Taylor, Montgomery Clift and Katherine Hepburn star in this drama of psychological suspense, with curtain times at 3:30, 7 and 9 p.m. Free tickets are available at the box office upon presentation of a fee card.

WOOLSEY ON COUNSELORS BOARD

Dr. Clinton N. Woolsey, professor of neurophysiology and director of the Laboratory of Neurophysiology at the Medical School, has been appointed to the Board of Scientific Counselors of the National Institute of Neurological Diseases and Blindness, Bethesda, Md.



MEMORIAL PRESENTATION—A number of paintings in memory of Chester Van Roo, who died last April, was presented to University Hospitals Saturday afternoon. Mrs. George Greeley (second from left), Madison, wife of the executive director of the Republican Party of Wisconsin, said she was impressed and pleased with the treatment given her son during his fatal illness. Holding the memorial plaque is Gov. Warren P. Knowles. Others taking part were (left to right) Dr. Ovid Meyer, professor of medicine; Phyllis Harrington, head nurse in Ward 4B of the Hospitals, and Mrs. James Henderson, 4B nurse who suggested the memorial gift.

Eight Late Entries Postpone Selection of Accelerator Sites

Wisconsin and the Midwest will have to wait a while longer before finding out whether or not they are still in the running for the \$280 million atom accelerator soon to be awarded by the Atomic Energy Commission (AEC).

Eight late entries were added to the list of 118 locations in 46 states already in the running.

AEC's research division staff was due to select the top 30 sites within the next few days, but the late starters have pushed that date up.

THE NATIONAL Academy of Sciences will further investigate the top 30 contenders and are free to re-enter any of the sites left out by the AEC.

The late entries are:

Mesa county, Colo., near Grand Junction; Carrollton and Murray Ky.; Paducah, Ky. (the second bidder in that area); Millville and Warren Grove, N.J.; Sweetwater, Texas; Duluth, Minn. (the second for that area.)

WISCONSIN and the University are pushing a site near Stoughton just south of Madison. The state will probably offer the AEC \$10 million for land and improvements at the site if it is selected.

Ample groundwater, bedrock close to the surface, sufficient electric power, and proximity to O'Hare field and large universities were some of the major advantages of the site which the state offered in their proposal to the AEC.

COUPON WORTH 15c
received with each PIZZA

MONDAY THROUGH THURSDAY



THE ONLY PIZZA PREPARED AND BAKED EN ROUTE TO YOUR HOME

U.S. Overseas Advertising Reflection of Our Society

(continued from page 1)

agement and profits of the company.

Not only does this generate local profit, said Dunn, but it doesn't drain the currency as mere exporting does. This method also anticipates the particular needs of the country.

International advertising has many economic uses for all kinds of countries. For well-developed nations it is the cheapest way to persuade large groups to use a particular product. Dunn said it has resulted in larger markets, reduced production and marketing costs and higher quality products.

IN SOCIALIST countries, such as the USSR, there has been in post-Stalin years an effort to improve goods and the standard of living. The government is encouraging increased advertising to help the people decide between products, according to Dunn. It

is also urging the training of advertising specialists.

Central planning is the main characteristic of advertising in underdeveloped countries, he said. Here the emphasis is on production so that the poor may be fed and clothed.

THERE are problems in this particular kind of advertising, Dunn said. U.S. advertisers have to persuade people of different cultures, different frames of reference. However, many feel that people are all alike—they all want security, beauty, etc. Language poses a problem in that in translation, expressions become awkward and misunderstood.

Companies would also like to be able to get market information so that they know where to advertise, said Dunn. There are also problems in the advertising media itself. Many major markets are without good broadcasting facilities or the advertising is expensive, open to bargaining and subject to under-the-counter rebates, he said.

Dunn predicted that U.S. corporations will continue to move overseas despite rumblings of complaints against the American invasion of foreign markets. With the increased expansion of businesses abroad, more marketing means more mass advertising, he said.

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Naples, Italy

Napoli is the actual city of tradition, but Naples is the American name merely representing that beautiful city across the sea...

In 1943, a man, from this same Napoli, Italia (not Naples, Italy) opened a restaurant here in Madison. His proud specialty... spaghetti a la' Napoli, not Naples... his name, Lorenzo, not Lawrence.

... since 1943 his menu has grown to include a wide range of tasty meals, priced for the student, and spaghetti still the real source of his neapolitan pride.

Stop in and treat yourself to a generous serving of real Italian Spaghetti, at these lowest prices. Just once, rather than Italian-American spaghetti, try Italian spaghetti.

Spaghetti & Meat Balls	1.00
Spaghetti & Tomato Sauce	.85
Spaghetti & Butter Sauce	.85
Spaghetti & Ravioli	1.00
Spaghetti & Sausage	1.10
Ravioli & Tomato Sauce	.85
Mostaccioli & Meat Balls	1.10
Mostaccioli & Sausage	1.20

Includes Bread, Butter, Drink, Cheese
(ALL PRICES INCLUDE 3% SALES TAX)

Luncheons Also Served

Majority Stress Ne

(continued from page 1)

The first speaker, Prof. John Smail, a specialist in Southeast Asian studies, said the U.S. should exchange South Viet Nam for a guarantee from Hanoi and communist governments that they would not initiate future revolts in countries like Cambodia, Laos and Thailand.

"It's probably accurate to say that any sort of democratic government in Viet Nam will never be possible," said Smail. "It will require over a million American troops over an indefinite time and it is doubtful it could be done then."

SMAIL SAID that a communist government was inevitable and that the goal of the United States should be to make Ho Chi Minh "the Tito of Southeast Asia."

