



# **The daily cardinal. Vol. LXXVI, No. 14**

## **September 30, 1965**

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

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

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

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

# The Daily Cardinal

Complete Campus Coverage

VOL. LXXVI, No. 14

University of Wisconsin, Madison, Wisconsin, Thursday, Sept. 30, 1965

5 CENTS A COPY



**FOUR GAVE FORTH** — Tripp Commons Wednesday night witnessed this group along with nearly 50 others during the Union Social Committee's Talent Tryouts. The tryouts were for students interested in performing for campus organizations and local groups.

—Cardinal Photo by Russ Kumai

## Student Deferments Eyed

By MATT FOX  
Night Editor

With the October and November draft calls—the largest since the Korean War—the nation's draft boards are looking at requests for student deferments with a more discerning eye.

The Selective Service has no intention of abandoning deferments for students in colleges and universities, they report. Under the tighter policy, however, draft boards will be taking some de-

ferred students who are not attending school full time or who are not making satisfactory progress in their classes.

Last January the total nationwide draft call was 5,400 men. In February, it dropped to 3,000. The Viet Nam crisis shot the draft call to 7,900 in March; 13,700 in April; 15,100 in May; 17,000 in June; 17,100 in July; and 16,500 in August.

**COMPARISON MADE**  
Col. Ben Courtenay, head of the Wisconsin Selective Service office, compared the state's draft quota to the nation's overall draft call for The Daily Cardinal.

Courtenay stated that Wisconsin's quota in August was 404 men. He said there will be an increase this month, to about 607 men, compared to the 377 men called a year ago during September.

The national draft call in October will be 33,600, requiring Wisconsin to supply 744 men, Courtenay said.

**"LARGEST SINCE WAR"**  
The October and November drafts were the two largest calls since the end of the Korean War.

**SCHLOSSER FUNERAL**  
Funeral services for Richard Schlosser, 18, one of the two students who drowned in Lake Mendota Sept. 21, will be held 1:30 p.m. Friday at St. Marks Lutheran Church in Waukesha. The church is located at John and Hyde Streets.

Schlosser's body was recovered last Tuesday near Dingles Bay after a week-long search. He and Morris S. Loveman of Bayside, N.Y. disappeared late Sept. 21 when their canoe tipped over. Loveman's body was also recovered Tuesday.

**DEAN INVOLVED**

At a meeting last week with Don Siegel, Wisconsin Student Association (WSA) president, Dean Joseph Kauffman expressed support of the Senate's stand. He told Siegel that he would discuss the matter with Kaplan.

**SIEGEL'S VIEW**

Siegel feels the library exists as a service to the students and should be used in such a manner as to best serve their interests.

Kaplan believes that increased library services are only justified if there is a considerable amount of student usage.

Courtenay said that changes in the draft situation come about in two ways.

First, new adaptations of the laws, and announcement of new policy might come out of Washington. The late President Kennedy made such an adaptation when he changed the draft laws regarding childless married men. Although they were still 1-A, they were "put on the shelf," and would have been drafted only in case of emergency.

That emergency came on Aug.

26, when President Johnson revoked the late president's order.

Some young couples tried to make President Johnson's midnight deadline. Some made it and got married in spots like Las Vegas

before 12 p.m., but most didn't.

Lt. Gen. Lewis Hershey, national director of the Selective Service, observed, "I believe these

(continued on page 10)

## Cardinal Interpretive Report

## Living Rules To Change

By HARVEY SHAPIRO  
News Editor

Many rules governing campus living are in a state of flux and likely to be changed in the not

too distant future.

Student housing regulations, women's hours and the visitation program are all in the process—the long, arduous, bureaucratic pro-



**LET THERE BE SONG** — A solo rang out in Tripp Commons as this student demonstrated her singing ability. She, with the other acts, will be listed in the Union Social Committee's Entertainers Guild file for future hiring.

—Cardinal Photo by Russ Kumai

"we are looking at this thing from a long-range financial point of view; sort of a 'saving it for a rainy day' attitude."

He added that there were a number of future expenses which the LHA's various services will require as well as "unanticipated expenses which we know from the past always come up."

### OPPOSITION

The major opposition to the bill came from William Zabel, Cabinet representative from Noyes House, Sullivan Hall, who proposed that LHA appropriate \$500 for "a local Badger supplement for the LHA and/or the Southeast Area dorms." The amendment was defeated by an overwhelming voice vote after a 30 minute debate.

Susan Goebel, Badger Yearbook editor, spoke to the Cabinet urging the LHA "to come back into the Badger at full strength."

A bill appropriating expenses for the traditional dorm championship football game between Wisconsin and Minnesota was referred back to the finance committee.

The Southeast Student Organization has challenged the LHA to a playoff to determine this year's representative to the annual game in Minnesota.

cess—of being changed.

Women's hours are likely to be settled shortly. Last spring the Student Life and Interests Committee (SLIC), made up of members of the student body, administration and teaching faculty, voted to abolish hours for junior women and liberalize hours for sophomores.

### AWAITS APPROVAL

This action has to be presented to the faculty for approval, however, and the new hours can not therefore be enacted until after the Oct. 6 faculty meeting. Faculty approval is considered imminent.

Further liberalization of women's hours is expected slowly but surely, with the likelihood of elimination of them completely, many observers believe.

Housing regulations is a vastly more complicated and taxing question.

### SENATE MEASURE

Working from a Student Senate resolution asking that all freshmen be required to live in supervised housing and all other students be allowed to live where they pleased, the SLIC sub-committee on housing went to work, but soon ran into

(continued on page 10)

## WEATHER

**SAME**—Cloudy with possible showers today & tonight. High in the 70's with a low of 40. Cooler Friday.



## The Daily Cardinal A Page of Opinion

### I-F Fears Reporting Of Tense Meeting

The Inter-Fraternity Council deserves no praise for the cowardly action of ejecting a Daily Cardinal reporter from their meeting Tuesday night because they wanted to discuss important business: that of Certificate II.

The reaction that we experienced and that we heard most often Wednesday was, "What are they trying to hide?"

The motion to exclude the reporter was unnecessary in the first place. I-F representatives are required to report the meeting to the members of their houses, including that portion of the meeting held in executive session. So most of Langdon Street now knows what happened.

We feel that the campus deserves to know campus news, just as the nation deserves to know the news of its government's actions. The reason for this knowledge is the same: it keeps an organization from getting to a point where it controls the people, rather than the people controlling it.

The Cardinal has always fought for freedom of the press. We believe that we are capable of reporting the news fairly, accurately and honestly.

Where there have been doubts of our integrity, we have offered to work more closely with that organization so that it can either point out our mistakes or become convinced that their trust in us is justified.

I-F Tuesday night precluded that offer by ejecting the reporter. We cannot believe that I-F had our reporter removed through fear of being misquoted or misinterpreted, particularly since The Cardinal's Associate Editor, himself a ranking Alpha Delta Phi, was also present to help cover the story.

We believe that I-F threw The Cardinal reporter out of the meeting through a fear of the repercussions of its discussion. We call that cowardly.

### City Also

Tuesday night, representatives of the city, the University, the police, the district attorney and the Campus Area Improvement Assn. met to discuss the State Street situation.

**MANY SUGGESTIONS** were made by the participants for alleviating any existing problems. It now looks like no one is going to jump the gun and take action that may turn out to be ineffective or harmful.

We urge the continuation of this type of discussion until all the facets of the problem are brought to light, studied and discussed.

**HOWEVER** commendable the meeting itself was, the unsuccessful attempt to bar the press was not. A reporter from the Wisconsin State Journal was allowed to stay only after Mayor Festge's administrative assistant, Robert Corcoran, refused to take part in the meeting if the reporter were excluded. Members of the improvement association objected to the presence of reporters.

These members of the association have a warped sense of what their duty to the public is and what a responsible press is supposed to do. Without the help of the press, the citizens and members of the association would not be exposed to the arguments presented. We can think of nothing more repugnant than trying to hide behind closed doors while discussing something that concerns everyone.

### A Non-Student Speaks

#### TO THE EDITOR:

When one reads such distorted views as expressed recently by Prof. Joseph Elder, confidence in our educators is all but destroyed. By what stretch of imagination is there any mental maturity demonstrated when he asks, "How can the American intellectual be part of a revolutionary movement, if he is part of the political establishment he is trying to fight?" Is he not aligning himself with communist sympathizers when he claims, "We were called upon to take a position of dissent in the Viet Nam crisis."

Palpably a figment of a distorted imagination is, "We must fight and drive out the specialists and secret despotism in Washington which is creating our foreign policy." Preposterous is his assumption that, "As students and faculty we must use this freedom to purposefully criticize the political status quo of the administration."

#### REVOLUTIONARY ELDER

His appearance and comments before that extremist group calling itself the "Student-Faculty Committee to End the War in Viet Nam" lends substance to the conclusion of former Regent Fred Bassett that the faculty consists of "pseudo intellectuals suffering from jaundiced vision and semantic confusion."

