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The Daily Cardinal

University of Wisconsin, Madison, Wisconsin 53706, Tuesday, Sept. 19, 1967
VOL. LXXVIII, No. 2 5 CENTS A COPY

Judge Thwarts Hur's Bid To Rid Bus Lane of Taxis

By SCOTT BROWN
Cardinal Staff Writer

Madison Attorney Ken Hur's case contesting the basis for allowing taxis in the bus lane was thrown out of circuit court Friday by Judge William Sachtlein.

Uncertainty filled the courtroom as Hur was about to argue that Mayor Otto Festge had no right to issue an "executive proclamation" allowing the cabs to use the lane. The Wisconsin State Journal had reported the issuance of the order, but in fact no such proclamation was issued, and Hur's case was dismissed for his obvious inability to produce an order that did not exist.

Actually Festge had told a Journal reporter that he had issued an executive order allowing taxis to use the lane, but the legal authority for this move was the traffic commissioner's.

The action was only on a trial basis, however, and the trial period ended yesterday. As of this

morning, no taxis will use the lane. There is speculation, though, that the Common Council at their next meeting will pass an ordinance letting taxis on the lane permanently.

Hur, who made headlines last spring when he was arrested for driving his car the wrong way in the lane, is the defendant in another case in which he is contesting the legality of the lane itself.

He is basing his case on the claim that the lane creates an illegal monopoly of a public roadway. The City on the other hand claims it has the right to regulate traffic in the lane as it sees fit.

It is not yet clear whether the presence of taxis in the bus lane will affect Hur's case or not, which depends on the lane's being a monopoly.

Hur is not alone in protesting the bus lane. The University Administration, the Wisconsin Student Association, and The Daily Cardinal have all labeled the lane

"unnecessarily dangerous" and have called for its removal. Students demonstrated against it last spring.

Students Conduct Phony Executions

By JOHN DAVIS
Cardinal Staff Writer

A group of University students staged a series of mock executions on Bascom hill Monday.

The short play was planned and organized by Robert Soffian of the Connections staff; David Goldman, president of Students for a Democratic Society; Senator Robert Zickler (UCA - VI); and students Dick Samson, John Cundler, and Bob Weiland.

The purpose of the executions was to dramatize a reported threat from a militant right wing organization, Soffian told the Cardinal. Leaflets, distributed Saturday by Connections staff members claimed that a paramilitary group from the Fox River Valley in Wisconsin is planning to "silence" leading war dissenters and civil rights workers. It further stated that the group intended to "crush the Negro people in Milwaukee."

Monday's performance began when Vietnam war protestors ran into classes handing out anti-war

Regents Okay 5% Beer at U

By PAT McCALL
Night Editor

The Board of Regents, acting Friday in Racine, has made it legal to serve beer containing up to five per cent alcohol at special campus functions and in the Union.

Previously only 3.2 per cent, or "near beer," had been allowed on campus, except in fraternity houses where regular beer was served.

The change is a result of a two-year campaign led by Southeast Student Organization Pres. Paul Grossman and other SSO

officers.

"The hard part came on campus," said Grossman, who witnessed the regents' final approval of his request. He and former SSO Pres. Pres. Robert Young had appeared before Residence Halls officials in 1966 regular beer had passed through Res Halls, faculty, and administration and finally reached the regents last week.

Grossman and other dorm leaders were attempting to relieve congestion in the public bars and to increase participation in dormitory activities by serving regular beer at dorm functions.

Another student-initiated request for an open forum in the library mall was reviewed by the Regents.

University committees have authorized use of the mall for a "Hyde Park" for impromptu speeches without application to the auditoriums' committee. Use of microphones or other electronic devices must still be applied for through committee.

The project is on trial basis for a year under the supervision of Peter Bunn.

In other action, the Regents asked for a new medical school to be sited in Milwaukee to help supply the demand for doctors in the state. The Governor's Task Force on Medical Education established a need for 150 more graduates per year in the Milwaukee area as soon as possible.

The Regents directed the university to develop plans for the facilities to be acted upon in 1969.

The Madison medical school, while expanding, may be utilized in the transition period, though Harrington stated, "that might be asking too much of the service function in Madison," in the transition period. The other medical school in the Milwaukee area is Marquette, which supplies 150 doctors per year but is in need of financial assistance. The Regents did not endorse giving state aid to the private institution yet stated that they wanted to provide "medical education to help the state to better meet its growing medical needs."

Harrington Opposes Federal Loan Policy For Undergraduates

By STEVE SHULRUFF
Cardinal Staff Writer

University President Fred Harvey Harrington and three powerful college associations opposed a proposal Friday for a federal undergraduate loan program.

The proposal calls for the establishment of an Educational Opportunity Bank, authorized to borrow money at going government rates. The bank would lend money to any undergraduate or postsecondary student for financing his education. In return, the student would agree to pay back a small percentage of his annual income for 30 or 40 years after graduation.

The proposal, recommended by a White House advisory panel, stated that the bank would "increase the extent to which students can take responsibility for their own education, instead of depending on a 'free ride' from either their parents or the government."

Harrington called the proposal, "a threat to a system of higher education which has been very successful. Right now a great many people do not go to college because they do not want to borrow money. This would aggravate the situation."

According to the advisory panel, the bank should:

- * Increase the number of college students from low-income families.
- * Help both public and private institutions to improve the quality of education by charging tuition closer to the full cost.
- * Enable every student to go to an institution suited to his need and ability regardless of his financial situation.
- * Provide relief to middle-income parents, many of whom find they cannot, in the face of rising costs, give their children freedom to attend whatever college they can qualify for.

The proposal was rejected by the National Association of State Universities and Land-Grant Colleges, and the Association of State Colleges and Universities. These two institutions represent more than 300 institutions of higher education enrolling more than half of all American students.

The two associations, in a joint statement, said that the central theme of the proposal is "that this generation of our society should largely abandon responsibility for the higher education of its young people and shift the cost to the students."

"In the name of educational opportunity for the deprived it would create, if successful, a system in which only the affluent would have access to higher education without entering into life-indenture."

The American Association of Junior Colleges, whose membership is composed equally from publically supported and private institutions, also opposed the bank proposal.

Profs. Urge Massive Aid To Education

By STEVIE TWIN
Cardinal Staff Writer

A program which could possibly cause an impact as great as Abraham Lincoln's Land Grant Act was proposed for American higher education, public and private, last Sunday by professors William H. Young, political science, and Robert Taylor, journalism.

Citing increased enrollment without comparable financial growth as the sharpest hinderance to higher education, the two men suggested that such a massive federal grant program would spur the growth of private institutions and allow public institutions the size of the University to level out their enrollment numbers.