Smail was among half a dozen University professors who came out against the present administration's foreign policy.

David Tarr, assistant professor of political science, was the first speaker to favor the present course of action, but he did advocate negotiated settlement as soon as possible.

"IN A PERIOD of crisis such as this, it's understood that the Administration would want to avoid debate of this kind," Tarr was opposed to extended debate of Viet Nam policy in the congress, but was not opposed to debate of appropriations for Viet Nam.

The person who got the most applause at the hearing and who came out most strongly against further escalation in Viet Nam was Prof. William A. Williams, history.

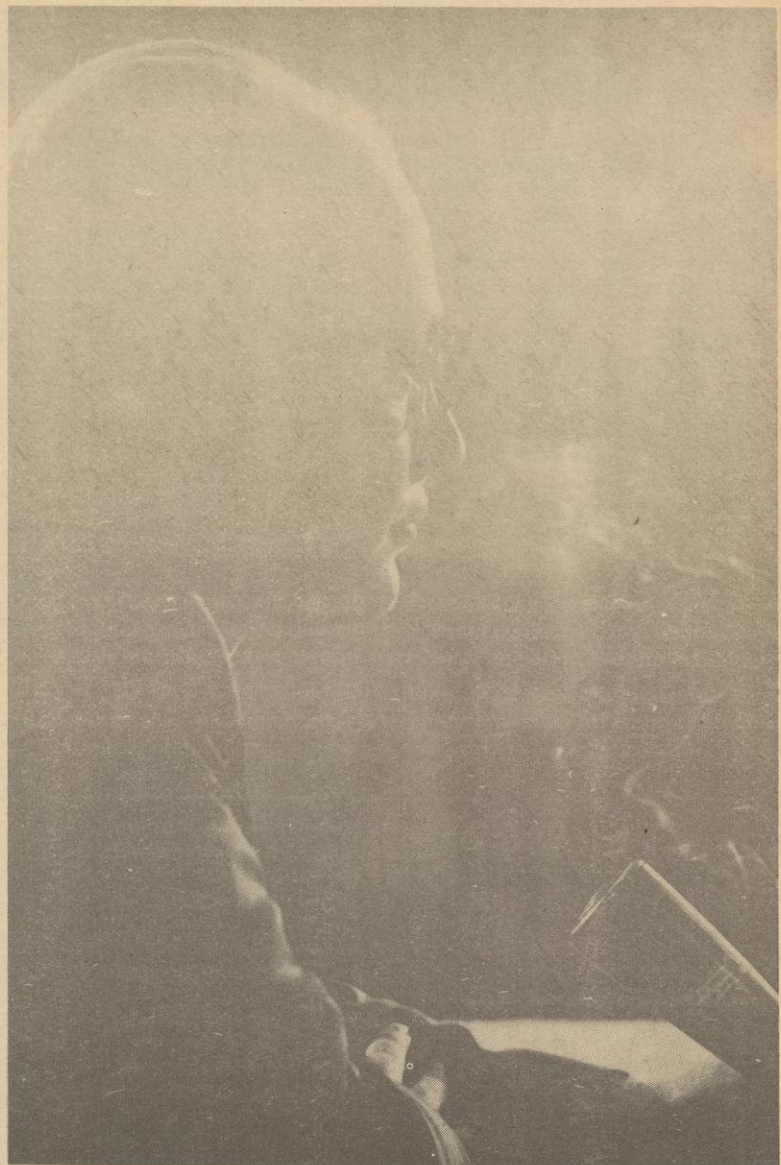
In his opening statement he said, "I must say with all candor that even more than the teach-ins, this hearing dramatizes the breakdown of representative government in foreign policy. If we are lucky, Congress will someday hold hearings on Viet Nam."

IN THE PRESS conference preceding the hearings, Kastenmeier said that the state department rejected an invitation to send a representative to the sessions. Kastenmeier speculated that the state department tries to ignore unofficial hearings on Viet Nam.

(One of the reasons Rosenthal was with Kastenmeier was that the House Foreign Relations Committee, of which he is a member, declined to have such a hearing in Washington.)

Williams said that the issue is that the government is using more and more guns in the desperate hope that violence against other human beings will give it more time to find the moral courage and intelligence that it should have had and used more than a decade ago.

"WHATEVER our differences," said Williams, "... this is what we critics have in common: we want to stop relying on the Rus-



sians and the Chinese. We want as a beginning to honor the principles of self-determination in the areas we control ... Because in failing to honor those principles abroad, we subvert them at home."

In summation, Williams urged three major points. First, we must appeal formally to the United Nations to arrange a cease fire prior to the execution of current measures of escalation.