The constant aiding of communist programs by

faculty members, such as participating in that deplorable April 1 Teach-in and the May 6 protest of 132 against our Viet Nam involvement, a statement replete with false assumptions and distorted conclusions, convinces alumni and taxpayers that our "sifting and winnowing" is a failure.

If, after 47 years of observation, these faculty members still fail to conclude that communism is a diabolical, international conspiracy, so obnoxious that 3,000,000 East Germans fled from it and that 1,000,000 North Vietnamese escaped to South Viet Nam, then the sieve is either full of holes or in miserably incompetent hands.

#### APOLOGIZING ELDERS

Recently UW Alumni Association President Dr. Robert Spitzer of Burlington decried the radical activities of the faculty when he told Madison UW Alumni members of the embarrassment he and other alumni face apologizing for the unfortunate reputation the school has acquired because of the radical activities of its students and faculty.

Such nefarious activities as the Teach-in and the 132 faculty Viet Nam protestors, create an unfortunate image of the University, which Pres. Harrington and the Regents should energetically curb. They talk of "academic freedom" but appear blind to their obligation to demonstrate "academic responsibility."

GEORGE W. COOPER, JR.



"Hey, look at the glasses Capt. B. left. They're rose-colored. I wonder if that's why everything looks red to him!"

### Placard-carrying, Commie Sympathizers Hamper U. S. Peace-thru-War Efforts

By CAPTAIN JOSEPH W. BOLIENBECK, USA-RET  
AMERICANISM CHAIRMAN, AMERICAN LEGION  
POST 57

How regrettable that a small but vociferous group of Communist-oriented students and faculty members are perpetuating the already unsavory national image that the University of Wisconsin is "red." Communist sympathizers and fanatical pacifists are busily engaged distorting the causes for American assistance to preserve the freedom of South Viet Nam, which also includes blocking Communist determination eventually to subjugate all of Southeast Asia.

This is not an internal revolt against the government, but a calculated effort of the North Vietnamese aided by Red China, to expand its territory by devouring a peaceful neighboring nation. Enlisting support of Communists sympathizers over the world, the Reds succeeded in staging protest marches, teach-ins and demonstrations, arrogantly ignoring the fact that three presidents have committed this nation to aid the South Vietnamese to preserve their freedom against aggression.

#### SUBVERSIVE DEMONSTRATORS

A few days ago at Ashland, Gen. Taylor called these demonstrators "extremists who give aid and comfort to the enemy. The real damage is in Hanoi. We are trying to convince them they cannot win, but they take comfort from this picketing, in the delusion that we are hopelessly split at home." Vice President Humphrey told the National Student Association, "Viet Nam is a testing ground of totalitarian aggression. If we fail to stand today, we will have to stand tomorrow even closer to home." Noting a group of placard-carrying students, Humphrey said, "If those placard-carrying people will show us how to get the Communists out of South Viet Nam, we will place their placards in the Hall of Fame instead of the Hall of Shame."

Sec. McNamara says, "If we fail to meet the

challenge here and now, inevitably we will have to confront it later and under more disadvantageous conditions. This is the clear lesson of history, which we can ignore only at our peril." Only recently I received a letter from UW graduate, Lt. Col. David Peters, aide to Gen. Westmoreland in Viet Nam, who wrote, "your support of the government's policy cheers those of us who are trying, with all our might, to implement our policy of assisting the South Vietnamese to maintain their liberty and freedom against Communist terrorism, tyranny and subversion. If those detractors and Commie sympathizers could see the suffering of innocent victims of the Vietcong, they would play a different tune."

#### DISTORTED

Deplorable are the efforts of the so-called "Student Faculty Committee to End the War in Vietnam", deliberately distorting why we are in Viet Nam, such as the preposterous remarks of Committee Co-Chairman Jim Hawley, "Our effort is getting us nothing, is leading us into a major war. We are supporting a series of brutal dictatorships and are violating Cambodian territory. The Vietcong is not controlled by Hanoi or Peking. We are interfering with the internal affairs of Viet Nam. Public executions are taking place in Saigon."

While this group, the National Student Association condemn bombing of military targets in North Viet Nam, they fail to raise a voice against the real culprit, the Communist North Vietnamese aggressor, Hanoi's dismembering thousands who opposed Ho Chi Minh, the brutal execution of prisoners of war, or the abominable bombing on non-combatants.

That uninformed and Communist-orientated students should oppose our government's action is explainable, but that nearly 150 faculty members should be so naive, is incomprehensible. What arrogance they display in ignoring and opposing the

(continued on page 3)

### The Daily Cardinal

"A Free Student Newspaper"  
FOUNDED APRIL 4, 1892

Official student newspaper of the University of Wisconsin, owned and controlled by the student body. Published Tuesday through Saturday mornings during the regular school session by the New Daily Cardinal corporation, Journalism Hall Madison, Wisconsin. Printed at the Journalism School typography laboratory.

Subscription rates—\$6.00 per year, \$3.50 per semester, by carrier or by mail.

Single copies 5 cents each.

Second-class postage paid at Madison, Wis.

Member: Inland Daily Press Association

Associated Collegiate Press

Collegiate Press Service

#### EDITORIAL STAFF

CLIFF BEHNKE	Editor-in-Chief
JEAN SUE JOHNSON	Managing Editor
DALE BARTLEY	Associate Editor
HARVEY SHAPIRO	News Editor
ELLEN LASKIN	Ass't Managing Editor
ERIC NEWHOUSE	Editorial Page Editor
DIC VICTOR	Co-Photo Editor
MARCI HARRISON	Day Editor
EILEEN ALT	Night Editor
NEAL ULEVICH	Night Editor
MATT FOX	Night Editor
DUANE FREITAG	Night Editor
JEFF SMOELLER	Night Editor

# Propagandistic Speakers For Spineless Appeasement

(continued from page 2)

support of Pres. Eisenhower, former Vice-President Nixon, Ambassador Taylor, Republican Minority Leader Senator Dirksen, 70 nations, and the armed forces assistance of Australia, Korea and New Zealand.

Surprising and assuring was the statement of the Catholic Association for International Peace, when it declared, "We cannot abandon South Viet Nam without the promise of negotiations." It accused North Viet Nam and Red China "for having aided and abetted Vietcong guerillas in their campaign of violence and terror."

#### CHINESE SUPERVISION

Surprising was the remark by Rajmohan Gandhi, grandson of Mohandas; "The Viet Nam crisis is the direct result of aggression and subversion by Communists trained in North Viet Nam under Chinese supervision. Hanoi and China want Communists to rule South Viet Nam. By preventing Communization of South Viet Nam, America is stemming Communism in Asia as a whole. Should the Americans pull out, a Communist government would be installed in Saigon. Laos would succumb and Thailand would be in a precarious state. If it goes, what remains of Burma's freedom would be reduced to that of a provincial capital. Malaysia would be unable to remain outside of Peking's rule. America's presence in Viet Nam lengthens freedom's duration in India."

Protestors against our determination to protest the freedom of South Viet Nam would be entitled to some consideration if their leaders were not besmirched with a long and obnoxious record of anti-American, pro-Communist activity, such as one who defied state department regulation in visiting Cuba, where he was brainwashed, resulting in his praising Communist Castro, and whose wife is under federal indictment for urging others to violate these prohibitions; by student groups which sponsored appearances of Communists or Communist collaborators, such as Gus Hall, Benjamin Davis, Corliss Lamont, Frank Wilkinson, Carl Braden, Herbert Aptheker, Scott Nearing, Claude Lightfoot, Fred

Blair, James Jackson, Carl Marzani, Richard Criley, Arnold Johnson, Abner Berry, Joe Starobin, Frank Donner, W.E.B. DuBois, Shirley Graham and such collaborators as Dr. Otto Nathan, Maude Russell, and Annette Rubenstein (who set a record for invoking the 5th amendment 202 times in a congressional hearing), many of whom have served from one to five years for violating our laws or who, in investigations of anti-American or pro-Communist activity, cloaked their nefarious activities by invoking the 5th amendment.

Are these students not scraping the bottom of the barrel in sponsoring such misfits, whose propaganda borders on sedition?

#### DEFEND FREEDOM

Let these protestors heed the remarks President Kennedy made in his inaugural address when he said, "Let every nation know, whether it wishes us well or ill, that we shall pay any price, meet any hardship, support any friend, oppose any foe, to assure the survival of liberty. In the long history of the world only a few generations have been granted the role of defending freedom in its maximum hour of danger. The energy, the faith, the devotion we shall bring to this endeavor will light our country and all who serve it. I do not shrink from this responsibility. I welcome it!"

It is high time that these pseudo foreign policy, military strategists, misguided pacifists and Communist sympathizers call a moratorium on what the government should or should not do in Viet Nam, and let the administration do what it was elected to do--run the country, including the handling of the Viet Nam and Santo Domingo Communist confrontation.