They estimated the cost of their program at \$2.2 billion in 1968, rising to \$3.9 billion by 1975. With 25 per cent of the instructional and operational costs of higher education provided, each institution would receive a direct allotment on a per student basis for undergraduate, graduate, and professional students. The program would not replace existing federal educational support.

"Not since the Civil War, when

(continued on page 4)

Cardinal Daily



OFFSET PRINTING presses in the back shop in The office of The Daily Cardinal are explained to prospective members by senior staff member Matthew Fox. This group was part of the over one hundred students who attended the first meeting Sunday night. Editor-in-Chief Joel Brenner, commented on the state of American journalism and the scope of The Cardinal. Managing Editor Christy Sinks, described the daily schedule, and Greg Graze, News Editor, explained the coordination of news stories. There will be seminars during the next two weeks which will serve as a training program for all new Cardinal staff members. All persons interested are encouraged to attend.

—Cardinal Photo by Irv White

The Daily Cardinal

A Page of Opinion

The Function of the University

One of the most significant issues that the present generation of college students has raised is a discussion of the function and characteristics of the American university.

Here at the University of Wisconsin the discussion centers on the multiversities, those vast sprawling institutions composed of numerous colleges and tens of thousands of students. Some of the multiversities, such as Wisconsin, Berkeley, and Michigan, are public institutions dedicated to high quality mass education. Others, Harvard and Cornell for example, are private institutions with a long tradition of excellence.

But all of these schools have several qualities in common: they receive large amounts of money from the Federal Government and private groups like the Ford Foundation; they are very large; they are all subject to strong political pressure which may be exerted by state legislatures, alumni groups, regents, or the Federal Government.

The traditional functions and characteristics of American colleges have changed markedly in the last fifty years, especially since World War II. Higher education, once regarded as a privilege, is now widely considered a right, and certainly it is universally considered essential not only to a great society but also to a decent one.

More people are attending college. Competition is tougher and pressure is greater. Institutions are more diversified. Professors are better paid.

But these developments, while generally desirable, have given rise to many unanswered questions. How, for example, does one have mass education and still offer academic excellence? To what degree is academic integrity sacrificed by accepting huge amounts of Federal aid to higher education? How do we reconcile the participation of academics in government with detached academic criticism of government and society?

Even more seriously: How can a university be "neutral" in a society which supports it and which it serves?

One of the reasons these questions and others like them have received so little attention is that they are relatively new. Multiversities, after all, are contemporary institutions which have severed most of their connections with their historical predecessors, the small cloistered liberal arts colleges whose origins go back to medieval Europe.

An important date in this break with the past was 1862, which marks the passage of the Morrill Act. This law established land grant colleges in many of our states, colleges that are now—only 105 years later—a mainstay of American higher education.

But somehow we have neglected to examine the problems created by this phenomenal rise. Perhaps we have begged them so long that we have lost the power to answer them to our satisfaction. But before alternatives to an existing situation can be formulated, basic issues must be raised and an analysis proposed.

This is a discussion The Daily Cardinal proposes for the coming year. We feel that in the months to come several issues will emerge as the center of debate.

The first general area of dialogue will probably deal with outside pressures on the educational system. While it is clear that the Federal Government

and large private foundations exert powerful influences on universities—note the sudden emphasis on science, math, Russian and Asian studies since the coming of the National Defense Education Act in 1958—there is considerable disagreement over the impact these influences create.

Some argue that they are desirable, bringing our educational institutions into step with the society at large. Others regard such influences as a pollution. Still others admit that universities should indeed respond to the needs of the society, but fear that the university is becoming little more than a training ground for technocrats.

Tangential to this question is the now old "teaching vs. research" debate. University administrators will tell you that Wisconsin is dedicated to "teaching, research, and service." Skeptics, however, maintain that we have reversed the priorities under the pressure of outside grants. Whether this is the case or not, whether it is good if it is, and whether it could be avoided anyway are going to be the issues here.

It is at this point that the controversy over "neutrality" arises. Every educational institution likes to believe it is detached enough from society to be able to weigh issues fairly and be free to advocate whatever it pleases.

It is not at all clear, however, that this is possible in a situation where American universities are dependent on Federal and state governments for over 40 percent of their income (This figure is a nationwide total; the UW figure is much higher.). Teachers are paid by the state, research is financed by the state, and priorities are not always internally established.

Are universities always free to criticize the Establishment in these circumstances? This is a vital question, since the very nature of an academic community depends on its answer.

The second general area which merits thorough debate is the relationship of the university to the hot and cold war. Because the draft affects the thought and action of most students it has been a stimulant to controversy. This debate centers on the impact of the draft on each student's life.

Does the II-S deferment reduce the individual's opportunity by urging upon him a certain pattern of college years, a certain study load, a certain subject area? Does the system purport to offer alternatives while "channeling" the student toward defined goals? How much does it do this? Is it bad?

This discussion extends to the effects of the draft on the total society also. Does the student deferment, for example, permit the government to "buy off" dissent by offering safety to the anti-war but career-oriented individual? How unequal is the society which does this? Is the continuity of consensus thus assured?

Most important: What are the proper roles of the university and the student in resisting or reinforcing trends in the nation? Is the university reinforcing a trend toward an "end-of-ideology" society oriented toward continuous production at the expense of goals?

These are all questions that merit extensive discussion, and positions can be taken on all sides. A full-scale debate involving administrators and faculty as well as students is needed, and it is about time it began in earnest.

less important target. Never wonder if Japan or Germany would have used the bomb had they developed it, and of course never mention the fact that the USA spent many thousands perhaps millions of dollars giving medical aid to the survivors.

Never mention the fact we gave them back their country along with the best government they ever had.

* Never admire an ancient artist or musician.

* Dance the now dances nothing else. Listen to the now music nothing else.

You get the idea, conform or don't belong. Sarcastic albeit true to a large degree. Conformists to the ultimate degree.

J. Hodson
Los Angeles, Calif.

COLUMNISTS

People interested in being columnists for The Daily Cardinal this year should submit columns to Carol Welch in the Cardinal office this week through Friday. Columns should be triple spaced and written for publication. Decisions by the editors will be announced next week.

Letters to the Editor

Student Witnesses Police Brutality

To the Editor:

Lately I witnessed a case of extreme and excessive police brutality.

A teen-age kid, who had evidently been drinking, called a cop a "fat bastard." The policeman took off after him, and eventually caught him, and proceeded to hit the kid, slam him into a parked car and basically beat the Hell out of him.

All this was not self-defense either; the kid was not cooperating nicely, and was either going limp or trying to get away, but he was not posing any physical threat to the cop, and his pacifying of the kid was, to say the least, overdone.

I later called the Police Station and reported the whole story and the policeman's badge number (which had not been very easy to find since he had refused to tell it to me and it was amazingly hard to read at a distance of more than a foot). I was listened to, and humored. My name and address was taken, only because I suggested it. And I imagine when I hung up the matter was dropped.

