



# **The daily cardinal. Vol. LXXVI, No. 104 March 10, 1966**

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# Bookstores Defend Text Prices

By EILEEN ALT  
Night Editor

Each semester nearly 30,000 students converge on campus-area bookstores to buy a wide variety of school supplies.

Many leave with approximately \$50 worth of books, and complaints like "I've been robbed!" or "The bookstores are getting rich gyping poor college students!"

Each year, some campus group tries to devise a system for cheaper distribution of necessary text books. Presently, only two

exchanges are functioning -- Chadbourne Hall's file card system and the Integrated Liberal Studies book exchange.

Consequently, the majority of students buy books from the only two major textbook suppliers near campus -- The University Book Store and Brown's Book Shop.

The charges levied at the bookstores include price fixing, exorbitant markups on used books and understocking of texts for certain courses.

What do the bookstores answer to these charges? According to John Shaw, manager of the Uni-

versity Book Store, "Whether students believe it or not, the book business is not a particularly profitable one," and he can prove it.

According to Shaw, books, like drugs, are "fair trade" items. By definition of "fair trade," new book prices are set by publishers, and the bookstores are required by contract to sell books at the list prices.

The bookstores purchase books at a discount of 20 per cent of list price. "This is compared to 40 or 50 per cent in most other businesses," Shaw pointed out.

Both Shaw and M.E. Gribble, owner of Brown's Book Shop, tried to analyze the increasing cost of new books.

Shaw explained that unionization of book printers and binders within the last 10 years has boosted the prices of texts.

He said "the entire distribution system is more expensive," and cited larger warehouses and greater inventories as reasons.

Revision to embrace newer theories and teaching methods also keeps prices high, he stated.

Gribble noted that inflation has been boosting raw material prices

and that transportation costs are increasingly higher.

Used books present a more irksome problem to students and bookstore owners.

"Used books are nothing but grief," Shaw remarked. "It's a thankless job requiring hard physical labor and trouble."

Shaw explained that at least one-third of the used books sold at the University Book Store were purchased from other bookstores and distributors and sold to students -- "at a savings of almost \$25,000 to the students in 1964."

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# The Daily Cardinal

Complete Campus Coverage

VOL. LXXVI, No. 104

University of Wisconsin, Madison, Wisconsin 53706, Thursday, March 10, 1966

5 CENTS A COPY

## Inside Today

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- Editorial On Dope ..... 2



**WHOOPS**—This jeep, operated by the limnology laboratory, (study of lake water) gave its operators an unexpected bath in chilly Lake Mendota when it broke through about 6-7 inches of ice and sank Tuesday night. The jeep, on official business, was hauling a trailer with delicate electronic equipment. The van in the rear was not damaged. Workers from the lab and the University physical plant department tried in vain Wednesday afternoon to extricate the jeep. This morning the workers will try again to remove the jeep.

—Cardinal Photo by Jerry Brown and Russ Kumai

## Rights Group Postpones Ruling

The Faculty Human Rights Committee delayed ruling on an alternate to Certificate II presented by a Pan-Hellenic (Pan-Hel) committee Wednesday.

The alternative was a statement aimed at involving the alumni more in the discussion of possible discrimination.

The alternative is designed to be more acceptable to alumni and thus ease the constitution amending process that would be required. In other action the Committee also postponed from March 16 to

April 20 the hearing on possible discrimination by Sigma Chi fraternity.

The Pan-Hel alternative will be further discussed at the committee's March 30 meeting.

Certificate II is faculty legislation requiring self-autonomy of membership selection in cases involving possible discrimination on the basis of race, creed, color or national origin.

Certificate II contains two alternatives. Alternative A states that there is no alumni control.

Alternative B states that there is some alumni control but that it can be over-ruled by a majority vote of the local active chapter.

The alternative presented Wednesday by Pan-Hel calls for a board of inquiry within the particular chapter to investigate and rule on any cases involving possible discrimination.

The board of inquiry would be composed of two students, two alumni and the chapter president

(continued on page 8)

## Dean Rebuts C-T Story On 'Dope Ring' at 'U'

By PETER ABBOTT  
Assistant Night Editor

Joseph Kauffman, dean of student affairs, rebutted a banner headline front-page story in Wednesday's Capital Times on an alleged campus "dope ring" numbering in the thousands, (see "Dean Kauffman's Statement" below).