Why should we sit by idly and permit the imposition of an atheistic, tyrannical type of enslavement on free nations, not by constitutional means, but by sabotage, subversion, liquidation, confiscation of foreign-owned industries, terror, bombing of civilians, and plain murder; and thus exhibit spinelessness, appeasement, and reprehensible lack of responsibility for the preservation of freedom and peace?

#### SCOOP!

Jack Nicklaus, Ohio State, will team up with #348794, Waupun, in the annual Pro-and-Con golf tournament.

## Pic-a-Book

544 STATE ST.

PAPER BACK BOOK STORE  
with over 14,000 titles in stock

Store Hours for Your  
Convenience—Mon.-Fri.  
9:30 - 9:00—SAT., 9:30-5:00  
The only PLAYBOY  
corner of Madison  
Jewelry & Novelties

## Troia's

Feature  
LUNCHEONS  
(a complete menu)

#### THIS WEEK

KING FLEMING TRIO  
RECORDING ARTISTS

Does  
this  
spot  
feel sticky?

NEITHER DOES OLD SPICE STICK DEODORANT  
Dries as it applies . . . in seconds. And stays dry! Gives  
you fast . . . comfortable . . . dependable deodorant  
protection. Lasting protection you can trust. Try it.  
Old Spice Stick Deodorant for Men. 1.00 plus tax.

SHULTON



## Read Daily Cardinal Want-Ads

USE THIS CONVENIENT ORDER FORM  
DAILY CARDINAL CLASSIFIED ADVERTISING  
425 Henry Mall, University of Wisconsin,  
Madison, Wisconsin 53706

FOR INFORMATION — 262-5854

1 day  2 days  3 days  other  days—

STARTING DATE ..... CATEGORY .....

Copy (print or type) .....

.....

Name ..... Address .....

City ..... Phone .....

Please enclose check or money order

## RECORDS

Always at a Discount

20% - 30% - 40% - 50%

Off Nationally Advertised Prices.

Madison's Most Complete Record House

First with the Newest and the most.

at

Victor MUSIC

State at Gorham only

## CAMPUS CLOTHES SHOP



### HUSH PUPPIES

the light and comfortable shoe

The rich, tumbled leather look gives a rustic, inviting appearance of lightweight comfort that speaks for itself . . . an active shoe for active people—yours in a wide selection for . . . \$9.95

Harry Sweet's  
CAMPUS CLOTHES SHOP  
University Avenue at N. Park Street  
MADISON

# Campus News Briefs

## Minneapolis Orchestra Tickets Available

Tickets are still available at the Union box office for the first of two concerts Sunday by the Minneapolis Symphony Orchestra at the Union Theater.

The 4 p.m. concert, billed officially as a "young people's" program, will feature works by Berlioz, Dvorak, Rimsky-Korsakov and Mendelssohn. The orchestra's assistant conductor, Russell Stanger, will conduct and comment on the music.

Tickets have been sold out for the 8 p.m. concert by the Minneapolis Symphony, opening the Union's first Orchestra Series. Both Sunday concerts are sponsored by the Union Music committee.

### A "HAPPENING"

This weekend—October 1st through 3rd—something will "happen" at the Madison Arts Center, 720 East Gorham. The Center

Playhouse will present "In the Time of the Gemini," a "happening"—a new kind of theater production. The cast, ranging from some of the best-known players in Madison theater to a goat, includes many from the University area. Tickets may be obtained at the Madison Arts Center.

### \* \* \*

### "HOSTAGE" TRYOUTS

Tryouts for Brendan Behan's "Hostage" will be held at 3:30 and 7:30 p.m. in the Union.

### \* \* \*

### DIALOGUE BEGINS

Three non-credit courses in the DIALOGUE series, sponsored by the campus religious centers, begin today. They are "Theology for Beginners," 3:30-5:00 p.m., in 252 Social Science; "On Understanding the Bible," 4:35-5:45 p.m., at St. Francis house, 1001 University Avenue, and "Christianity: Divided? United?," 7:30-9:00 p.m., in 252 Social Science. Students may register at the first session. The fee is \$1.00 per course.

### \* \* \*

### HUNTING SEASON?

The University Bull Moose Society will hold its first business meeting today at 7:30 in the Union.

### \* \* \*



### COUNTRY BOY

Double-Deck King of Hamburgers, Twice as Big . . . Twice as Good . . . Freshly Ground Beef, served on Our Own Special Baked Bun, with Shredded Lettuce, Tartar Sauce, Melted Cheese, Topped with Pickle.

FRESH  
STRAWBERRY  
PIE  
40c piece

French Fries  
Onion Rings  
Cole Slaw, Pint  
Tartar Sauce, Pint

### Country Kitchen

2401 S. Park St., at Beltline

257-5868

Edwin O. Olson & Son



We do.



Do what? Think all the little details in a coat are important, too . . . that's what. Like what? Like how a coat is lined and how it looks going as well as coming. That's why we created "Ventrim"—to defeat linings that pull and pucker and peek-out. Sitting or striding, the "Ventrim" floating lining design gives and takes with every move a man makes. And, since it's trimmed in the coat's own material, "Ventrim" wins the rear guard action

by preventing the inside from ever being seen from the outside.

"Ventrim" is one of the extras you have a right to expect from any, fine weather-coat maker. But, it does take a little more effort; a little more cost. And, they don't. But we do.

In a range of weather-vain shades and patterns, ZE PEL® processed for lasting resistance to rain and stain. An exclusive blend of two ply 65% "Dacron" and 35% Pima cotton, the

only coat that comes close to the Sentinel at \$35 is the Lady Sentinel.

**SENTINEL™**  
BY PLYMOUTH OF BOSTON  
PROTECTED WITH ZE PEL®

DU PONT'S REGISTERED TRADEMARK FOR ITS FABRIC FLUORIDIZER

**EDWIN O. OLSON AND SON**  
555 STATE AT FRANCES

Customer Parking

Town/Campus Bldg.

The guest speaker will be Robert Pelner, treasurer of the University Young Republicans.

### \* \* \*

### FSEEC

The Faculty and Students for Equality Education committee is holding the second of its orientation sessions tonight. Mrs. Cynthia Maisel, Administrative Assistant to the Juvenile Court and the administrator of Day Care Services, Inc. and Dr. Myron Seeman, Coordinator of Psychological, Social, and Health Services for the Madison public schools will discuss their program. The meeting will begin at 8 p.m. in the Wisconsin Center auditorium.

### \* \* \*

### 'U' PLANNING CLUB

University Planning Club is holding a meeting in the Old Madison Room of the Union. Professor Leo Jakobson will speak on Planning in India at 8 p.m. He is chairman of the Urban Regional Planning and he recently returned from Calcutta.

### \* \* \*

### DISCUSSION OF BUBER

A study group on Martin Buber, a leading religious and social philosopher who died this summer in Jerusalem, will be presented by Rabbi Winograd and faculty members in the Hillel Foundation from 7 to 8:15 this evening. Any member of the University community is welcome.

### \* \* \*

### AM. HISTORY LECTURE

Professor Merle Curti, the Frederick Jackson Turner Professor of History, will lecture at 8:15 today in the Union. His talk, sponsored by the History Club, will be on "American Historical Studies: Movements and Fashions."

### \* \* \*

### FOREIGN SERVICE EXAMINATION

The next written examination for the Foreign Service will be held on December 4; applications must be filed with the Board of Examiners for the Foreign Service, Department of State, Washington, before October 18. The same examination is offered candidates for both the Foreign Service of the Department of State and USIA, although candidates must specify

at the time of application which agency they seek to enter.

### \* \* \*

### SENATE COMMITTEE MEETINGS

Meeting of the Organizations and Services Committee will take place in the Lake Room of the Memorial Union at 8 tonight; bills on WSA participation in NSA and an investigation of costs for rooms for programming. Academic Affairs will meet at 7:30 tonight in Journalism Hall; they will discuss compulsory class attendance, student faculty committee for investigation of freshman English, and NSA educational affairs.

### \* \* \*

### PEDIATRIC LECTURE

Victor C. Vaughan III, professor of pediatrics at Temple University School of Medicine, will give the H. Kent Tenney Honorary Lecture for the 5th Annual Fall Pediatric Day today. The program will also include reports by members of the Medical School pediatrics staff on their research. Pediatric Day will be held in the Wisconsin Center Auditorium.

### \* \* \*

### IT HAPPENED...

Studio Film showings of Frank Capra's "It Happened One Night" will be today at 12:30, 3:30, and 9 p.m. in the Union Play Circle. Free tickets for the showings, sponsored by the Union Film Committee, are available at the Union box office.