From this and the many other incidents of police brutality I have seen and felt in Madison, I feel it is about time some restrictions were made on the Madison Police, and a civilian-student review board was set up.

It's about time people realized that everytime a policeman's gun kills or wounds, or anytime his fists or club injures it is the citizens who are responsible, because the police are set up, supposedly, by and for the people. Just as the war in Vietnam is not the detached problem of "the people in charge," neither are our local police force.

Stephen Ritter

An Open Letter To the Chancellor

To the Editor:

I read with great interest the Cardinal's interview of Chancellor Sewell. The fact that he openly opposes the war in Vietnam, but refrains from putting his official seal and thus that of the University on his view is what I wish to comment on below.

I find the Chancellor's citizen-institution distinction reasonable at first blush; however, at issue is not whether or not universities pass judgment on wars (an empirical issue), but whether or not they should.

Managers of institutions command community respect and can if so motivated wield influence through their pronouncements. Now I appreciate the practical reasons for not so commenting, especially economic reprisal by the legislature. But such reprisals would be not for the comment, but rather for the sort of comment made. Practically rather than principle is being appealed to in order to justify official silence.

But let me put the practicality argument within an historical context. German universities were notably reluctant to oppose the Nazis—had they been more courageous, could they have thwarted the movement and avoided the war? Of course one can only guess. But the point remains that one can argue on practical grounds for official pronouncements on moral issues. I should hope the Chancellor has pondered this.

Refusal to comment then implies to me a prediction of future events—a prediction that moral degeneracy is not coming. While not a prophet of doom, I do see reasons for questioning this, and thus "practical" silence.

Thus I ask the new Chancellor: should he in his official capacity remain silent on important moral, political-moral issues? Is silence ethical? Is it practical? What are the costs of remaining silent? And of speaking out?

Robert Strauss
Graduate

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A Similiar Rule for Conformity

To the Editor:

As a former Air Force man stationed at Trux Field and as a former resident of your fair city and being acquainted with quite a few students at the University and with their beliefs wish to advise you the rules out here at U.C.L.A. are just about the same as back there. The actual rules, regulations etc. imposed by the college are quite similar, the rules for a student being accepted, belonging, being in so to speak are exactly the same. I found this out last year after entering and expect no difference this year. Rules for Acceptance.

* Wear certain look alike clothes.

LETTERS

The Daily Cardinal welcomes letters to the editor on any subject. Letters should be triple spaced with typewriter margins set at 10-70. We reserve the right to cut letters due to length and libel and to edit them according to Cardinal style. While long letters may be used for the On The Soapbox column, shorter letters are more likely to be printed.

* Be ready at all times to knock the Governor, and the President, Mr. Johnson that is.

* Be against every policy foreign and domestic of the U.S.A.

* Be for abortion, for any reason and at any time.

* Be for free love, against any book or movie that does not take one directly into the bedroom and draw one a picture as though one has never been in a bedroom and engaged in bedroom activities.

* Never admit one has a good sound relationship with one's parents.

* Always be ready with the latest Honkey joke but never make any joke about any minority race.

* Never talk about happenings of the past such as the Russian Finnish war, the Hungarian Revolt, the Berlin Wall, the attack on Pearl Harbor, but be always ready to talk about the atomic bombing of Japan.

Never mention the fact we were not there, we were not stationed in the Pacific facing death, malaria, a stay in the armed forces of the duration plus 6 not one year overseas as now. Never mention the fact Japan was warned we had a super weapon and to surrender. Never wonder why Tokyo was not the target instead of a smaller and

Review: 'To Be A Crook'

By MICHAEL WILMINGTON
Film Reviewer

Claude Lelouch's "To Be a Crook" has an extremely promising premise—a group of young Parisians become inspired by the American gangster films they adore and decide to take up a life of crime. Naturally, since their decision was based on illusions and not out of any real necessity or bent for the job, they try to emulate the crooked anti-heroes of the movies: Frank Sinatra, Steve McQueen, etc.

But what begins as something light and playful—the cops and robbers games of children—gradually reveals its darker side. The would-be crooks play for higher and higher stakes, the rules of play begin to confound them, and their "game" ends in real-life tragedy and violence.

Now this is the same premise that, by all report is behind the widely-lauded American film "Bonnie and Clyde," and it predates it, as well as Lelouch's earlier and tremendously successful "A Man and a Woman" by a couple of years. It's a pretty exciting idea, and in a country whose intellectuals are as obsessed and haunted by the nature and origin of violence as America's, it's also a relevant one.

Lelouch dresses it up with virtuoso camera-work (not quite as evocatively sensual as "Man and a Woman's") and five attractive young performers (who, interestingly enough, all use their real names in the film), but somehow it all doesn't come off, and it left me somewhat unsatisfied and anxious to see how Arthur Penn worked out the theme in "Bonnie and

Clyde."

I think the problem with "To Be a Crook" lies partly in Lelouch's own technical skill. Like Francois Truffaut Jean-luc Godard, and others of the young French cineastes, Lelouch seems to be part of an artistic generation which grew up with the films as their major diet. Where earlier directors might have come to films from theatre (Eisenstein Antonioni, Bergman) or literature (Pasolini) or painting (Agnes Varda)—thereby transmuting their artistic vision from an older, more established form—the young French were devotees of the cinema from the beginning. The moviehouses supplied them with their initial impetus and grammar.

Evidences of this "movie" mystique abound in "To Be a Crook." Lelouch's movie opens with a pastiche (rather heavy-handed and unconvincing like the curious radio and TV announcers in "A Man and a Woman") of an American gangster film which the four young

anti-heroes are supposedly watching; the girl they pick up does a mean Charlie Chaplin imitation later on, there is another sequence where the quintet stands in front of a huge billboard trying to mimic John Wayne, while the narrator tells us point-blank that their instructors are Wayne, Steve McQueen, Sinatra, and others.

The trouble with this is that Lelouch, in the making of this movie, gets caught up in the mystique himself. By that I mean that he too often attempts to put his story and his points across with his camera alone. "To Be a Crook" has more zooms than "the chelseagirls," and many of them seem about as motivated as Andy Warhol's.

The emotions which you feel while watching the film are half-baked because many of them seem to be coming from virtuoso camera placement and cutting and not from the actors (fine as some of them are) and the logic of the story. In the beginning, when the film seems to be a broad, non-realistic farce,

this is almost all right. But at the end, when Lelouch is making demands on our emotions, it becomes hard to take. The whole point of the film is that real people can allow their lives to become molded and distorted by the illusions of the screen, but how can we respond to that when the people themselves are screen illusions? The problem becomes redundant.