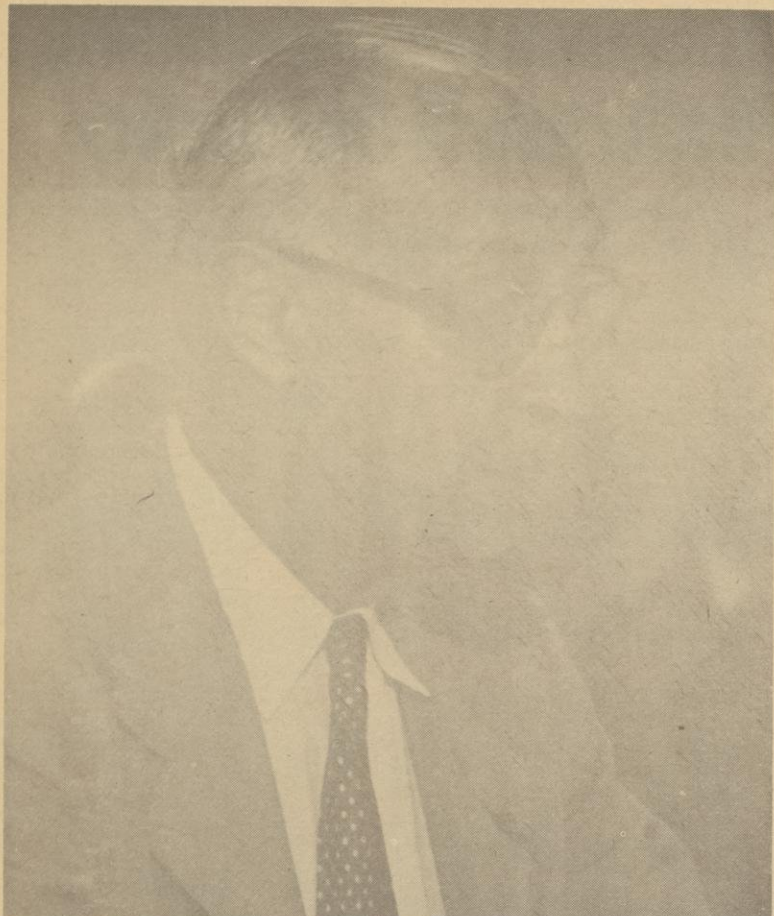
Second, the U.N. must sponsor immediate negotiations.

AND LASTLY, we must demand a moral as well as a formal American commitment to withdraw its military forces and to abide by the election procedures set up by the U.N. "In short, I

propose," said Williams, "that we consider honoring the principles that we avow."

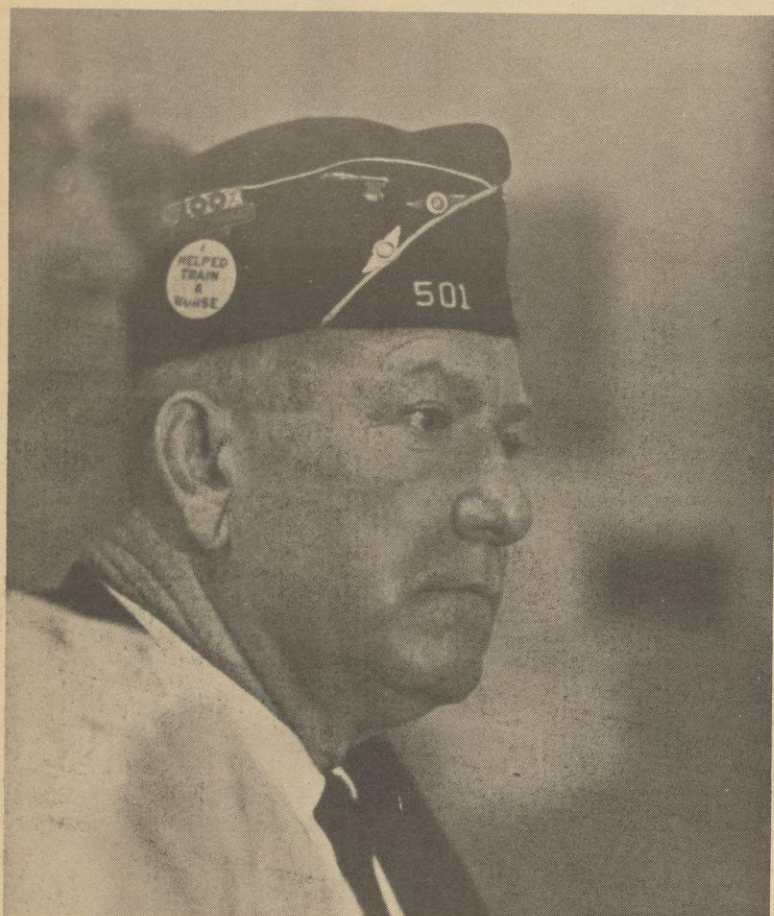
Speaking in agreement with the Administration's position, Donald S. Carlisle, associate professor of political science said that our action in Viet Nam must serve as an example for the future. He said that the U.S. should boost aid, but attach strings to see that it will operate to our best interests in recipient countries.

"THE ARGUMENT," said Carlisle, "that Hanoi is not under the thumb of Peking ... or that the Viet Cong is independent of Hanoi ... should not divert us from a clear recognition of the issues at stake in South Viet Nam. We must recognize that