According to Kauffman, the figure of 3,000-5,000 students using narcotics is based on "guesses and hearsay" which "can only

serve to lessen the seriousness with which we ought to be pursuing a solution to the problem."

"Whatever number may be involved," he added, "would be too many as far as I am concerned, for the University cannot tolerate either unlawful or self-destructive behavior."

In a telephone interview with The Daily Cardinal Wednesday night, he said that the University would deal "with each individual student that comes to our attention through the investigation."

"I would think that the administration, the faculty, and also especially the student will take a hand in trying to deal with this situation," he added.

"It is everybody's problem."

Supporting Tuesday's article in The Daily Cardinal, he affirmed that he did "not know of any addictive narcotics being used."

"To my knowledge it is primarily the use of marijuana which is at issue, though there is some use of barbituates and--again according to hearsay--of LSD."

The Capital Times quoted Inspector Herman Thomas of the Madison police as attributing the figure of 3,000-5,000 narcotics users on campus to "New York magazine writer" Richard Goldstein.

In the October issue of "Moderator" magazine on "The Question of Pot," Goldstein claims that there are 200-500 "habitual users" of "pot" and 500-3,000 "dabblers" at the University.

Goldstein's source is an undergraduate sociology major who recently conducted a study on the use of marijuana here estimating the number of "habitual users" at

200-500 and the number of those who have tried it on at least one occasion is a minimum of 3,000.

The present policy of the University in dealing with those whom the police report to be narcotic users varies, said Kauffman. "In the case of the girl arrested last weekend, we facilitated her being treated medically, because of the particular case--but medical attention is not our answer in every situation," he said.

The first step is to hear the students defense and then, if the report proves to be true, "to look at the circumstances involved," particularly if he has not peddled the stuff to others.

"For those who have involved others, there will be a formal hearing before a faculty board." There is no set standard for punitive action, he said, "which could be anything from a reprimand to expulsion." He pointed out, too, that the student may appeal to a board which will include two students.

## WEATHER

MILD —Mostly cloudy today. High in the low 50's. Low in the 40's.



## Dean Kauffman's Statement

Regarding the story in the Capital Times, I have discussed with Inspector Herman Thomas of the Madison police the figures attributed to him and he has admitted to me that most of the information he has is hearsay.

The headline and figure of 3,000 is based on a guess he heard a "New York magazine writer" make after a brief visit to our campus in January. I regret very much that our student body is portrayed around the state and nation in such unfair and unsubstantiated terms.

Unfortunately, there is evidence of some narcotics use by students that is being brought to light by the police. Whatever number may be involved would be too many as far as I am concerned, for the University cannot tolerate either unlawful or self-destructive behavior. But the throwing around of incredibly large numbers based on guesses and hearsay can only serve to lessen the seriousness with which we ought to be pursuing a solution to the problem.

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

# The Daily Cardinal A Page of Opinion

## The Pushers Thank The Madison Papers

The Daily Cardinal has known for some time that police were investigating alleged use of narcotics by University students. We knew that narcotics was supposedly used and passed on the Rathskeller. And we knew police were working on the case, trying to find pushers.

Because of this, we were under the impression that if the police were to find a dope ring and the pushers, if they existed, the press would aid their investigation by not running the story. We held the story intentionally.

The other Madison papers did not. According to Madison police chief Wilbur Emery, one of the Wisconsin State Journal's police reporters, (in an effort to write an exciting story) attributed statements to one of his detectives which Emery and the detective deny he said.

The Capital Times in its usual yellow style of selling its slumping newspaper, bannered the story Wednesday and played up the report of one New York magazine writer who estimated that between 3,000 and 5,000 University students were involved with dope in one way or another. We get the im-

pression from newspaper accounts that the writer based his report on what he found in the Rathskeller. We all know the typical student can always be found in the Rathskeller, don't we?

We are whole heartedly behind the police investigation, but we feel that the Madison press has made it impossible for them to carry out a complete investigation. Since all the publicity, everyone involved is now keeping their mouth shut, and if the problem does exist the pushers will go into hiding and the dope will be destroyed or well hidden. We are afraid a fatal blow has been dealt.