Another objection I had is probably a carryover from "A Man and a Woman;"—Lelouch's movies are so cute and cuddly—the reason why so many of the people I talked to who adored the film were intellectual hip college-girls.

The qualities which came across to them in the movie are related to the qualities they look for in the fellows they date—little boy cuteness mixed with a certain amount

of brains and sophistication, unaggressive warmth and softness, the "Beatle" quality. The movie seemed to them a perfect representation of a love affair (which I question strongly; at any rate, it wasn't like mine) because while they watched the movie, they were having a surrogate affair with it.

All the people in "A Man and a Woman" were as cute as bugs, and after a while it began to make me uncomfortable, as if I were being smothered in puppy cushions. "To Be a Crook" suffers from the same precious personnel—even the character Amidou, who is supposed to be the psychopath of the group has the pouty teddy bear look. This could be effective, since one's reactions to the characters are in a

(continued on page 6)



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Review: 'To Be A Crook'

(continued from page 3)
tension with what they're doing—but, again, it becomes a little too precious, and the film's reality becomes negated.

Still, there are some things to enjoy in the picture; there's a nice little swipe at the C.I.A. in the opening sequence; a scene where Amidou and the deaf-mute girl who tags along with them make faces at each other in a sunny quarry is very affecting; and there's a nice bit of pure nonsense with a pack of gum. You can also admire the photography, I guess, if you want to detach it from the story.

The girl, incidentally (I think her name is Janine Magnan) really turned me on; she had that sexy-cum-innocent quality of some pseudo-Bohemians down par excellence and also managed to survive a disastrous fixation on her buttocks by Lelouch. The ending, as I've tried to explain here, didn't work for me but it's sufficiently startling that I think it'll get to some people.

On the same bill at the Majestic is a funny and perverse Bugs Bunny cartoon (when, incidentally are they going to bring back that fantastic Wagnerian parody with Elmer Fudd as Wotan?), and an interesting short on Eskimo artists, which is ruined by some of that tortuously pristine folk poetry which young artists always put in the mouths of "primitives" and proletariat. At one point, the heroine speaks of "a strange paper from the outside world as thin as the shadow of a snowbird's egg," and she informs us "many are the thought that rush through my mind

like birds winging through darkness." I don't know if the eskimos really speak and think that kind of nonsense, but if they don't, I wish the Canadian filmmakers wouldn't

put it in their mouths, or give it to a narrator who sounded so Sunday morning storybookish.

Rating for "To Be a Crook" XXX (on a scale of X to XXXXX).

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- Roles for 45 actors, singers, musicians
- Dozens of backstage jobs available
- All students invited

A Wisconsin Players Production

Car Registration Taking Place

A great number of students, over 14,000, will be driving their own cars in Madison this year.

Due to this large influx of automobiles, and the traffic, parking, and law enforcement problems which it will create, the Department of Protection and Security has outlined some specific regulations for student car owners.

The most important of these is the necessity for all student-owned automobiles, motorcycles, motor scooters, and other motor-driven vehicles to be registered with Pro-

tection and Security at 101 N. Mills St., or at Student Court, Room 200, Law Building. This must be done not later than the first week of classes. The fine for failure to register is \$10, but there will be no fee for registration.

Copies of the rules and regulations governing the use of student motor vehicles on campus can be obtained at the offices listed above. All students are urged to register their motor vehicles immediately and observe regulations to facilitate campus driving.

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MAIL ORDERS are being accepted this week at the Union Box Office for performances by "Les Ballets Africains" Oct. 8, 9 and 10 at the Union Theater. The 45-member troupe of singers, dancers and instrumentalists from the Republic of Guinea is making its first full-scale North American tour. Performances by the company already have drawn good reviews from critics in New York, Washington, Toronto, and Chicago.



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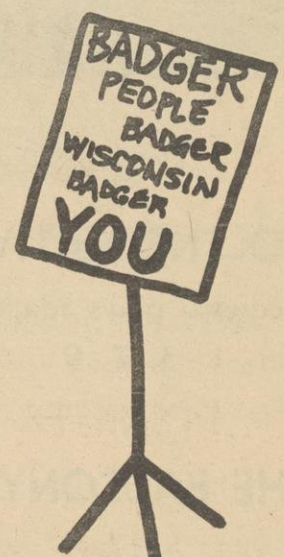
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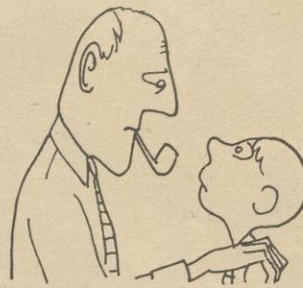
SON, ON THIS YOUR VERY FIRST DAY OF SCHOOL YOUR MOTHER AND I WANT TO REMIND YOU OF A FEW THINGS:



THAT THE BOILED EGGS YOU ATE THIS MORNING WERE COOKED BY US.



THAT THE BED YOU SLEPT IN LAST NIGHT WAS MADE BY US.



THAT THE CLOTHES YOU WEAR ON YOUR BACK WERE BOUGHT BY US.



THAT THE DOCTOR WHO SAVED YOU WHEN YOU HAD APPENDICITIS WAS CALLED BY US.



THAT HOWEVER MUCH YOU ARE TAUGHT IN LIFE THE PRIMARY LESSON IS THAT YOU OWE US.



IS THAT CLEAR, SON?



YES, FATHER.

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1967-1968 SEASON



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As Performed by the Inmates of the Asylum at Char-
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CAMELOT

March 1 - 3, 7 - 9
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tion with the School of Music

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by William Shakespeare
May 3 - 5, 9 - 11

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Campus News Briefs

SENATE VACANCIES

Student Senate vacancies exist in Districts II, IV, V, and VIII. There is also an opening for a National Student Association delegate. For information on requirements and interviews, please call Steve Richter in the Wisconsin Student Association office, 262-1081 or 262-1083.

SENATE

There will be a special meeting of the Student Senate Thursday at 7 p.m. in the Union Plaza Room.

HAMS

The Badger Amateur Radio Society will hold its first meeting today at 7 p.m. in 2534 Electrical Engineering.

MARAT/SADE

Tryouts for "Marat/Sade" will be held today in the Union at 3:30 and 7:30. Roles are available for 45 actors, singers, and musicians. Students are also invited to sign up for backstage work.

Regents OK New Library, Arts Building

Initial plans for two major construction projects, Communication Arts and an Undergraduate Library, were approved by the Board of Regents Friday.

Recommended by the Campus Planning Committee, the structures must face another review by the regents and approval by the State Building Commission before final plans are ready for bidding. Construction is expected to start in September, 1968, and be completed within two years.

The Communication Arts Building, to be built in the 800 block of University Ave., bounded by N. Park, W. Johnson, and Murray Mall, will cost \$9,625,000, with \$2,500,000 coming from gifts and grants, the remainder from state funds.