CAPT. JOSEPH BOLLENBECK

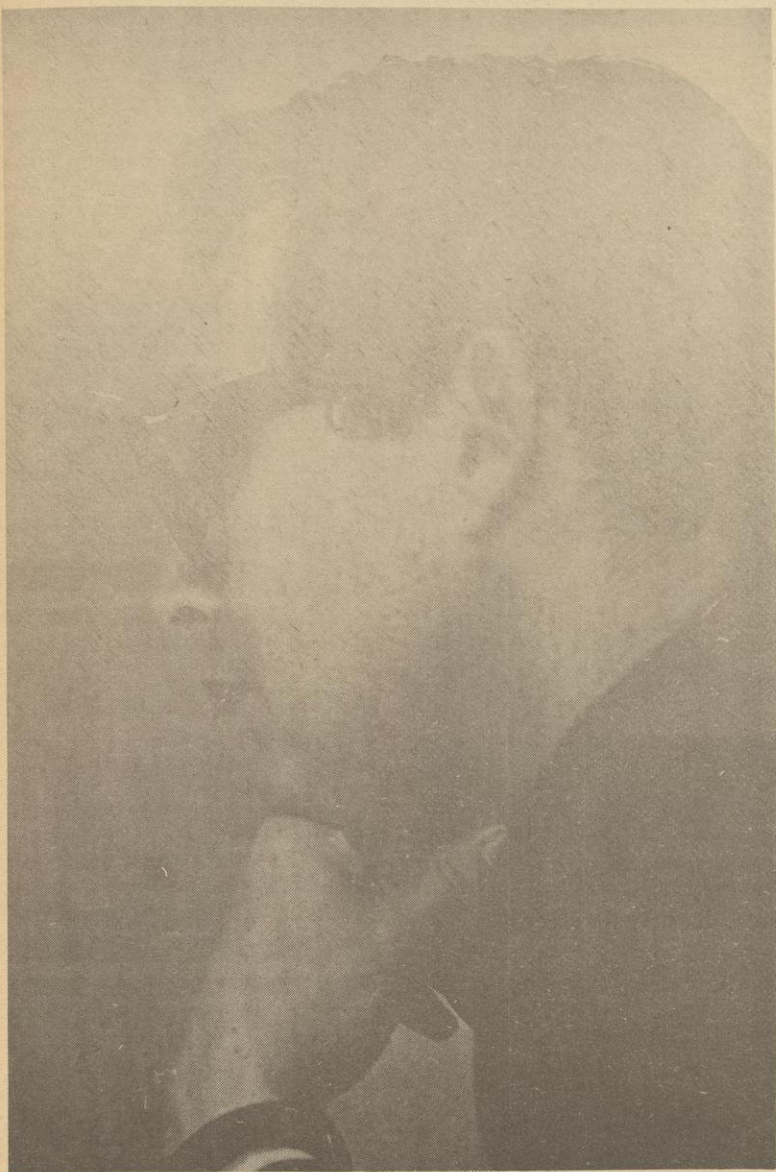
... it is refreshing to note that 6,000 faculty and students signed a statement of loyalty supporting our government."



A CHANCE TO SPEAK—Above and below, spectators listen with interest to the witnesses testifying at the Kastenmeier hearing held in the basement of the First Methodist Church. Over 400 were present to hear the 50 speakers from the community and the University air their views on the Viet Nam situation.



Negotiations



CONGRESSMEN QUESTION—Above, Rosenthal comments as Kastenmeier looks on. "I believe this country has an investment in constantly seeking broad public participation," said Rosenthal.

STUDENT SPEAKS—At left, Evan Stark, chairman of the Student Peace Center, faces Kastenmeier. "We must get behind revolts for national independence, or . . . this government must be changed," said Stark.

nore the fact that the trouble started when North Viet Nam invaded the South." He said that the communist-inspired leaders of college groups demanding withdrawal have a long record of pro-communist activities.

"It is unfortunate," Bollenbeck said, "that in discussion of this issue, far too many pseudo-foreign policy experts indulge in irresponsible statements and present as facts distorted conclusions and urge a course of appeasement."

Before Saturday's session, Kastenmeier told reporters that he was somewhat surprised at the prominence of the testimony supporting a negotiated settlement.

COMMENTING on the Kastenmeier hearings, Rosenthal said that the congressman has an enormous amount of courage to take the lead on this particular issue.

"The American people," said Rosenthal, "have every right to voice their say and to form the policy of their country. In this first hearing anywhere in the country, I am convinced that Madison is really the Athens of America."

what the U.S. does or does not do there to counter this insurgency will have serious implications for the cause of non-violent change in the Afro-Asian world."

He stated that although neither the Soviet Union nor China is directly involved in the struggle in Viet Nam, they are indirectly involved to the extent that the outcome there will either enhance or undercut the competitive strategies that they respectively champion within the international communist movement.

IN CONCLUSION, Carlisle said, "We will be fulfilling the moral responsibility to assist in creating the conditions for an international society [in Viet Nam] in which 'the strong are just, the weak secure and the peace preserved.'"

Representing the two campus groups concerned with Viet Nam were Jim Hawley, chairman of the Committee to End the War in Viet Nam; and Lyndon (Mort) Allin, chairman of the Committee to Support the People of South Viet Nam.

Hawley said that U.S. escalation and intervention violates the 1954 Geneva agreement, and he called for an immediate ceasefire and withdrawal. He said, "Communism has achieved the status as a legitimate alternative for great masses of people."

THE ONLY real adverse response from the audience came when Allin, in praise of the escalation, said, "In a period of four days last spring, 6,000 signatures were affixed to a declaration of principles affirming the

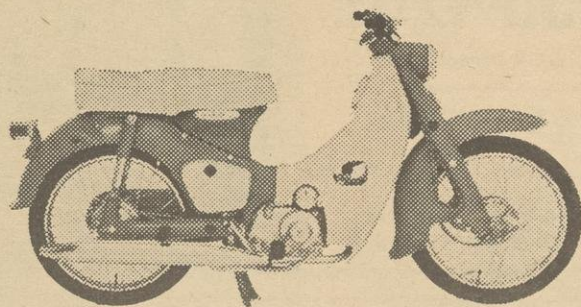
need for U.S. presence in South Viet Nam." To this, Kastenmeier asked, "How many of those 6,000, when asked to volunteer to fight would sign up," Allin's reply was 98 per cent, and the audience broke into laughter.

Capt. Joseph Bollenbeck, representing the Military Order of the World Wars was the only person who spoke out against the hearings and those "pseudo-politicians and specialists of the academic community who advocate a withdrawal."

SAID BOLLENBECK, "Little doubt exists that American and foreign demonstrations blindly ig-

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HOW SO

The language spoken by more people than any other is Northern Chinese or Mandarin by an estimated 493 million people. The so-called national language is a standardized form of Northern Chinese as spoken in the Peking area. The next most commonly spoken language is English with 291 million.