If the Madison press puts any stock in social responsibility then it should have allowed a complete investigation before breaking the story.

They have labeled 5,000 University students as possible dope addicts in the process of getting a story and selling papers. They have proved that a banner headline and a scoop are worth more to them than getting to the bottom of a dope ring if it exists.

We thank them, and so do the pushers.

"You mean  
you consider yourself  
successful with a girl even  
if you don't convert her to your  
own political views?!"



## On The Soapbox

## 'The Green Berets: Brave But Wasted'

By BRIAN JOHN COYLE  
Of the Collegiate Press Service

"The Ballad of the Green Berets" is the title of a new, hit record which salutes the men of the Special Forces units in Viet Nam. The sentimental lyrics characterize these modern techniques of the Pentagon's "counter-insurgency" operations as heroes endowed with powers of Homeric dimensions. The ballad emphasizes the sacrificial role of these heroes who must give their lives for their country.

The Average American knows himself to be something other than a hero. John Clayton, who teaches at the University of North Carolina, has observed that most Americans realize that they are not independent agents in history, but are instead "members of an incredibly complex termite colony, carrying out their slice of the corporate task, morally bound to the commitments made by others, morally plagued with individual guilt for their actions." It is not unusual, then, that the Average American's modern hero is a James Bond or a Man of the Green Beret.

John Clayton points out that the modern hero "has a wry, puckish sense of humor about the madness of the tasks he is assigned although he never questions the necessity of those tasks nor the desirability of accomplishing them." Both James Bond and the Man of the Green Beret wear clothes which distinguish them from the other men of their occupation. The occupation of both men is killing. Both men are furnished with the unique tools of their trade which are designed by serious young technicians in government research labs. The policy which determines both men's actions has already been decided by a controlling Father Figure and so the men merely do their professional job which is to win.

The average American who avidly reads about such heroes does, of course, share a few of the same characteristics. He too is a professional. He also has little or no control over the decision-making process which affects so much of his life (and his death). But the modern hero is different because he does raise our guilt to heroic levels and so our own dreamy identification with him frees us of the shabbiness of much of contemporary reality.

One contemporary American hero of the Special Forces "Green Beret Boys" is M-Sgt. Donald Duncan who recently left the U.S. Army's service after 10 years of military duty. For six years of that service he wore a green beret and the last 18 months of his Special Forces duty was in Viet Nam. After being decorated four times, he was offered a field commission as a captain. But he refused the commission and returned to civilian life to report his Viet Nam experiences in the February issue of Ramparts magazine. The reader who expects this hero's story to be a modern epic will be shocked because the disillusioned Duncan concludes that "the whole thing was a lie."

Duncan reports that the prevailing American attitude toward the Vietnamese was "arrogance, disrespect, rudeness, prejudice and ignorance." Duncan found that the officers and NCO's unanimous in their contempt for the Vietnamese who they considered as "slopes" or "gooks." While he was a procurement officer in California he was told by his captain: "Don't send me any niggers." While he was in the field, he discovered that the guerrillas constantly increased in strength. He concludes that "such growth is not only impossible without popular support, it actually requires an overwhelmingly mandate." He learned that the guerrilla fights because "he believes he is fighting for national independence . . . he has faith in his leaders." He found, on the other hand, that the Saigon Government's mercenary counterpart "knows his officer's primary concern is gaining wealth and favor."

After 18 months of service in Viet Nam, M-Sgt. Donald Duncan concluded:

"The whole thing was a lie. We weren't preserving freedom in South Viet Nam. There was no freedom to preserve. To voice opposition to the government meant jail or death . . . It's not democracy we brought to Viet Nam—it's anti-communism. This is the only choice the people in the village have. That is why most of them have embraced the Viet Cong and shunned the alternatives . . . It's the American anti-communist bombs that kill their children. It's American anti-communism that has supported one dictator after another in Saigon. When anti-communist napalm burns their children it matters little than an anti-communist Special Forces medic comes later to apply bandages."

Duncan shatters our day dreams about modern supermen and reminds us of the grim realities of America's hysterical ideology of Anti-Communism. Our modern heroes are actually symbols of the West's self-appointed role as policeman of the world. Duncan's report reveals that the attempts of these special policemen to suppress basically indigenous movements which desire self determination are both futile and wrong because those attempt put us on the wrong side of a great movement for change which is sweeping the world. Duncan also demonstrates that this role of policeman of the world is antithetical to the spirit of our own democracy.