The facility will have six floors, plus a basement area. It will house journalism and its printing laboratory, speech, radio-television education, WHA and WHA-TV. Three auditoriums—the largest seating 750 persons—will serve as teaching theaters. There also will be classrooms, lecture halls, offices, laboratories, and space for new Badger and The Daily Cardinal offices.

A pedestrian bridge will be part of the project, linking the building to the South Lower Campus complex on the north side of University Ave. The complex includes the History, Art, Art Education,

and Music Building and the Elvehjem Art Center, both presently under construction.

The structure will have an exterior of brick, similar to that used in the Southeast Dormitories, located a block south, and of stone, to match that of the South Lower Campus facilities.

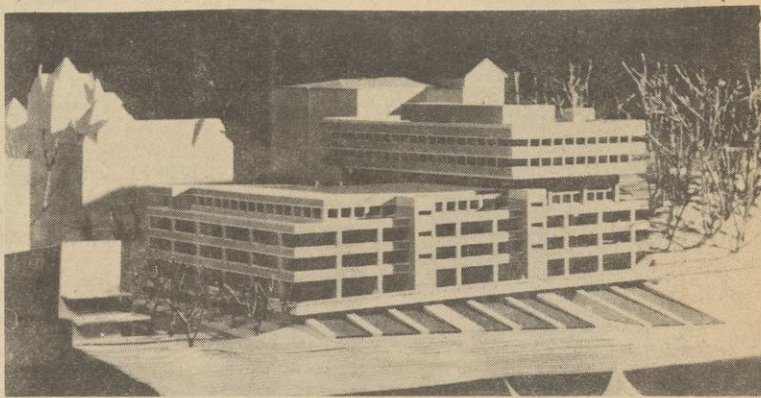
The Undergraduate Library will cost \$8,357,974, with the state providing \$5,773,674, gifts and grants \$1,840,000, and self-amortizing sources the remainder.

To be built of brick, concrete, and glass, this eight-story facility will be located just west of the Union Theater, at the corner of Observatory Dr. and N. Park St.

The building, planned to provide space for 135,000 volumes, will have three floors allocated to the library, with emphasis on seating space. The University's Library School will take over one level, and three other floors of office space are for the English and philosophy departments.

When completed, two floors of parking for 200 cars will be reached through a N. Park St. entrance. Reserved for faculty members, the spaces probably will be used by theater goers in the evening.

Also in the plans is an overpass walkway from Bascom Hill, over Observatory Dr., and onto the plaza level of the structure.



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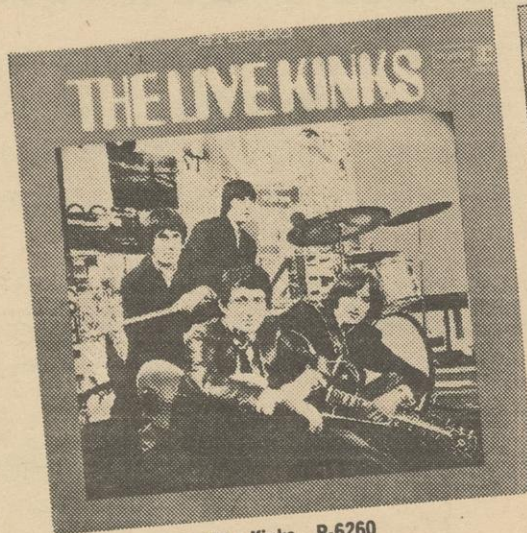
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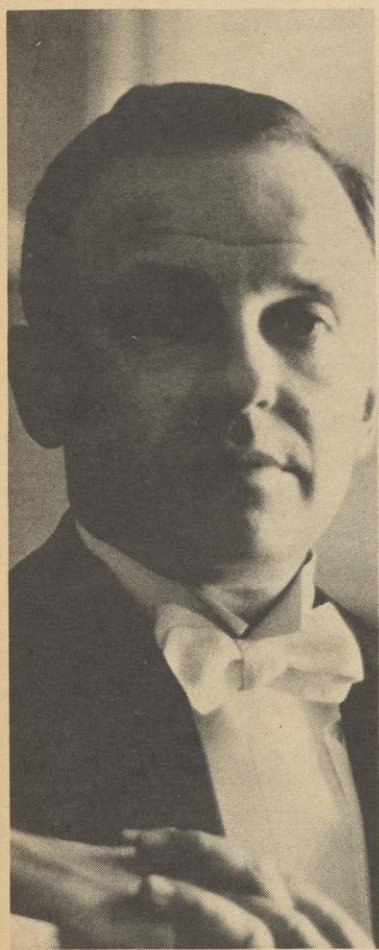
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Harpsichordist Fuller To Open Free Concerts



The noted American harpsichordist Albert Fuller will open the annual series of free Sunday Music Hours Sunday at 4 p.m. in the Union Theater.

Fuller, who has given solo performances in major cities throughout the United States and Europe, will be making his debut appearance on the campus. He has been featured at the Spoleto Festival of Two Worlds in Italy, at New York City's famous Frick Collection Series, and with the New York Philharmonic.

For his Sunday afternoon program Fuller will play Bach's "French Suite VI," Rameau's "Suite in E Minor," Scarlatti's "Three Pairs of Sonatas," and Duphy's "Four Pieces."

A grant from the National Endowment for the Arts is underwriting in part this year's Sunday Music Hour programs, which are sponsored by the Union Music Committee.

Diane Adams and Marilyn Kayon are Sunday Music Hour co-chairmen for the Music Committee, which is headed by Kathy Ayers.

Also appearing on the Sunday afternoon series will be Jean-Pierre Rampal and Robert Veyron-LaCroix, a flute and keyboard duo, Nov. 19; the Renaissance Quartet, Jan. 7; soprano Mary Beth Peil, Feb. 11; violinist Young Uck Kim, March 10; and the Abbey Singers,

Tuesday, Sept. 19, 1967

April 21.

Students and other Union members will be admitted to Sunday's concert on presentation of a fee or membership card.

Union To Show Children's Films

A 10-program series of films designed for children will be offered this season by the Union Film Committee in its Little Badger Film Club.

Season tickets to the Union Play Circle Series are available to children of students and faculty at the Union Box Office.

The Saturday morning program begins at 9 with a program of activities, including crafts, storytelling, and games and singing,

THE DAILY CARDINAL—11

conducted by the Union Special Services committee.

The films will be: "The 7th Voyage of Sinbad," Oct. 14; "Hey There! It's Yogi Bear!," Oct. 28; "Abbott and Costello Meet Frankenstein," Nov. 11; "The March of the Wooden Soldiers," Dec. 9; "Hansel and Gretel," Jan. 6; "1001 Arabian Nights," Feb. 10; "Monkey Business," March 2; "Heidi," March 30; "When Comedy Was King," April 27; and "Paddle to the Sea," May 11.