SCOOP!

The longest period of time for which a modern painting has hung upside down in a public gallery unnoticed is 47 days. This occurred between October 18th and December 4th, 1961, at the New York Museum of Modern Art to Le Bateau by Matisse. In this time 116,000 people had passed through the gallery.

GO TO AFRICA

Profs. Daniel Benjamin and John Libby, department of entomology, will leave for two-year assignments in Africa this month.

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WANT ADS

As an aid both to student candidates for Ph.D. degrees and their

College of Engineering Holds
Summer Interviewing Program

potential employers, the College of Engineering has started a campus interviewing program for them during the summer preceding their year of graduation.

More than 45 of America's largest industries and research organizations are taking advantage this summer of the new Ph.D. job-interview schedule, according to Prof. James Marks, director of placement for the College of Engineering.

The service is open to non-engineering Ph.D. candidates as well as to those in engineering. Marks said summer interviewing for candidates for Ph.D. degrees has several definite advantages over the fall, winter and spring jobs interviewing periods on the campus.

"WE FIND that practically all of the students and most of the faculty not only stay on the campus, but are more readily available in the summer," he said. "Companies who participate like it because it helps spread their recruiting load. Because much Ph.D. recruiting is separate from the B.S. and M.S. levels, there is little duplication of effort."

"Students like it because their work is more flexible during the summer. Both parties have more time to arrange plant visits. It also helps spread the work load in our placement office, but more important it enables us to give the candidates more personal attention. This seems to be a key to successful Ph.D. job placement."

STANLEY NAMED
CHAIRMAN OF ETS
CONVENTION

Julian C. Stanley, professor of educational psychology and director of the Laboratory of Experimental Design has been named chairman of the 1966 Invitational Conference on Testing Problems of the Educational Testing Service.

The appointment was announced recently by ETS Pres. Henry Chauncey of Princeton, N.J.

THE CONFERENCE attracts large numbers of measurement specialists each fall to New York City for major speeches and discussions.

Stanley is a past president of the National Council on Measurement in Education, and is president-elect of the American Educational Research Association and of the division of educational psychology of the American Psychological Association.

During the 1965-66 academic year he will be on leave as a National Institute of Mental Health special fellow at the Center for Advanced Study in the Behavioral Sciences at Stanford University.

During his absence, Prof. Frank B. Baker will serve as acting director of the Laboratory of Experimental Design.

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GRAD. woman to share apt. starting Sept. 1. Linda Knutson, 1135 N. Cass, Milwaukee, Wis. 3x6

I MAN to share apt. with 2 others. 3 rm. apt. \$45 per mo. Must occupy by Aug. 7. John 255-1190. 5x12

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My Fair Lady . . .
An Entertainment Splendor

"My Fair Lady" winner of eight Academy Awards, including best picture, best actor and best director, was designed by Warner Bros. to bring rich entertainment rewards to world motion picture audiences.

STARRING AUDREY Hepburn and Rex Harrison in a dazzling presentation of the international musical hit by Alan Jay Lerner and Frederick Loewe, this \$17,000,000 production is the most costly and elaborate motion picture ever filmed by Warner Bros. It was fashioned to achieve visual, dramatic, musical and technical perfection.

In addition to best picture, best actor (Rex Harrison) and best director (George Cukor), "My Fair Lady" won Academy Awards for best scoring (Andre Previn); best color cinematography (Harry Stradling); best costume design color picture (Cecil Beaton); best sound (George R. Groves); and best art direction color picture (Gene Allen, Cecil Beaton), set decoration (George James Hopkins).

"MY FAIR LADY" was personally produced by Jack L. Warner, president of Warner Bros. Pictures, and directed by George Cukor, whose distinguished Hollywood career embraces hit pictures from Garbo's "Camille" to Judy Garland's "A Star Is Born."

A year of painstaking effort and care went into this Technicolor-Panavision film, which adds new dimensions to the fantastic success of "My Fair Lady." From its creation by George Bernard Shaw, in the play "Pygmalion" in 1912, through its global success as a musical comedy on the stage and now on the screen, "My Fair Lady" has established itself as an immortal hit. From January 1963, to the start of filming in August of that year, the picture was in creative preparation. Actual production lasted five months, after which editing and scoring continued into spring 1964.

MUSIC TO HUM, WORDS TO REMEMBER . . .

The graceful music of Frederick Loewe and the infectious lyrics of Alan Jay Lerner (who also wrote the book and the screenplay) established "My Fair Lady" as a unique stage hit when it opened on Broadway in March 1956. Six and one-half years and 2,717 performances later, it closed its record New York engagement in September 1962.

The London engagement ran for 2,090 performances between April 1958, and the summer of 1963. The production has played, and continues to play, in virtually every country in the world. Now, the motion picture is being seen by millions and millions more people around the globe.

The appeal of the show and the film to every nationality, in almost every language, has been irrefutably demonstrated time and again. There have been only three other musical stage productions to sweep the world with popularity—Offenbach's "Orpheus" in the 1860's, Strauss' "Die Fledermaus" in the 1870's, and Lehar's "The Merry Widow" in 1904.

"MY FAIR LADY" conjoins the two most appealing and durable dramatic themes—Cinderella and Svengali. It is the narrative of an irascible professor of phonetics who takes a guttersnipe flower girl from the London streets and, in a wager, trains her to pass as a duchess.

Bernard Shaw conceived his play as one "in which Professor Higgins shall be a West End gentleman and Eliza an East End dona in an apron, three oranges and red ostrich feathers—a rapsodically flower girl." Eliza points out an amusing moral when she says that "the difference between a lady and a flower girl is now how she behaves but how she is treated."