But M-Sgt. Duncan is still a hero because he has the courage of his convictions and has dared to speak out against his own dehumanization. His courage demonstrates that he has truly accepted the guilt for his actions in Viet Nam and he asks us to join him in his heroic stance. It is we who must except the role of the democratic heroes and become independent agents who survey our society and then attempt to regain control over our fate and the decisions which affect our destiny.

Perhaps, then, the heroic ballad of the twentieth century should be "The Universal Soldier" which stresses the humanity of all of us rather than the brave but wasted sacrifice of "The Ballad of the Green Berets."

# Cabbages and Kings

By HARVEY SHAPIRO

## Money and Minds

In the hopes of gaining some new ideas for Wisconsin's higher education system, Governor Warren P. Knowles and some 60 Wisconsin education, government, and business leaders made a "flying inspection" Wednesday of something called Parsons College in Fairfield, Iowa.

Under the direction of President Millard G. Roberts, Parsons College has received wide publicity because of its record of making substantial profits while providing instruction for a rapidly increasing student body and expanding its physical facilities.

Roberts, a former Presbyterian minister in New York City, came to Parsons in 1955 when the 80 year old school had 212 students. Its faculty, only 16 per cent of whom had Ph.D.'s, was being paid an average salary of \$3600.

In his eleven years, Roberts has built the school to 4500 students, while tuition has been doubled to \$2200. Roberts has succeeded in raising faculty salaries to the point where they currently rank with Harvard and the University of Chicago as among the highest in the nation.

While doing all this, Roberts has continued to operate Parsons so that income exceeds expenditures—this year's profit is estimated at five million dollars.

To maintain this financial situation, Roberts has pared down Parsons' curriculum to a hard core of basic courses. He has cultivated a high utilization rate for Parsons' physical assets, and continues to build for no-nonsense, plain, utilitarian classrooms.

Above all, Roberts has used business methods of careful cost accounting breakdowns to determine the cost of each phase of education and to attempt to reduce those costs.

Let us hope it is these accounting practices that the Knowles group was seeking to learn about. Mundane though it might seem, concern for keeping down the light bill and limiting landscaping costs are certainly vital to a school which must make do with a limited amount of funds—and Lord knows this University is in that position.

While it would be nice for Knowles and his fellow travelers to come back with some neat accounting ticks, let us hope that these people do not attempt to emulate the academic methods of Parsons.

In all the reports about Parsons, there is one element which has been left out, and that is the matter of the quality of education, and it is that which is its striking failure.

The faculty is well paid, but one cannot think of any recent scholarly advance made by a Parsons pedagogue. Indeed, the school seems filled with men who have left the intellectual challenges to vegetate with the Iowa corn.

And as for the student body—Even Roberts concedes they have a reputation of being "rich dumb kids." There have been many complaints of immorality and vandalism culminating last month in the trial of two coed's whose dead babies were found on campus.

Parson's admission policies are such that little attention is paid to the students' high school record, not because of any advanced theories of admission, but because the school will admit almost any idiot who happened to have \$2200.

It is nice that Knowles and his party are aware of Parsons' fine financial set up, but they also ought to be cognizant of another fact: From 1963 until this spring, Parsons was on probation by the North Central Association of College and Secondary School, an accrediting agency.

Parsons is a very neat operation in some mechanistic sense, but

## Seniors!

## In the

*An Open Forum  
of Reader Opinion*

## Mailbox

(Editor's Note: This letter is directed to all members of the June graduating class.)

In the past at this university we have not had national speakers appear at graduation. This has not been the policy at other large, well-known schools. I feel graduates have earned the privilege to hear a national speaker after they

have spent so much time and effort earning the degree they are to receive at their graduation. I also feel it is a matter of prestige to the educational institution to have a prominent speaker appear at graduation.

I have talked to John Cloninger, your duly elected senior class president, about this matter. He is

willing to take the question to the Public Functions Committee, of which he is a member, if he has your support. To do this he must have signed post cards supporting such change. His address is 131 Langdon Street. If you are in favor of such change, send your post card immediately. Only by such concerted action can we make our graduation the best ever. We can be the first Wisconsin class to be honored by the appearance of a national personage. To do so, however, we must get "on the stick" immediately.