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THE DAILY CARDINAL

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262-5854

KLH launches an inquiry into "Subjective Value."

(SURVEY)

Question #1

How much would you pay to keep your wife one more year?

DO YOU REMEMBER the game kids used to play in school where you were asked how much money it would take to get you to sell your country's secrets? (Assuming no torture.) Or your dog?

It was a way of thinking about the value you *really* placed on a thing.

One of the first things you learned was that "features" had very little to do with it. (For example, if your country had had 20 more rivers, or your dog's tail wagged at 86 Per Minute—six less than an "average" dog's—the answer would hardly have changed.)

When KLH began making stereo equipment ten years ago, our founders (K., L., and H.) noticed that grownup manufacturers talked as though features had *everything* to do with value. We hated that. We still do.

"Feature": Injecting 380 horsepower into cars that have no plausible market save those who commute back and forth over the Bonneville Salt Flats.

Or Again: Advertising 300 watts of power in a high priced stereo console unit to give it the *appearance* of value. (Neglecting to mention that large numbers of watts have nothing to do with hearing the music accurately, or even loudly, both of which depend on what kind of equipment you've squeezed the watts into. 35 watts in good equipment will do far better.)

42-22-36

To define worth solely in terms of features is like determining the "market value" of a wife from her height, age, weight, width of smile, tendency to suntan evenly, and the number of pounds of food she is capable of cooking up in an evening.

It's true enough we all like to have *something* explicit to help our thinking. Even Consumer Reports will sometimes find itself detailing competitive features and statistics; akin to Playboy's 42-22-36 ratings.

But studying the centerfold and accompanying data simply doesn't give us all the information we really need. What does? Well, probably nothing short of a few years in the same house together.

BASEBALL PLAYER

Packard had it right, way back in the twenties, when its advertising rested on the confident slogan "Ask The Man Who Owns One."

(It was a new kind of "testimonial" but it's been watered down since. How is a man today to depend on testimonials to choose, say, his cigarette brand when dozens of equally

beloved baseball players can't get together about which is best?)

Still, the principle of determining value through testimonials makes very good sense:

Economists, for instance, say value can be understood as "some measure of the sense of loss one experiences after being deprived of a commodity or service," or, ask the man who owns one how much he'd dislike losing it. (The boy contemplating his dog's worth figured it out the same way.)

Any other way of measuring value, like establishing a ratio between features and price, is at best only a guess, made *before* anyone could possibly know.

DEPRIVED OF YOUR WIFE

What we propose, then, is a technique of *measuring* the sense of loss as a way of thinking about "Subjective Value"; i.e., what a commodity means to someone who has it.

So. Assume for a moment that you are

about to be deprived of your wife. (Substitute husband or "good friend" where applicable.) How much would you pay in dollars to keep her one more year? When you're through thinking about that one, fill in No. 1 and have a look at the rest of the questionnaire.

You see what we're up to here.

We began on this idea because we already have evidence (based upon a comparison of the number of hours owners sit listening to KLH phonographs as opposed to other brands) that our \$300 stereo system is cherished somewhat more than at least one \$400 system we could name; and perhaps twice as much as another \$300 set.

Doubtless the same situation exists among magazines—some are surely valued more than others—or sewing machines, or autos, or toothpaste. Toothpaste? Well, we'll soon see, and if you're interested we will be pleased to let you know what we learn.

QUESTIONNAIRE

If one or more of these questions interests you, then kindly fill in the blank spaces that apply and mail to the address we have listed at lower right. For our part, we will gladly send you a tally of the results of this questionnaire, and others we are doing in subsequent ads, if you also add your name and address. Thank you.

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- 2 Are you a subscriber to this publication? _____. If not, do you read every issue of it? _____. If your answer is yes to either of these, and you were informed that because of financial difficulties the publication might discontinue publishing, how much would you be willing to pay for one more issue rather than be deprived of it? _____. One more year's subscription? _____
- 3 Do you have telephone service at home? _____. If yes, assume you now pay an average of \$20 monthly for this service. How much additional would you pay, rather than be deprived of it? _____
- 4 The automobile you now own was purchased in what year? _____. At what price? _____. What make? _____. Assuming it's in good running order, and that you couldn't get another one like it, how much would you pay to keep it during the upcoming year? _____
- 5 Do you own a piano? _____. What kind? _____. How much did you pay for it? _____. How long ago? _____. How much would you pay to keep from being deprived of it? _____
- 6 Do you regularly use a particular brand of toothpaste? _____. If yes, which brand? _____. Assuming you were informed that because of financial difficulties your brand of toothpaste

might go out of business. How much would you be willing to pay, above its present cost, to have one more tube, rather than be deprived of it? _____

- 7 Assume for a moment that an offer was being made for your wife's wedding dress. How much would you be willing to sell it for? _____. What does your wife say? _____
- 8 Do you own stereo equipment at home? _____. A console? _____. A one-piece table model? _____. A three-piece system? _____. Components? _____. Which make(s)? _____. How much did it cost you to buy? _____. How long ago? _____. If you were about to be deprived of the set you now own, and knew you could not get another of the same kind, how much would you be willing to pay to keep it? _____

(If you worry that by putting your name below you may be subjecting yourself to a barrage of KLH literature, or that we may send a salesman around, or sell your name to some "list house," rest easy. We won't. Though if you would like to have a catalog and the name of the store near you that sells our equipment, please so indicate in the appropriate box.)