### \* \* \*

### TENNIS ANYONE?

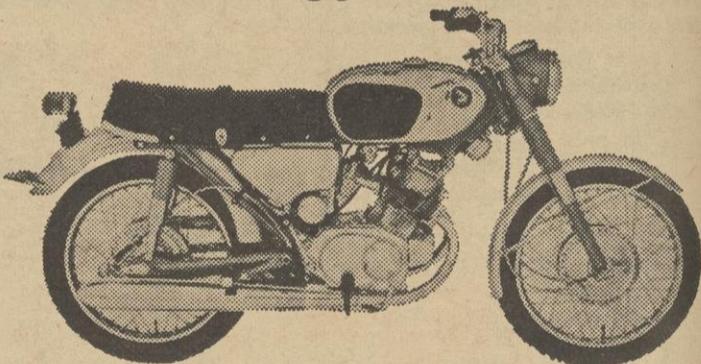
Today is the last day to sign up for the Fall Student-Faculty Tennis Tournament in room 506 of the Union or at the Union Billiards desk. The tournament, sponsored by the Union Tournaments Committee, will begin Friday, Oct. 1. More information will be available at the sign-up areas.

### \* \* \*

### DEADLINE TODAY

All freshmen, sophomores, and juniors are eligible to take the American history attainment exam Oct. 9. Passing this examination does not give any credit hours for graduation, but fully satisfies the American history and institutions requirement under the old curriculum. Applications must be in 187 Bascom today.

## Honda



### DEMO DISCOUNTS!

CLEARING ALL DEMO'S

MOST LOW, LOW MILEAGE!

FULL GUARANTEE!

### SALE PRICE

Regular \$372.85 C200 90cc—\$329<sup>75</sup>\*

### SALE PRICE

Regular \$573.80 CB160 160cc—\$508<sup>50</sup>\*

\* Plus 3% Wisconsin Sales Tax

Many other demonstrator models

### AT HUGE SAVINGS

And all carry the full Factory Warranty!

CONVENIENT BANK FINANCING AVAILABLE

## BERG-PEARSON

SPORTING AND MARINE GOODS

### EAST SIDE SHOP:

2123 ATWOOD AVENUE

Phone 244-4744

Open Monday and Friday Nights

### WEST SIDE SHOP:

WESTGATE SHOPPING CENTER

Phone 238-3012

Open Monday and Friday Nights



# The Color Of The Game



***The Marching Band Begins the Afternoon***

***Band Leader Jim Christiansen Leads Varsity***

***...As Fans Wave in the Traditional Salute***

**Cardinal Photos**  
By Dick McElroy  
And Keith Pierce



Cr  
Or  
F  
prof  
pus,  
a fin  
situ  
a fr  
Unio  
p.m.  
Hall.  
Th  
lecti  
PLE  
lectu  
View  
Cr

The  
Unio  
p.m.  
11 a.  
and S  
zines,  
and 1  
Music  
able.

DIS  
FO2

N  
Gro



## Crews To Speak On Berkeley Today

Frederick C. Crews, English professor from the Berkeley campus, has been selected to provide a first hand view of the Berkeley situation and its implications, in a free program sponsored by the Union Literary Committee at 8 p.m. today in the Union's Great Hall.

The author of the amusing collection of essays THE POOH PERPLEX, Crews has entitled his lecture "Student Commitment: The View From Berkeley."

Crews' works lend themselves

to this type of thought. THE POOH PERPLEX, his latest work, is a devastating satire on various schools of contemporary criticism. The New York Times, in its review of the book, stated that

"Crews has mounted a withering attack on the pretensions and excesses of academic criticism that both students and scholars should study for more than mere amusement."



## UNITED AIR LINES HAS A MAN ON CAMPUS

### NEW HOURS BEGIN AT UNION LIBRARY

The new hours for the Memorial Union Library are 9 a.m. to 10:30 p.m. Monday through Friday and 11 a.m. to 10:30 p.m. Saturday and Sunday. All types of magazines, books on current issues, and records to be played in the Music Listening room are available.

ONE FREE  
TRIAL LESSON  
DISCOTHEQUE DANCES  
FOXTROT BOSSANOVA  
CHA-CHA

NO CONTRACTS  
Group & Private Lessons

MAURY HAVER  
Instructor  
233-3493

RESULTS  
GUARANTEED

KEHL  
SCHOOL  
OF DANCE  
233 E. Mifflin  
255-0482



## MOST CONVENIENT SERVICE

He's ready, willing and able to help you get where you're going—and since United has the most jets to the most cities, he's most apt to get you to your destination—and get you here fast.

## MOST CONVENIENT LOCATION

He's experienced, knowledgeable, and most important—since he's a fellow student—he's right here on campus. Just call him, anytime, for information, reservations or recommendations for choosing a helpful travel agent.

JERRY MANCZAK

257-0988



Thursday, Sept. 30, 1965

THE DAILY CARDINAL—7

if she doesn't give it to you...

—get it yourself!

## JADE EAST®



Cologne, 6 oz., \$4.50  
After Shave, 6 oz., \$3.50  
Deodorant Stick, \$1.75  
Buddha Cologne Gift Package, 12 oz., \$8.50  
Spray Cologne, \$3.50  
Buddha Soap Gift Set, \$4.00  
Cologne, 4 oz., \$3.00  
After Shave, 4 oz., \$2.50



SWANK, NEW YORK — SOLE DISTRIBUTOR

cold wave

Value-a-Go-Go



... fur jede Frisur

Whether you've just returned from the Grand Tour, a month at Interlochen or a weekend in Milwaukee, your coiffure needs our attention. Let us revitalize those tired, lackluster locks with the latest cold wave... perfectly conditioned.

## WELCOME BACK!

students UND faculty

Besuchen sie unser Damen friseure salon . . .

Flair Dauerwelle

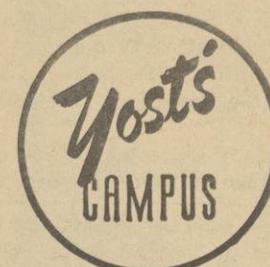
mit Conditioner Reg. 11.50 \$7.50

Schampo und Legen Lassen  
Reg. 2.50 \$1.95

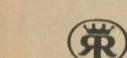
Haare Schneiden Lassen  
Reg. 2.50 \$1.95

Please present this coupon  
for these special values

This coupon good through October 5, 1965  
Sorry, no Saturdays



beauty lane  
ONLY AT  
YOST'S CAMPUS  
636 State St. PH. 255-5766



## authentic Traditional BLAZERS



**T**he Redwood & Ross casual blazer is of exceptional quality, tailored of all wool Hockanum flannel. Designed for comfort and good looks. In traditional navy blue.

36<sup>50</sup>

## SLACKS



Raeford worsteds in distinctive shades to complement most any sport coat. Permanently creased, fine hard finish worsted for excellent service.

14<sup>95</sup>

CHARGE  
ACCOUNTS  
AVAILABLE

**Redwood & Ross**

Traditional Excellence

PARKING RAMP  
AT REAR  
OF STORE

639 STATE ST.





WILKENING IS HEAD OF AGRICULTURE SEMINAR  
Eugene Wilkening, rural sociology, is co-chairman of a seminar on "Institutional Structures and Cultural Values as Related to Agricultural Development," Oct. 28-30, at Pullman, Wash. The seminar is supported by the Agricultural Development Council.

## FOOTBALL SPECIAL BY GREYHOUND

Direct to DYKE STADIUM, EVANSTON, ILLINOIS

SATURDAY, OCTOBER 16, 1965

SEE WISCONSIN vs.  
NORTHWESTERN

Special buses leave Greyhound Terminal  
at 8:30 a.m.

allowing time for lunch at Des Plaines Oasis

Returning 20 minutes after game  
Stop for dinner enroute

**\$5.85**      ROUND TRIP  
TRANSPORTATION

Reservations and Tickets must be purchased by Oct. 15

**SAGER TRAVEL AGENCY**

Phone 257-4444      122 W. Washington Ave.