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Work-Study Program Met With Enthusiasm

When News Breaks Near You

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Enthusiasm is the best word to describe the initial experience of the University with the federal government's Work Study Program (WSP).

The jobs vary from cleaning skeletons used in anthropology classes to helping University carillonneur John Wright Harvey prepare programs.

THE FACULTY supervisors rated 67 per cent of the part-time employees as "very good" or "outstanding." Another 26 per cent rated "satisfactory."

The WSP report was prepared by Wallace Douma, director of student financial aids. His report covered WSP experience on all 11 campuses of the University.

The program began last February. It provides employment openings for students whose parents have limited incomes.

Federal funds provide 90 per cent of the money required. The grant specifies that the jobs must be new and be for a non-profit or community-oriented group.

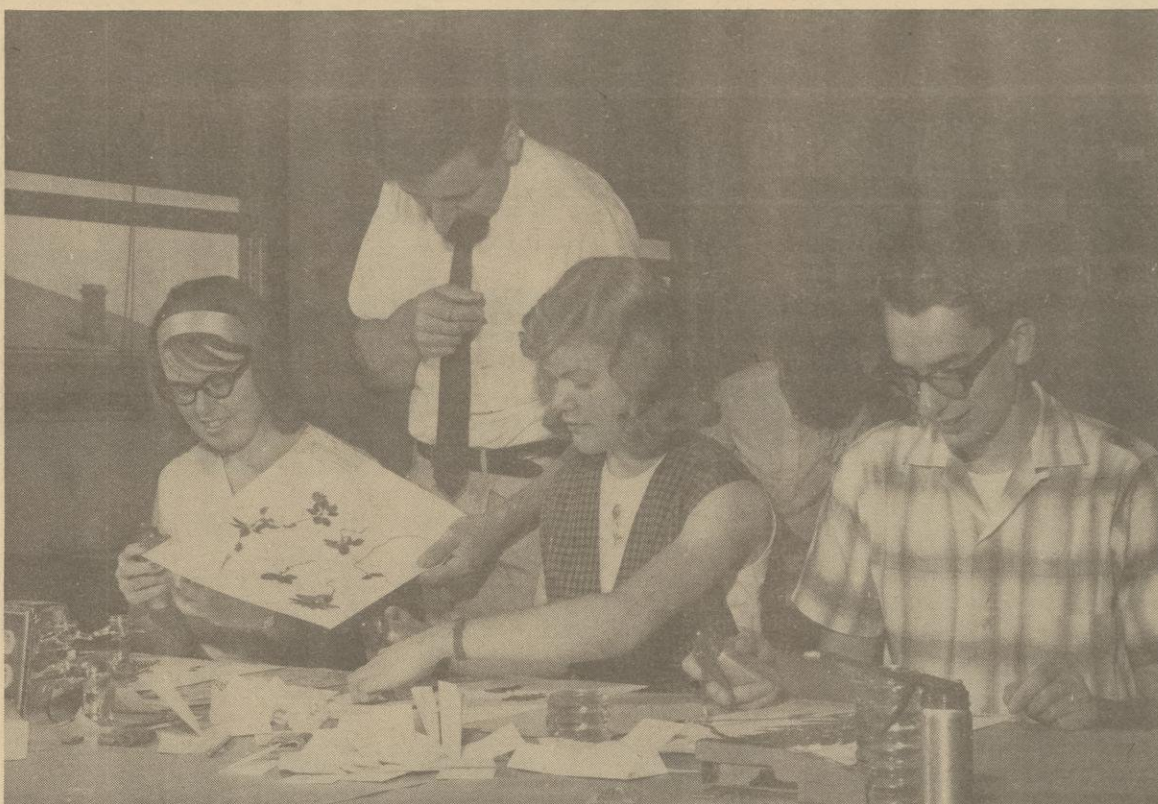
"THIS SUMMER we have 253 students working on the program on the Madison campus, 175 in Milwaukee, and 106 at the nine centers," Douma said. "Of this group, 407 are employed full-time and 127 part-time."

"This fall it appears we will have approximately 350 new freshmen in the program at Madison in addition to many new upper-classmen who will be participating for the first time."

During the spring semester, 371 students found jobs on the University's 11 campuses under the same program. The total included 212 at Madison, 100 at UWM, and 59 at the centers. Almost half of them came from homes where the father's income was less than \$3,600 annually.

MOST OF them worked on-campus, but 32 students were employed at such agencies as city hospitals and the state department of taxation. The pay rates range from \$1.25 to \$2.50 an hour, based on general job classifications with corresponding scales.

Two students summed up the



WORK-STUDY PROGRAM—Three students mount leaf specimens under the watchful eye of Prof. Hugh H. Iltis, curator of the University herbarium. The students are employed under the Work-Study program which is financed by the federal government. They are (left to right) Beth Popanz, Evansville; Susan Quam, Stoughton; and Ron Leisner, Bonduel. Miss Quam and Leisner are majoring in botany and Miss Popanz in elementary education with concentration on science. They along with several other Work-Study students, are tackling a backlog of 180,000 specimens.

project by stating that the WSP jobs "turned out to be better than we could have found on our own... much better than we expected for this kind of program."

They and others in the program rated the opportunity of working directly with a professor or supervisor as the biggest asset.

"The students felt personally important," Douma explained, "and the 'bigness' of the University was soon left behind. Professors turned out to be quite human, and the student was no longer an 'IBM card.'"