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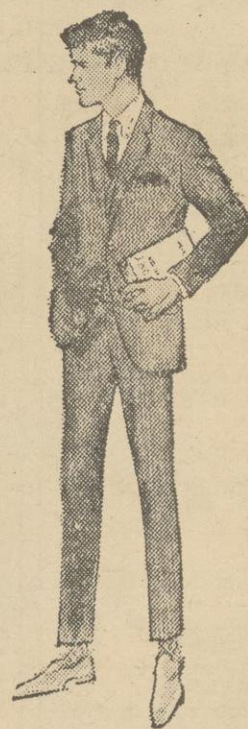
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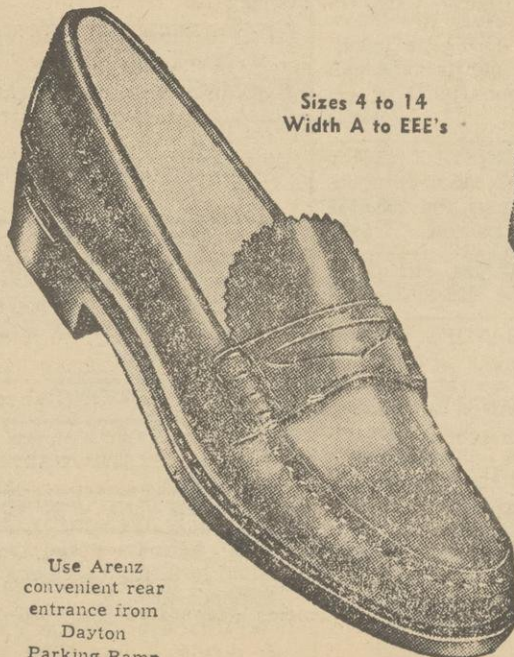
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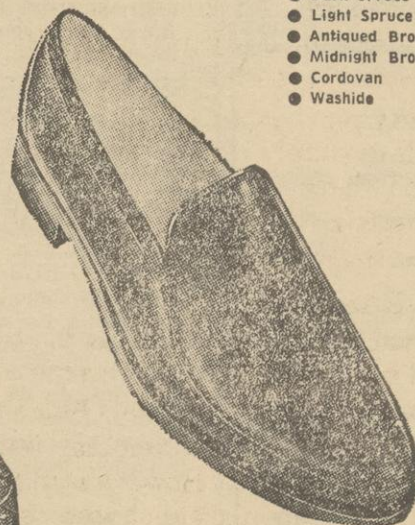
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A grant of \$50,000 to aid culturally disadvantaged adults who have just learned to read has been offered to the University of Wisconsin by the U.S. Department of Health, Education and Welfare. The grant, which awaits formal acceptance by the University's Board of Regents, would provide support for the first year of a four-year project in the Madison campus Library School to study the library materials that can best serve the disadvantaged adults. Margaret E. Monroe, director of the Library School, said that the first year is seen as a planning one

during which consultants from the professional library field as well as campus specialists in related research areas would be called upon for help in designing the research. A second HEW grant offered to Wisconsin, also awaiting acceptance by the Regents and also channeled to the Madison campus Library School, would support research in public library services and their use by professional staffs of welfare agencies.

CHICKS

Studies with chicks show that arthritis may be caused by an imbalance of zinc and other minerals within the body, University

of Wisconsin biochemists have discovered. Experimental animals fed diets deficient in zinc develop bone enlargement and deformities related to arthritis. Arthritis, which affects at least 12 million Americans, is this country's chief cause of physical disability. "Rheumatoid arthritis is an inflammatory disease probably caused either by poisons from body organs or by overactivity resulting from self-immunity against proteins in the body," Prof. William G. Hoekstra explains.

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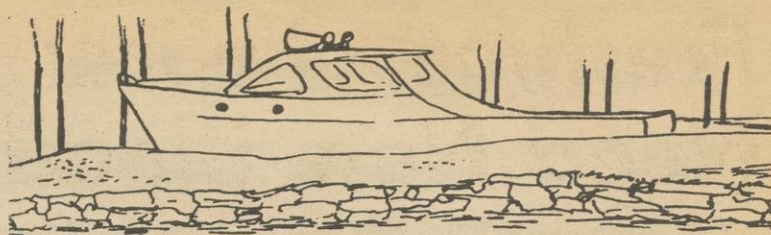
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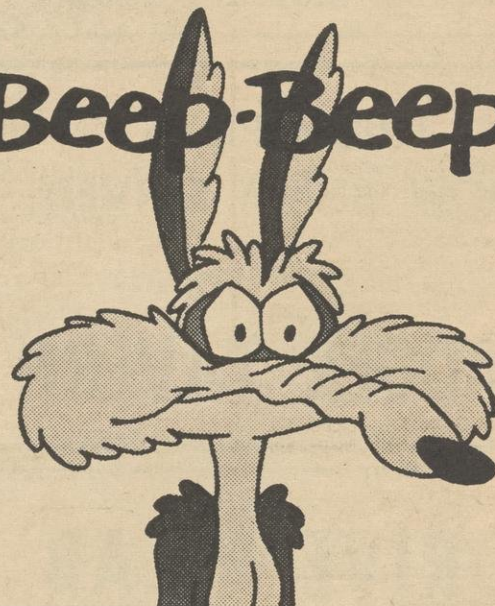
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WEBSTER'S SEVENTH NEW COLLEGIATE

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Freshmen Fencers Need New Blood

"The Wisconsin freshman fencing team wants you," is the slogan of varsity captain Pat Laper and Coach Archie Simonson. "No experience is necessary to join the team," Laper assured Monday "and there is a good chance to make the varsity next year since seven of our nine lettermen will be graduating after this season."

Practice sessions are held three times a week and last between one and two hours. The first practice will be held Oct. 9 in the new Men's gym on Observatory Drive.

badger blurbs . . .

There will be an important meeting for all graduate and independent league touch football team managers on Thursday Sept. 21 at 4:30 p.m. in room 1168 of the new men's gym adjacent to the Natatorium.

Cheerleading Captain Bob Morrissey will hold tryouts for Bucky Badger today at 2:30 p.m. in Camp Randall Stadium.

To be guaranteed entry into the scheduled fall sports program representative team managers must appear in person at the Intramural Sport Office, Room 1017 to enter the sport activity in which they are interested according to the following schedule:

FRATERNITY
T Football Sept. 18 - Sept. 20
Golf Sept. 18 - Sept. 20
Bowling Sept. 18 - Sept. 20
Ice Hockey Sept. 18 - Sept. 20

MENS HALLS
T Football Sept. 18 - Sept. 20
Golf Sept. 18 - Sept. 20
Ice Hockey Sept. 18 - Sept. 20

GRADUATE AND INDEPENDENT
T Football Sept. 20 - Sept. 22
Ice Hockey Sept. 20 - Sept. 22

ADVERTISE IN THE CARDINAL

SCIENTISTS
Fifty-two scientists from all over the United States attended a three-day Workshop here on Thermoluminescent Dosimetry—a University of Wisconsin developed technique for measuring radiation. Dr. John R. Cameron, professor of radiology and physics and program director, said the participants not only learned the theory of thermoluminescent dosimetry—dubbed TLD by the scientists—but also performed laboratory experiments using equipment from several firms including Madison Research Inc., of Middleton.

There is intercollegiate competition on the freshman level this year, and Coach Simonson is presently negotiating for a match with a Big Ten school.

If any freshmen are interested in coming out for fencing, contact Simonson at 262-1911 or Pat Laper at the Birge House.

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Soccer Action Resumes

The Wisconsin soccer club will hold its first meeting Wednesday at 4 p.m. in the Union. The room will be posted. Organized practice begins today at 4 p.m. on the intramural fields east of the Natatorium. All interested students are invited to attend the meeting and practice session.