Steven R. Pitzner

### ON LETTERS

The Daily Cardinal appreciates letters to the editor on any subject, but we reserve the right to correct a letter or delete it for reasons of insufficient space, decency or libel. Please triple-space your letters, and keep your typewriter margins to 10-78.

Letters too long to use under the "Letters to the Editor" column will be used in the "On the Soapbox" column if their quality permits. Take a hint—keep them short. We will print no unsigned letters, but we will withhold a name upon request.

as an institution of higher learning, it stinks.

There seems little in the area of academic matters that our governor and his friends can learn from this Iowa academy. Hopefully they have come back understanding how Parsons makes its money.

Grinding out degrees is often thought of as the fief of the giant multiversity, the education factory. One ought to note that there are also some fast-buck operators like Parsons College that are turning out the same sort of inferior product and also labeling it "education."

## The Daily Cardinal

"A Free Student Newspaper"

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## THE COUNTRY OF LOS ANGELES

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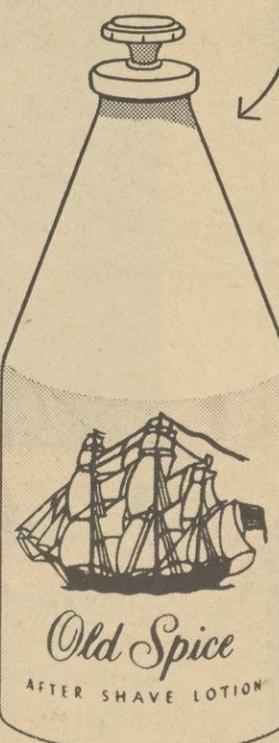
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## Former Peace Corp Volunteers To Be in Anniversary Program

Three returned volunteers and three representatives of foreign countries who have worked with corpsmen in their homelands are participating in "Meet the Peace Corps" at 7:30 p.m. Friday at the Madison Public Library, 201 W. Mifflin St. The public program, co-sponsored by the library and the Madison Area Peace Corps Council, is part of activities connected with the fifth anniversary of the Peace Corps.

The three returned Peace Corps Volunteers participating are: Priscilla Butts, a research assistant at the University who served in the Phillipines; Sandy Siegel, now a Dane county department of public assistance case worker, a former volunteer in Peru; and David Biesemeyer, a law student who served in Cameroon.

They will narrate colored slides drawn from their own experiences

## Encore Shop Opens Today

The Encore Shop, a resale shop for students, will open on a permanent basis today in the World Affairs building, 613 University Ave. Household furnishings, clothing, appliances, and other items will be sold at bargain prices every Thursday and Friday from 11 a.m. to 4 p.m. and on Saturdays from 10 a.m. to noon.

The shop, operated by the University Y.W.C.A. Advisory Board and volunteer student workers, will aid students in setting up housekeeping. Proceeds will support services of the University Y.W.C.A.

The service, founded in 1959 by the University Y.W.C.A. board members, has been held traditionally as a rummage sale three days every fall at the University Y.W.C.A.

The Encore sale got its name from the famed Encore Shop, off Broadway, in New York City, where aspiring actors and actresses buy second-hand clothes until they "make-it."

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and will form a panel with three foreign representatives: Fanny Araull, Phillipines, graduate student at the University; Jones Akinpelu, Ibadan, Nigeria, an exchange professor of Classic in the Afro-American Studies program; and Yaman Tari, Ankara, Turkey, a civil engineering teacher at Madison Vocational School.

Moderating the panel will be Bradshaw Mintener, former Associate Peace Corps Director in Guinea, a university law student.

Andy Peekna reported that the sailing club is supporting state legislators in their attempt to get Conservation bills before Congress in a general Hoofers meeting Tuesday. He said that Rep. John Race, Rep. Henry Royce, and Sen. Nelson are trying to introduce identical bills to establish a 78 mile stretch of the

for Peace Corps Training, will be among the honored guests.

Peace Corps materials, pictures of Wisconsin Volunteers, and objects from foreign countries are on display at the Madison Public Library this month.