"STUDENTS NEED this help, too. Better than 75 per cent had loans. Practically all of them have

worked part-time all the time they have been in school, and a number of our workers are holding second jobs in addition to the WSP position."

Douma said he would recommend that the federal 15-hour a week time limit be removed and that there be some relaxation of the rigid family income limitations.

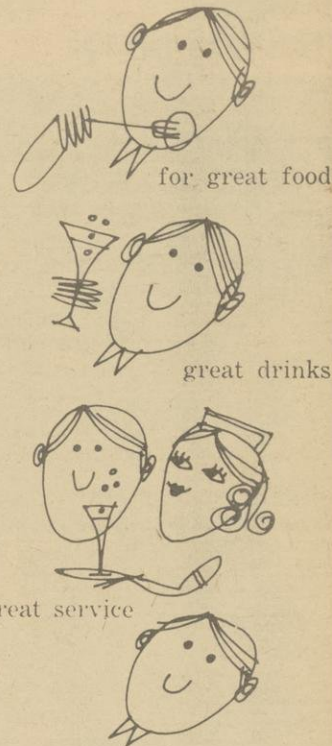
Eighty-two per cent of the students said the WSP work has "no effect" on their grades, will 14 per cent believed it helped upgrade their academic effort.

THE FEW students who said the work hurt their grades were found to be carrying an extra heavy credit load, courses with large

amounts of required reading, or were trying to hold down several jobs at the same time.

Here are some of the other conclusions Douma reached about the program:

Placement of students was quite effective, utilizing their previous experience, background and academic areas of interest.



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Daily Crossword Puzzle

ACROSS

- 1 Celtic variant of Mary.
- 6 Grants.
- 12 Control oneself: 2 words.
- 13 Brainpan.
- 15 Fervent.
- 16 Boasts: Colloq.: 2 words.
- 18 Floppy cap.
- 19 Withdraw: 2 words.
- 21 Prefix with lateral or literal.
- 22 Applaud.
- 24 Autumnal quaff.
- 25 German title.
- 26 — Morgan.
- 28 Neither hide — hair.
- 29 Pamphlet.
- 30 Arabian country.
- 32 A wise answer.
- 33 No charge.
- 36 Wrote for another.
- 37 Verbal comeback.
- 38 Intermittent winds.
- 39 Nobles.
- 40 One of the

Grundys.

- 41 Two-fisted one.
- 45 Inkling.
- 46 Remains ready.
- 48 Only fair.
- 49 Possessive.
- 50 Famous name in the theater.
- 52 Depart: Dial.
- 53 Falsely designated: 2 words.
- 55 Refer (to).
- 57 Basic principle.
- 58 Did a KP job.
- 59 Nephew, in Italy.
- 60 Cheese.

DOWN

- 1 Mental state.
- 2 The boss: 2 words.
- 3 Suffix in chemistry.
- 4 Piece of jewelry.
- 5 A buffoon.
- 6 Obeyed: 2 words.
- 7 Bureau section.
- 8 Of the cheek.
- 9 Black.
- 10 Poetic contraction.
- 11 Take away from.
- 12 Bring forth, as chicks.
- 14 Superhuman
- 17 Talented.
- 20 Covered with ivy.
- 23 Prop of a hoisting gin.
- 25 Lawn components.
- 27 A long time.
- 29 Loyalty, old style.
- 31 Cambridge school, for short.
- 32 Exclamations.
- 33 A brief.
- 34 House agent.
- 35 Of an ancient Italian culture.
- 36 Keen enjoyment.
- 38 Cooking device.
- 40 Went for: 2 words.
- 42 Magnates.
- 43 Relatives of stage whippers.
- 44 Famous.
- 46 "Will comply," in radio lingo.
- 47 Fasteners.
- 50 Slide.
- 51 A lot: Colloq.
- 54 Suffix with lemon, lime, etc.
- 56 Hawaiian symbol.



IN THE BIG HOUSE—This is the scene on the Liz Waters terrace on the average sunny afternoon. Wish you were there? Well, don't attempt it from the lake path, the architect included three eight-foot high stone walls, assorted barbed wire barriers and a half dozen search, rather spot, lights in his plans. It might be more advisable to use the front door. Phone ahead. Still with us? —Cardinal photo by the Great Imposter