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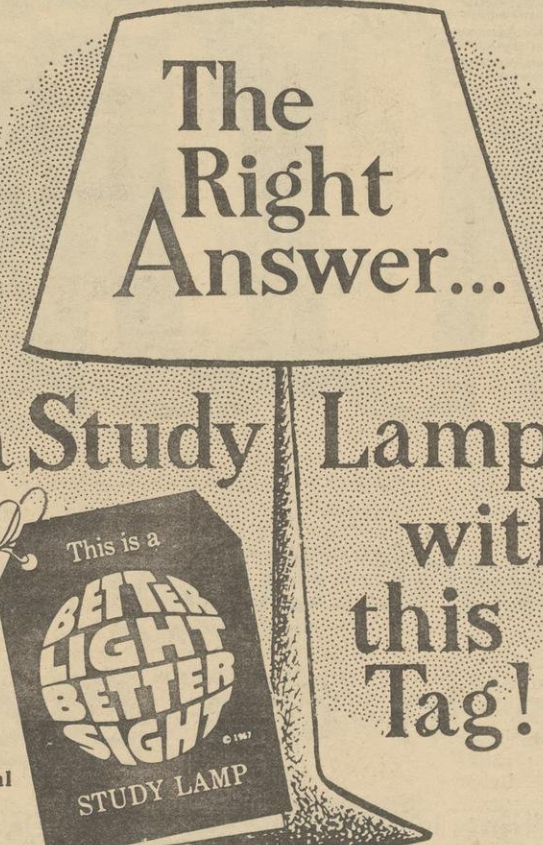
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Coatta Praises Quarterbacks

First and Second Offenses Shine in Soggy Scrimmage

By MIKE GOLDMAN
Associate Sports Editor

Strong offensive drives by both the first and second units prevailed in a Wisconsin football scrimmage Saturday afternoon at Camp Randall Stadium.

Quarterbacks John Boyajian, Lew Ritcherson and Chuck Burt led marches which resulted in four touchdowns.

Boyajian was the most impressive of the three Badger signal callers. The senior from Hammond, Ind., completed 13 of 16 passes for 115 yards and showed excellent leadership ability on the field.

Ruggers Play Top Squads In Country

A halftime exhibition at a Green Bay Packer football game highlights the Wisconsin rugby team's tough schedule.

The ruggers, recently ranked 19th in the nation by Rugby USA, are coming off a 19-7-1 year. This fall they will play nine games, six of them at home.

The opener will be Sept. 30 at Minnesota. The following week the Badgers travel to Chicago to compete in the city tournament with likely opponents including 4th ranked Indiana and 8th ranked Palmer. The last road game will be Oct. 14 against Notre Dame.

Home opponents include Minnesota, University of Chicago, Palmer, Quad-Cities, Chicago Lions and Michigan.

The spring season sports a little added class with an invitation to play in the first Mardi Gras tournament in New Orleans in February. The Badgers will also travel to the University of Missouri, and to Virginia to compete for the Commonwealth Cup.

The year's finale will be the Big Ten tournament which the ruggers will host in Madison.

Anyone interested in playing rugby is urged to call Walt Dickey, the club president.

"Boyajian's passing was good," said head coach John Coatta. "He made some clutch first downs throwing."

Coatta also praised Burt and Ritcherson.

"All the quarterbacks moved the ball," the new coach said. "I'll admit the offense surprised me."

John Ryan, who was first string quarterback until getting injured, warmed-up along the sidelines before the scrimmage but did not see action. Coatta says that Ryan should be ready to throw this week.

Junior college transfer John Smith, a strong contender for the regular tailback position, also missed the practice because of injuries.

"Smith has been ailing all along," Coatta said. "He could have played but we held him back as a precaution."

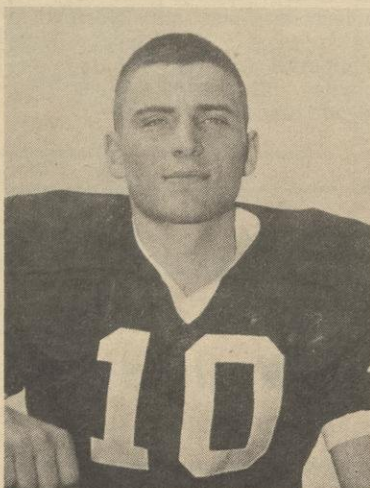
Several of the running backs stood out. Halfback Dick Schumitsch scored 3 of the 4 touchdowns and also caught 2 Boyajian swing passes, one going for a six point tally.

Sophomore Stu Voigt rushed for 45 yards in 10 carries and showed an obvious improvement from last spring.

"It's a funny situation," said Coatta while evaluating his team's play Saturday. "I can't leave the field completely happy. When a unit like the offense has a successful day, I become suspicious of the defense. However, I can't say I expected the second team offense to score."

Often coaches can't tell how well their team played until they see game films. Such was the case with Coatta and his assistants Saturday.

Much emphasis was given to kicking in the scrimmage. Junior Bob Schaffner and Boyajian did the punting for the Badgers with

JOHN BOYAJIAN
most impressive

Schaffner looking the better of the two.

"We had to stress our kicking game," Coatta explained. "It is so vital and important to football today, and I'm a little worried about it."

Like several of the days this past week, the Saturday's workout was run on a wet practice field. This could be a blessing in disguise for the Badgers since Seattle, the site of Wisconsin's opening game against Washington, has a rainy climate, and many of the Huskies' home games are played on a moist turf.

"The weather can't be an excuse for us," said Coatta. "We have to live with it and get used to all types of situations."

SPORTS

Yes, You Can Still Buy Athletic Activity Books

Athletic Activity Books are still being sold at the Camp Randall Memorial Building. Students with paid fee cards can purchase the books Monday through Friday from 8 a.m. to 4 p.m. until Sept. 29 and tonight from 7 p.m. to 9:30 p.m. Students who purchased their tickets last spring can pick up their activity books through Thursday, Sept. 21 at the Memorial Building at the same hours.

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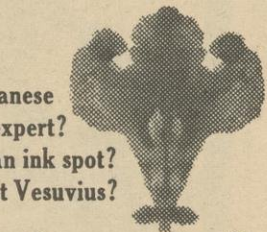
Directions: Drive straight north out Sherman Ave. to Cherokee Entrance Sign



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What do you see in the ink blots?

- [1] A Japanese judo expert?
Just an ink spot?
Mount Vesuvius?



- [2] An ax?
A Gene Autry saddle?
TOT Staplers?
(TOT Staplers!? What in...)



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ANSWERS: 1. If you see a Japanese judo expert, you're taking things in your own hands. The ink spot, you're practical. Mount Vesuvius: boy, what an imagination! 2. An ax: what a nasty temper you have! A Gene Autry saddle: you're theatrical. TOT Staplers: you should become a TOT Stapler salesman.

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