## U.W. Leisure-Time Learning

A CALENDAR OF OPPORTUNITIES TO EXPAND YOUR HORIZONS  
October, 1965

### MUSIC, DRAMA

Oct. 3—Minneapolis Symphony Orchestra, Union Theater, 8 p.m. \$3.50, 3.00, 2.25 (Young People's Concert, 4 p.m. \$1.75).  
Oct. 8—Metropolitan Opera National Company, "Carmen," Union Theater, 8:30 p.m. \$7.00, 6.00, 3.75\*, 3.25\*.  
Oct. 9—Metropolitan Opera, "Cinderella," Union Theater, 2 p.m. \$6.00, 5.00, 3.50\*, 2.75\*.  
Oct. 9—Metropolitan Opera, "Madama Butterfly," Union Theater, 8:30 p.m. \$7.00, 6.00, 3.75\*, 3.25\*.  
Oct. 10—Sonja Simonsen, Graduate Voice Recital, Music Hall, 8 p.m.  
Oct. 13—Little Symphony Concert, Cole Lounge, 6:45 p.m.  
Oct. 13—Anton Heiller, Organ Recital, Music Hall, 8 p.m.  
Oct. 16—John Paton, Faculty Voice Recital, Music Hall, 8 p.m.  
Oct. 17—U.W. Woodwind Quintet, Union Theater, 3 p.m.  
Oct. 20-21—Studio Play I, 8 p.m. and 3:30 p.m. Oct. 21, Union Play Circle.  
Oct. 24—Mario Escudero, Sunday Music Hour, Union Theater, 3 p.m.  
Oct. 24—Faculty Recital of 20th Century Music, Bettina Bjorksten and Karlos Moser, Music Hall, 8 p.m.  
Oct. 26—Netherlands Chamber Orchestra Series, Union Theater, 8 p.m. \$3.50, 3.00, 2.25.  
Oct. 27—Robert Cole and Gunnar Johansen, Faculty Flute and Harpsichord Recital, Music Hall, 8 p.m.  
Oct. 29—U.W. Piano Quartet, Music Hall, 8 p.m.  
Oct. 31—Little Symphony Concert, Chadbourne Hall, 1:45 p.m.  
Oct. 31—Ellen Burmeister, Faculty Piano Recital, Music Hall, 8 p.m.  
\* Student Prices

### LECTURES

Oct. 6—Dr. Carl Nordenfalk, Stockholm, Sweden, "Sweden's Greatest Treasure: The Oath of the Batavians by Rembrandt," Wisconsin Center, 8 p.m.  
Oct. 7—Richard E. Kim, "Commitment in the 1960's," Union Great Hall, 8 p.m.  
Oct. 10—Allen Drury, author, Union Theater, 8 p.m.  
Oct. 13—Dr. Carl Nordenfalk, Stockholm, Sweden, "Watteau's Love Lesson and its Secret," Wisconsin Center, 8 p.m.  
Oct. 14—Anton Heiller, Academy of Music, Vienna, "The Organ of the 20th Century," Music Hall, 2:25 p.m.  
Oct. 15—Dr. C. G. Stephens, Australia, "Prospects of Development of the Dry Lands of the Earth . . . 206 Soils Bldg., 3:30 p.m.  
Oct. 19—Lleras Camaro, president of Colombia Bureau of Ibero-American Area Studies Program, Union Theater, 8 p.m.

This selective calendar of general interest is compiled by the University of Wisconsin News and Publications Service and published monthly as a service to students by the University of Wisconsin Foundation. Weekly detailed listings of these and many more events of special interest are published by The Daily Cardinal and posted on campus bulletin boards.

## Engineering Faculty Members Return From Indian Posts

Five members of the engineering faculty have returned after spending the summer teaching at engineering colleges and technical institutes in India.

They are Gerald Pickett, engineering mechanics; Charles G. Salmon, civil engineering; and Edward P. Mikol, William J. Feiereisen, and Roy A. Lindberg, all

mechanical engineering.

They taught at the Indian institutions of higher learning during the summer under the program of the Agency for International Development (AID)-Wisconsin Engineering Educational Project in India. The programs were inaugurated by the University in 1953 at the request of the U.S. State Department. Funds for the project are supplied by the federal government.

### READ CARDINAL WANT-ADS

## Road Rallye

U. W. SOCIETY OF  
AUTOMOTIVE ENGINEERS

STARTS AT ME BUILDING—11 o'clock-1 o'clock

**SUN., OCT. 3**

Rain Date—Oct. 10

Sign up—Bascom Mall or M.E. Lobby

Sept. 28 thru Oct. 1

## Fall Pediatric Day To Be Held Today

The annual Fall Pediatric Day, sponsored by the Medical School department of pediatrics, will be held at 1:30 p.m. today in the Wisconsin Center.

Dr. Victor C. Vaughan III, a pediatrics professor at Temple University School of Medicine, will present the H. Kent Tenny Honorary lecture on "Some New Aspects of Growth and Development".

Four Medical School pediatrics professors also will give talks. Speaking will be Dr. Frank L. Siegel, on "Brain Protein Synthesis in Animal Models of Phenylketonuria;" Dr. E. Richard Stiehm, on "Immune Globulins in Health and Disease;" Dr. John M. Opitz, "Cytogenetic Studies and Counseling in Mongolism," and Dr. Davis W. Smith, "Fetal Rubella Pathology."

### SCOOP!

U.S. agents found 702 lbs. of 'tea' in Kenosha, Wis., 1958.

### SCOOP!

Penguins swim in Tide when it's too cold to swim outside.

### SCOOP!

Alice in Wonderland was a card carrying Communist.

### SCOOP!

Where is Bob Siegrist now?

## INSTANT PRINTING

Quality Offset at low cost—50 or less 8 1/2 x 11 copies.

Printed black ink 1 side

**SAMPLE PRICE \$2.75**

## STUDENTS!

If you need fast, quality printing of reports, manuscripts, themes, resumes, etc., Come in and see us today.

— • —  
WHILE YOU WAIT-SERVICE  
— • —



## professional

We get pretty concerned about the way life insurance is often sold.

We're not in favor of a client just buying a policy and getting it over with. We want him to understand what it's all about, how his policy can be made to serve a variety of future needs, how it will fit into an overall financial program tailored to his own requirements.

It's this approach that separates the professional from the ordinary salesman. And if you feel you'd be more satisfied dealing with a professional, we're at your service.

**LOREN P. MORTENSON**  
330 E Wilson St.  
256-1928

**PROVIDENT  
MUTUAL LIFE**  
INSURANCE COMPANY OF PHILADELPHIA  
a century of dedicated service

PLEASE POST

## N.Y. Loves Joe

(continued from page 12)

Three quarters later Joe Namath had his feet wet and Sonny Werblin had no doubts about his investment. Despite the 14-10 defeat at the hands of Kansas City, Namath had been impressive. He had hit on 11 of 23 passes for 121 yards and a touchdown. Two throws had been intercepted and he had fumbled once.

What gripped the crowd, however, were the passes themselves. Joe's high, soaring bombs were accurate up to 65 yards, and his 40 yard line drives fairly exploded into—and often out of—receiver's hands. If a key pass had not been dropped, New York would have won. But, while the fans were satisfied, Namath was not.

"I still made a lot of mistakes and threw a lot of bad passes," Joe said in the steamy dressing room. "I put the receivers on the spot. You can't be happy if you don't win."

Namath has never boasted to the press. He has been overly critical of himself and overly tolerant of his receivers—and thus has won some measure of acceptance from his teammates. But Joe Namath's confidence can not be hidden behind the understatements; he is well aware of his immense talent and he doesn't expect to fail.

Last Sunday, against the champion Buffalo Bills, Namath—starting for the first time—kept the outclassed New Yorkers in the game to the end. Passing prolifically and displaying poise and awareness uncommon in one so young, Namath had the hostile Buffalo crowd on its feet throughout the contest.

The tall, dark-haired bonus baby was surprisingly agile, despite his weak knee. He bounced up quickly when swarmed under by the Bills' savage rush and completed 19 of 40 passes for 282 yards, two touchdowns, and a two point conversion. One of his incompletions was a towering 60 yard bomb which hit his startled receiver on the back of the neck.

Again Namath claimed disappointment. But others were less restrained. "This young man has poise," said Buffalo coach Lou Saban. "Nothing seems to bother him. With an arm and a head like his, he has to be the finest quarterback prospect I've seen in 15 years."

Across the hall, in the New York dressing room, Joe Namath was squeezing into his black pants, putting on his dark glasses and anticipating the evening. In New York, the Jets' switchboard was busy answering ticket requests for the next home game.

## RECORDS

Always at a Discount

20% – 30% – 40% – 50%

Off Nationally Advertised Prices.

Madison's Most Complete Record House  
First with the Newest and the most.

at

**Victor** MUSIC

State at Gorham only

## Eagle Heights Children To Pay Non-Resident Fee

By KEVIN CLARK  
Cardinal Staff Writer

City officials indicated Tuesday night that University graduate students and teachers living in the Eagle Heights apartment complex may soon be paying non-resident tuition to send their children to Madison's public schools.

The normal amount for non-resident tuition at all levels except kindergarten is \$500.

Superintendent of Schools Robert Gilberts said that until two years ago, parents living in University housing enrolled their children in schools in suburban Shorewood.

There had been an arrangement for fee payment between the University and the Shorewood school system, Gilbert said. But when the Shorewood system was incorporated into the Madison school district, the payments stopped.

TO BE DISCUSSED IN SENATE  
Gilberts suggested that the city confer with officials before making any attempt to charge the parents outright tuition.

Mayor Otto Festge said that such negotiation should be delayed until a senate bill concerning the matter is considered by the state legislature. Festge said that Senator Fred Risser of Madison will introduce a resolution in connection with the tuition question when the lawmakers reconvene next month.