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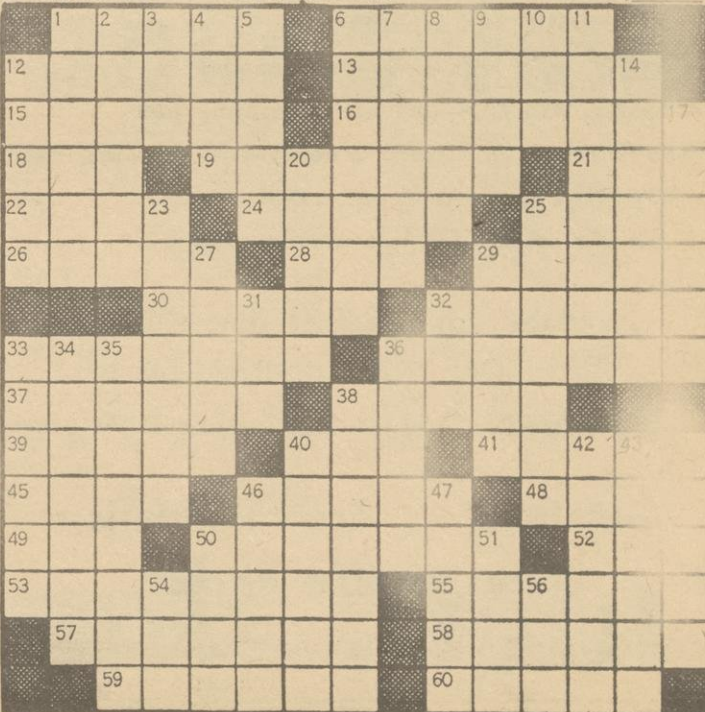
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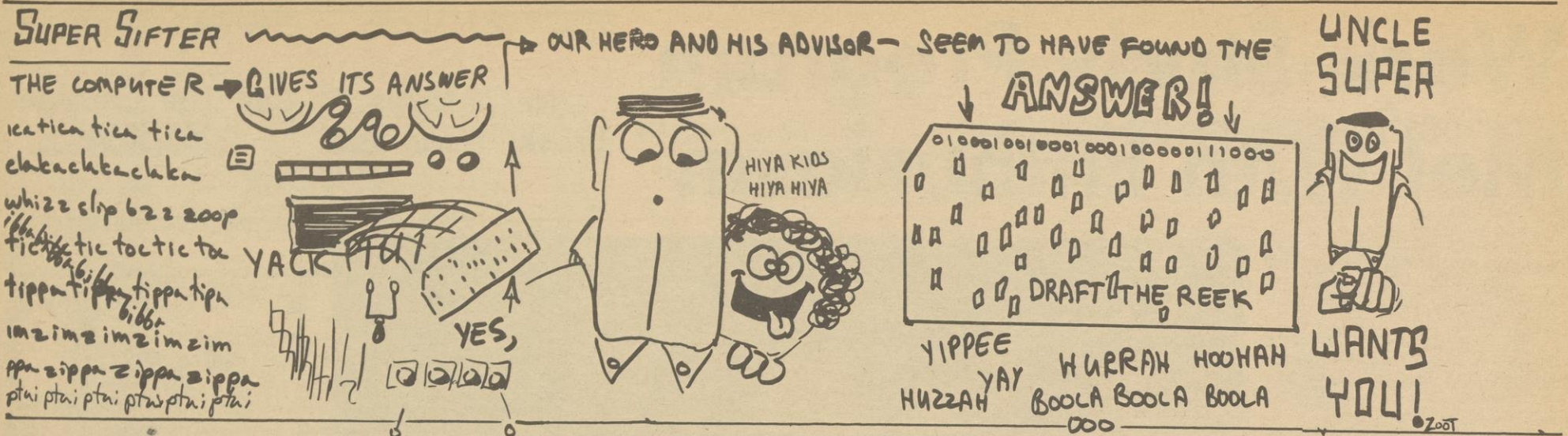
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Fun, games, entertainment and excitement have been planned in abundance for the children of University students, faculty members and Union members Thursday evening as "Family Night" gets underway.

ALL UNION committees and clubs have a hand in planning the evening's activities, designed specifically with youngsters in mind.

The evening's fun begins at 5:30 with a special family dinner served in Tripp Commons. Here children will be treated to a special Western menu featuring hamburgers, fritos and pink lemonade. Parents can choose from the customary varied menu offered diners in

Tripp Commons. From 6:30 on, family-nighters can select from a whimsical catalogue of activities and attractions. Headlining the bill of fare will be the appearance of Madison television personality, Marshall the Marshal, who will greet youngsters on Tripp Deck and distribute his deputy badges.

After meeting Marshall, children and their parents may want to linger on Tripp Deck where they can visit with the Jr. International Club members, have a Polaroid picture taken in cowboy outfits or look in on the do-it-yourself art display. A safety display will also be on exhibit and cotton candy will be available.

Featured in the main lobby will be a toy display on loan from Wolff, Kubly & Hirsig. Out on the terrace a story hour will be conducted and a display of Hoofers gear and equipment will be available.

Free family billiards can be enjoyed in the billiards room and free cruiser rides on Lake Mendota will be offered periodically from the Hooper pier for sea-faring little folk. WHA-TV will set up its closed circuit system on the Union parking lot, affording youngsters and their parents a chance to become "TV stars" for a few moments.

AN ALREADY-proven attraction for young guests will be the elevator rides complete with clowns, prizes and surprises.

For parents, grad club offers a session in square dancing beginning at 6:30 on the Top of the Terrace. At 7:45, the second annual engagement of the Madison Youth Theater's Stagecoach Playhouse will begin with the presentation of "The Bungled Bauble Carper" on the Terrace.

A pair of events is scheduled for 8:00 p.m. In the Union Theater, the Wisconsin Players and the University's Opera Workshop will present Marc Blitzstein's "Regina". Tickets for this performance are available in the box office for \$2.00 and \$1.50.

IN GREAT Hall, the Union Forum Committee will present a film story of Prof. Richard Ely and his defense of academic freedom. The film is part of the television series, "Profiles in Courage" and will be accompanied with discussion of Ely and the cause he championed by the English department's Prof. Helen C. White.

A special showing of the popular summer series, the Film Flickers, begins at 8:30 on the terrace. John Schellkoof will show films of early Wild West heroes.

Except for the dinner and theater production, all events are free for Union members and faculty families. Free babysitting will be available beginning at 5:15 p.m. in the Music Lounge.

INFORMATION BOOTHS and programs of the evening's entertainment will be available at main entrances to the Union to assist young guests and their parents in enjoying all the many attractions which will be offered for them.

All of the activities will be tied together with a Western theme. So, pardners, gather up parents and mosey down to the Union corral for an evening of fun and excitement. Doo da.

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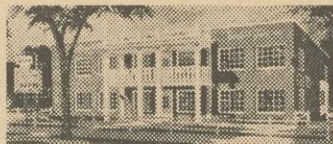
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