Dr. Bert C. Mueller

OPTOMETRIST

- Eyes examined
- Glasses fitted and repaired
- Contact Lenses

346 State St. 256-5772

## You can date for less in Lee Leens.

(With the authority of the Leen-look,  
you can convince her that going out...is out.)



Slide into a pair  
of Lee Leens.

Take along your banjo.

You'll have a captive  
audience when she sees  
you in those low-riding,  
hip-hugging Leens. (They

really do something  
for your shoulders.) Those  
arrow-narrow legs give you  
dash she never suspected,  
and those git-along pockets  
show you're a stickler for  
detail. Great way to date; no  
pain in the wallet. But, you  
need the authority of Lee  
Leens to get away with it.  
Shown, Lee Leens in Lastic  
Stretch Denim, a blend of  
75% cotton and 25% nylon.

Sanforized. In Wheat,

Faded Blue, Loden and

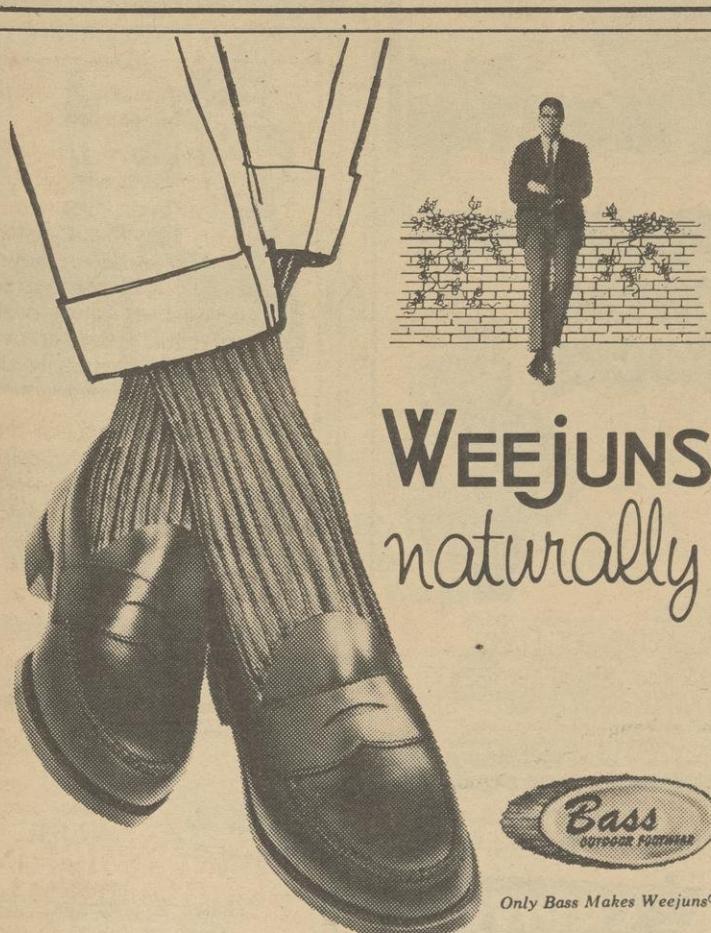
Blue Denim. \$6.98.

Other Leens from

\$4.98 to \$6.98.

**Lee Leens**

H. D. Lee Company, Inc., Kansas City 41, Mo.



**Weejuns**  
naturally



Only Bass Makes Weejuns®

G. H. BASS & CO., 159 Main Street, Wilton, Maine

# STRAND NOW!

## WINNER OF 3 ACADEMY AWARDS!

### “ZORBA THE GREEK” IS A DECIDED MUST-SEE!

*Anthony Quinn's Zorba possesses all the energies and urges of the great ones of history and myth.*

—Bosley Crowther, New York Times

“A grand uproarious Bacchanalian bash.”

—Time Magazine



Get Haggard Slacks at  
fine stores everywhere.

## Campus Rules Changing

(continued from page 1)  
difficulties.

For one, there is the economic fact that flooding the housing market with undergrads would bid up prices to the disadvantage of graduate and married students.

### VACANCIES EXIST

In addition, private dormitory owners found themselves with vacancies last year.

Studies showed that apartment building was proceeding slowly due to economic benefits found elsewhere as well as cumbersome building regulations in Madison.

Unable to solve things themselves, last spring SLIC sent the matter on to an administrative committee headed by Newell Smith, director of Residence Halls. The Smith committee has worked through the summer gathering information and attempting to work out an implementation of the new housing rules.

### PHASED RULES

While the Smith committee is expected to offer only a preliminary report, it seems clear that they will eventually recommend that new housing rules be phased in slowly over a period of years. This would allow economic shocks to be more easily absorbed.

The Smith committee's work will be made easier by the Board of Regents' decisions last Friday to approve funds for 300 more Eagle Heights apartments.

### VISITATION

Connected with the housing rules, but representing a larger tempest in another teapot, is the

matter of visitation.

This euphemism conceals a plan which would allow male students to entertain females in their dormitory rooms.

The plan is fraught with dangers to the University administration and faculty should adverse publicity result. The idea has encountered opposition from parents already.

## Draft Boards

## Watch Students

(continued from page 1)  
couples will find they didn't beat any deadline. We'll get most of them--in four or five months."

### FEW SINGLE MEN

The fact remains that with the increased draft calls, local boards are rapidly running out of single men between the ages of 19 and 26—the present induction limits—and the childless married men are the next to go.

Col. Courtenay explained that the Selective Service system drafts the oldest single males first, from the age of 26. Therefore teenagers are the last to be called.

As the draft increases—in Wisconsin it has gone up 50% in the last two months—the mean age of the inductee goes down. This month, the mean age is 19.5 years. It is now infringing on the college population previously untouched by the draft.

A Selective Service official pointed out, “There is nothing automatic about a student being deferred. Each case is considered on its own merits.

“The student's courses, their importance to the national interest, and the student's scholastic ability” are being used as measuring sticks.

### AVERAGE AGE DROPS

As the quotas rise or remain at a high level for an extended time, the age of the draftees drops. Boards probably will not be able to give deferments for longer than a year.

The official explained that this would cover a man in his senior year or probably could be extended in order to let a junior finish school. But it probably would not let the 19 or 20 year-old sophomore finish college before being called for military duty.

As far as student induction goes, the first to lose their deferment will be probationary or borderline cases. This means that draft boards will require students to meet certain academic levels in order to retain student deferment.

Medical deferments will also be harder to come by according to the board. If a man is called to take his physical, the chances are still better than even that he will be turned down.

### AVOID TROUBLE

Courtenay said that the easiest way to get drafted is to be in some sort of trouble with your local board. The highest draftable classification is reserved for those who the local board finds to be delinquent in keeping the board informed of their address or status. This should be done within ten days of any change.

Now, however, there is a new way to be in trouble with the board. President Johnson signed a law Aug. 31 that makes it illegal for anyone to burn or destroy his draft card.

The bill was enacted by Congress to counteract student demonstrations that included a public burning or tearing up of draft cards as a protest to the war in Viet Nam. The law provides for a \$10,000 fine or five years imprisonment for anyone who destroys his Selective Service card.

### THANKSGIVING & CHRISTMAS VACATION

#### FLY to N.Y.C.

NOV. 23 NOV. 24

3:30 p.m.\* 1:30 p.m.

4:00 p.m.

DEC. 16 DEC. 17

3:00 p.m. 11:00 a.m.

5:00 p.m. 1:30 p.m.

4:30 p.m.

\* DC-8 JET—\$79.95

★ All Other Flights \$69.95

★ Round trip, non-stop

Fred Hollenbeck 233-3967

#### BADGER STUDENT FLIGHTS



FRANK SINATRA



DEBORAH KERR



DEAN MARTIN

## MARRIAGE ON THE ROCKS



COSTARING CESAR ROMERO · HERMIONE TONY BADDELEY · BILL GIBSON · NANCY SINATRA · GUEST LOPEZ  
Produced by WILLIAM H. DANIELS, A.S.C.  
Music composed and conducted by Nelson Riddle  
An A.C. Productions Picture Written by CY HOWARD  
Directed by JACK DONOHUE TECHNICOLOR®  
PANAVISION® FROM WARNER BROS.

SHOWTIMES  
1:10-3:25-5:30-7:40-9:50 p.m.

CAPITOL  
209 State St.



YOUR FIRST  
... life insurance policy,  
however small, can lay  
the foundation for life-  
time security. I special-  
ize in this service.

JERRY McFARLANE

The NORTHWESTERN MUTUAL LIFE  
Insurance Company  
“Because there IS a difference!”

NML  
401 Wis. Ave.  
257-1401

Claire A. Thomas  
General Agent

# Udell Finds Newspapers Are Now Big Business

The daily newspaper business is a big business—bigger than most of the manufacturing industries in our nation's economy—and is going to get bigger.

This assertion is one of the findings in an economic analysis by Prof. Jon G. Udell, director of the Bureau of Business Research and Service, School of Commerce. It is included in "The Growth of the American Daily Newspaper," a research publication just released by the bureau.

The study covered the trends between 1946 and 1964. It showed

that newspapers represent 1.53 per cent of all industrial activity in the country, second only to the automobile industry's 1.82 per cent.

"In 1946 there were 1,763 daily papers in the United States," Prof. Udell stated. "In 1964 there were again 1,763. It is the smaller newspaper that has enjoyed the greatest growth in recent years.

"Newspapers have adjusted successfully to rising costs, the introduction of a new communications medium, and a change in reading habits. Despite these and

other adjustments, the papers' growth has exceeded that of the economy.

**ADVERTISING GROWING**  
"Expenditures on newspaper advertising have grown faster than the Gross National Product. Newspaper employment has expanded 3½ times as fast as all other manufacturing employment. Circulation has advanced as fast as the population between the ages of 21 and 65."

Newspapers can look forward to between 16.4 and 22 million more potential customers by 1980, Udell said. The 1964 circulation figure was 60.4 million.

He based this on the population climb, the increase in use of public transportation—giving people

Thursday, Sept. 30, 1965

THE DAILY CARDINAL—11

more time to read, and the newspapers' ability to make adjustments to changing conditions.

"Daily circulation should increase more in the decade ahead than in any other decade in the history of the U.S. newspaper business," Udell predicted.

"The expansion of circulation and newspaper size should accelerate. With a promise of increased circulation on one hand, and increased advertising on the other, the papers can anticipate

substantial growth. And this will provide the economic independence that is essential for the preservation of a free press in a democratic society."

Additional analysis findings:  
There is less tendency for a household to read more than one paper a day.

Newspaper advertising reached \$4.1 billion in 1964, more than 3½ times that of 1946.

## CAREER OPPORTUNITY

### For Young Women

Would you like to get into the exciting world of television production, radio shows, advertising, and talent promotion? We have an opening on our board of directors for a person who could accept certain duties as an officer of our newly forming corporation (part-time or fulltime). She must have the following:

- V General knowledge of bookkeeping and correspondence.
- V Pleasant personality and neat appearance.
- V The ability to get along with people.
- V Certain amount of capital to invest.

If you are interested and would like to arrange for an interview, call 244-6531 between 1:30 p.m. and 4:30 p.m.

### "In the Time of the Gemini"

(a "happening")

Presented by the Center Playhouse

Madison Arts Center, 720 E. Gorham

OCTOBER 1st, 2nd, 3rd at 8 P.M.

Tickets \$1.50 & Students \$1.00

## Daily Crossword Puzzle

ACROSS	1	2	3	4	5	6	7	8	9	10	11	12	13
1 Creator of Henry Higgins.	44	Theater VIP.	46	Source of malt.	47	Relative of Ltd.	48	First name in Arizona.	49	Shade of gray.	50	Reasons.	51
5 Key of Schubert's 5th Symphony.	52	Pleased.	53	To score: 2 words.	54	Giant of myth.	55	Diamond argument.	56	Opera.	57	First name in Arizona.	58
10 Stone: Suffix.	59	Ben Ezra, for example.	60	Hejaz capital.	61	Husband of Lilith.	62	Give out.	63	Lassie.	64	Popular pianist.	65
15 Ben Ezra, for example.	66	Alban Berg opera.	67	Hejaz capital.	68	Giant of myth.	69	House.	70	Pack animal.	71	Garden party.	72
16 Prefix used in aviation.	73	59	60	61	62	63	64	65	66	67	68	69	70
17 Vedic fire god.	71	60	61	62	63	64	65	66	67	68	69	70	71
18 A felony.	72	61	62	63	64	65	66	67	68	69	70	71	72
19 City in 22 Across.	73	62	63	64	65	66	67	68	69	70	71	72	73
20 Collection of notables: 2 words.	74	63	64	65	66	67	68	69	70	71	72	73	74
22 Where Kiev is.	75	64	65	66	67	68	69	70	71	72	73	74	75
24 Native of Cambodia.	76	65	66	67	68	69	70	71	72	73	74	75	76
26 Permissive.	77	66	67	68	69	70	71	72	73	74	75	76	77
27 Monasteries.	78	67	68	69	70	71	72	73	74	75	76	77	78
30 O'Neill opus: 2 words.	79	68	69	70	71	72	73	74	75	76	77	78	79
35 Marks, in music.	80	69	70	71	72	73	74	75	76	77	78	79	80
36 Agra's river.	81	70	71	72	73	74	75	76	77	78	79	80	81
37 Play.	82	71	72	73	74	75	76	77	78	79	80	81	82
38 Pullman	83	72	73	74	75	76	77	78	79	80	81	82	83
39 Ferber novel: 2 words.	84	73	74	75	76	77	78	79	80	81	82	83	84
40 Trading center.	85	74	75	76	77	78	79	80	81	82	83	84	85
41 Ventilation.	86	75	76	77	78	79	80	81	82	83	84	85	86
42 French composer.	87	76	77	78	79	80	81	82	83	84	85	86	87
43 Not so tan.	88	77	78	79	80	81	82	83	84	85	86	87	88
	89	78	79	80	81	82	83	84	85	86	87	88	89
	90	79	80	81	82	83	84	85	86	87	88	89	90
	91	80	81	82	83	84	85	86	87	88	89	90	91
	92	81	82	83	84	85	86	87	88	89	90	91	92
	93	82	83	84	85	86	87	88	89	90	91	92	93
	94	83	84	85	86	87	88	89	90	91	92	93	94
	95	84	85	86	87	88	89	90	91	92	93	94	95
	96	85	86	87	88	89	90	91	92	93	94	95	96
	97	86	87	88	89	90	91	92	93	94	95	96	97
	98	87	88	89	90	91	92	93	94	95	96	97	98
	99	88	89	90	91	92	93	94	95	96	97	98	99
	100	89	90	91	92	93	94	95	96	97	98	99	100
	101	90	91	92	93	94	95	96	97	98	99	100	101
	102	91	92	93	94	95	96	97	98	99	100	101	102
	103	92	93	94	95	96	97	98	99	100	101	102	103
	104	93	94	95	96	97	98	99	100	101	102	103	104
	105	94	95	96	97	98	99	100	101	102	103	104	105
	106	95	96	97	98	99	100	101	102	103	104	105	106
	107	96	97	98	99	100	101	102	103	104	105	106	107
	108	97	98	99	100	101	102	103	104	105	106	107	108
	109	98	99	100	101	102	103	104	105	106	107	108	109
	110	99	100	101	102	103	104	105	106	107	108	109	110
	111	100	101	102	103	104	105	106	107	108	109	110	111
	112	101	102	103	104	105	106	107	108	109	110	111	112
	113	102	103	104	105	106	107	108	109	110	111	112	113
	114	103	104	105	106	107	108	109	110	111	112	113	114
	115	104	105	106	107	108	109	110	111	112	113	114	115
	116	105	106	107	108	109	110	111	112	113	114	115	116
	117	106	107	108	109	110	111	112	113	114	115	116	117
	118</td												

# View From The City

## Joe Namath: No Joke

By DAVE WOLF

**EDITOR'S NOTE:** Dave Wolf, last year's co-sports editor and winner of Out on a Limb competition, and Sandy Prisant, sports staff writer last year and appointed sports editor for this year until he transferred, will be writing guest columns throughout the year. The two writers, living in New York City, will devote as many columns as possible to former Wisconsin athletes who visit New York as professional players.

At a nameless NFL training camp four weeks ago, a husky lineman picked up a football and shouted, "You guys see Namath on TV last night? If that crap he threw was a \$400,000 pass, then this is worth \$400." With that, he tossed the ball high over his shoulder and headed for the clubhouse to demand a raise. His teammates roared with laughter.

It may have been a funny scene, but in this town they aren't laughing—Joe Namath is for real. After a horrendous exhibition schedule the highest priced rookie in sports history has required just two regular season games to emerge as a qualified pro. His potential seems limitless.

### A NEW HERO FOR NEW YORK

More important, Joe Namath is on the verge of capturing the hearts of New York's sporting public. With his long passes, red underwear, and big bonus, Namath is New York's kind of hero. Like Mantle, Mays, and Ruth he is an explosive personality both on and off the field.

A more sensitive individual might have wilted under the tremendous pressure and publicity to which Namath was subject at training camp. Coach Weeb Ewbank had warned that it takes rookies at least three years to become adequate professional quarterbacks. But until Joe's passes became too high, too hard and too hurried, no one listened. With his exhibition failures, however, Namath was written off, by most, as a factor in the current season.

Although they deny it, Ewbank and Jets' owner Sonny Werblin were not entirely in accord over what to do with Joe. Sonny had a big investment in Namath and needed a star to draw the crowds. Ewbank needed to win to keep his job—and it did not appear that he could win with Namath.

### FANS JAM SHEA STADIUM

The fans decided the issue. Although Namath did not play in the Jets' opening defeat, 53,658 were present at the home opener two Saturdays ago. More people were in the men's room at Shea Stadium than had been in the entire Polo Grounds three years ago, when the Jets were known as the Titans and they paid their players with bouncing checks. The AFL had come of age in New York.

The crowd was there to see Namath, a young man who had caught the public fancy. He might not have been impressive in training camp, but he hadn't stayed home at night worrying about it. Dressed in tight black slacks, dark glasses, and open-necked shirts, the rookie had made it an "in" thing to know Joe Namath.

The women called him. His problem was never getting a date—it was what to do with the extras. One day an assistant coach informed Joe that a "Miss Allen" wanted him to call her. Namath, already lined up for the next few weeks, didn't bother. There were some panicky moments the following day when Joe discovered that "Miss Allen" was from the draft board.

### THE PERPETUAL SHADES

Even at his Army physical, Namath, who would "rather fight in Viet Nam than get married," had center stage. He walked in at 7 a.m., almost delirious munching an apple, wearing his shades and mumbling something about his being unable to speak so early in the morning. The Jets are not too worried about his being drafted, however. Joe's weak knee is hardly solid enough for football, much less the Army.

The crowd at the home opener had no patience with Mike Taliferro, the Jets starting quarterback. As his passes continuously went astray, they booted mercilessly. When Ewbank, obviously aware of the thunder which rolled around him, waved Namath into the game, Shea Stadium shook with cheers.

(continued on page 9)

READ DAILY CARDINAL  
WANT ADS

**Broken  
Eyeglasses  
FOR SPEEDY  
REPAIR OR  
REPLACEMENT**

SEE YOUR  
LOWER CAMPUS  
OPTICIAN

PRESCRIPTIONS FILLED  
LENSSES DUPLICATED

**MITCHELL  
OPTICAL DISPENSARY**

629 State St. 256-6875

# Burt, Fritz, Jung Are Among National Football Leaders

By BOB FRAHM  
Cardinal Sports Writer

Badger Chuck Burt, Bill Fritz, and Louis Jung were named among individual leaders in statistics released yesterday by the National Collegiate Athletic Bureau.

Burt, whose passing has provided almost the entire punch in

Wisconsin's offense, was ranked second among the nation's passers behind Bill Anderson of Tulsa. Burt has completed 39 passes in 73 attempts, while Anderson has 49 completions in 87 attempts.

### FRITZ NINTH

Fritz, with 12 receptions for 105 yards, and Jung with 11 receptions for 92 yards, were ranked

## Pylons Replace Flags

Wisconsin Athletic Director Ivy Williamson, chairman of the Big Ten Football Rules Committee, has authorized the elimination of the innocuous corner flags on the football field and their replacement with specially designed pylons.

The bright red pylons, already installed at Camp Randall, are made of airfoam rubber, bonded to a rubber base plate which connects with the same kind of post hole that supported the corner flag staff.

### PYLONS SAFE

The pylon, designed by Bud Shopbell, one of the Big Ten officials, is placed at the same intersection of goal and side lines as an injury-proof, but reliable, marker.

The new innovation came as the result of some of the most ticklish, painful, and boo-provoking problems in football.

In past seasons, the old four and a half foot square flags continually tested the validity of the rule governing them: "any player, or any ball which touches such a flag staff or flag is out-of-bounds behind the goal line."

### CONFUSING DECISIONS

On a windy day, with one or

## WE KNOW WHAT YOUR PARENTS WANT.....



Parents want comfort first of all, when visiting you in Madison. Good food and drink . . . restful modern rooms . . . and the little things like TV, FM music and free indoor parking that can make their stay so pleasant.

Parents want convenience, too. Convenience to you, your friends, clubs, University activities. In short, an on-campus address.

Only the Madison Inn supplies it all. Call today for reservations.

**MADISON  
INN**  
On Campus  
601 Langdon

ninth and sixteenth respectively among leading pass receivers.

The Big Ten had a number of individual leaders among this week's statistics.

Purdue quarterback Bob Griese was ranked second in total offense with 464 yards, and eighth in passing with 28 completions in 36 attempts. As a team, Purdue was ranked seventh in passing offense with an average of 212 yards per game, and ninth in scoring, averaging 31.5 points per game.

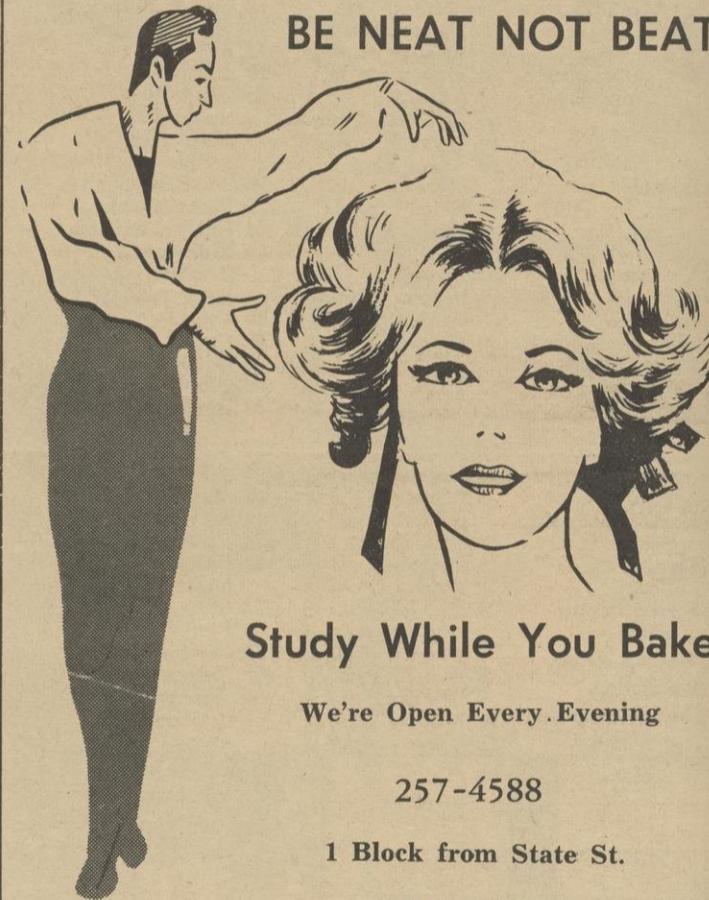
Minnesota's John Hankinson held down ninth position in total offense and eleventh in forward passing. Gary Snook of Iowa was right behind Hankinson in passing in the number twelve spot.

### LEADING RUSHERS

Illinois fullback Jim Grabowski was tenth among the nation's runners with 202 yards in two games. Mike Garrett of Southern California, who gained 154 yards against Wisconsin last Saturday, led the nation's rushers with a total of 300 yards in two games.

Garrison, who has scored 24 points in the two games, was one of six players in a second place tie behind Tom Hughes of Texas Western.

## BE NEAT NOT BEAT



## Study While You Bake

We're Open Every Evening

257-4588

1 Block from State St.

327 W. Johnson

**THE WILLIAM JON  
Salon**

Parking  
in  
Rear of  
Store

## COLLEGE LIFE'S FEARLESS FOOTBALL FORECAST - OCT. 2

### GAMES

**IOWA vs WIS.**

**ILL. vs MICH ST.**

**IND. vs TEXAS**

**GEORGIA vs MICH**

**MISSOURI vs MINN.**

**NW vs N. DAME**

**OHIO ST. vs WASH.**

**PURDUE vs SMU**

**NAVY vs OKLA.**

**ALA. vs MISS.**

### LAMBDA CHI ALPHA

Iowa

Mich. St.

Texas

Mich.

Minn.

N. Dame

Ohio St.

Purdue

Okla.

Ala.

### MEEK-WITTE

Iowa

Mich. St.

Texas

Mich.

Minn.

N. Dame

Ohio St.

Purdue

Navy

Miss.

### KAPPA PSI

Iowa

Mich. St.

Texas

Mich.

Minn.

N. Dame

Ohio St.

Purdue

Navy

Ala.

### PERLMAN- SELLERY

Iowa

Ill.

Ind.

Mich.

Minn.

N. Dame

Ohio St.

Purdue

Navy

Ala.

### COLLEGE LIFE

Wis.

Mich. St.

Texas

Mich.

Minn.

N. Dame

Ohio St.

Purdue

Okla.

Ala.

RESULTS LAST WEEK: SAE—6 rt., 4 wr., BABCOCK HSE.—7 rt., 3 wr., COLLEGE LIFE—7 rt., 3 wr.

GEORGE A. WALTERS, C.L.U. and ASSOCIATES, 1910 Monroe St., Staff Phone 257-3543  
Tom Denham • Pete Hoffman • Chuck Smith • Jay Tennant • Sheldon Wilcox • Charlie Yott

*the original and only company serving College Men exclusively*  
**THE COLLEGE LIFE INSURANCE COMPANY OF AMERICA**