### Hoofers Support Conservation Bill

By MARCIA FRIEDICH  
Cardinal Staff Writer

Andy Peekna reported that the sailing club is supporting state legislators in their attempt to get Conservation bills before Congress in a general Hoofers meeting Tuesday. He said that Rep. John Race, Rep. Henry Royce, and Sen. Nelson are trying to introduce identical bills to establish a 78 mile stretch of the

Wolf River as a National Scenic Waterway. Peekna pointed out that the Wolf River is one of the most famous white-water rivers and that it is frequently used by the Hoofers Outing Club for canoeing trips.

The Hoofers unanimously voted to send letters to the Congressmen introducing the bills. The letters ask what the Hoofers can do to help the Congressmen get their measures before Congress. They also decided to send the Congressmen copies of "Guide to White Water in Wisconsin" by Andrea Peekna and Richard Snellgrove and a copy of "Evaluation of the White Water Rivers in the Wisconsin Area." The latter was written by the Hoofers for the

Bureau of Outdoor Recreation's wild river study team.

In other business Robert Gilson was elected vice-president of Hoofers. There was one other condor for the vacant office.

### LIVING MEMORIAL

A "Living Memorial" fund in honor of a Wisconsin woman who received two degrees from the University of Wisconsin and served as an instructor in its bacteriology department has been established on the University's Madison campus. The living memorial fund was established with bequests in the will of the late Mrs. Meta M. Kongmark who died Feb. 5, leaving an estate estimated at \$270,000.

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# Campus News Briefs

## Deadline Nears for Daily Cardinal Briefs

Cardinal Board is now accepting briefs for positions on The Daily Cardinal for next year.

Briefs should be type-written and submitted either to Cliff Behnke, editor-in-chief, or to Phil Zimmerman, president of Cardinal Board on or before March 16.

Each brief should contain the qualifications of the applicant and a discussion of what he intends to accomplish if he should get the applied for position.

All editor and reporting posi-

tions are open and The Cardinal encourages all interested people to apply.

### \* \* \* AFRICAN ART

Prof. Frank Willett, professor of archeology at Nuffield College, will lecture on "Life in the History of West African Art" at 8 p.m. today in the Union. The lecture will be illustrated with slides. It is sponsored by the African Studies Committee and the Africanists Association, and is open

to the public.

### \* \* \* MEDICARE

John J. Hurley, acting director of the national Bureau of Family Services, will speak on "How Medicare Will Help the Needy" at 8 p.m. today in the Wisconsin Center. The lecture is sponsored by the School of Social Work and the Wisconsin Anti-Tuberculosis Association.

### \* \* \* DOLPHINS

All students swimming in the Dolphins swim show, Hydor-Habits, must attend the meeting at 7:30 p.m. today at the natatorium. Pictures will be taken.

### \* \* \* SAILING

The Hoofers sailing club semi-weekly work party will begin at 6:30 p.m. today in the boat repair center of Hooper Quarters. Help decide whether to paint the Green Beast purple or green.

### \* \* \* LITERATURE LECTURE

Prof. Theodore Ziolkowski, German and comparative literature, will lecture on "The Crisis of the Thirty-Year-Old in Modern Fiction" at 8 p.m. today in 313 Wisconsin Center. This is the third of the department of comparative literature's series, "Trends in Comparative Literature."

### \* \* \* TAU EPSILON PHI

Men interested in joining Tau Epsilon Phi should call Mike Cook, 257-8841 or Bob Pinsky, 256-8520.

### \* \* \* mountaineering

Hoofer Mountaineering Club will hold a meeting today at 7 p.m. in the Hooper lounge.



## FILING PERIOD WSA ELECTIONS

All students interested in running for an office this spring, on election day, April 5, must file on official blanks with the W.S.A. Election Commission (507 Memorial Union) between 10:00 and 11:45 a.m. and 12:45 and 4:30 p.m. from March 11 to March 17, 1966.

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THE DAILY CARDINAL—5

## 'U' Schedules Alumni Seminars

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Five week-long programs have been scheduled during the 1966 Summer Sessions.

Program 1, July 10-16, features Hazel S. Alberson, emeritus professor of comparative literature, on the "Crises of Life Through the Mirror of Literature."

Program 2, July 17-23, Prof. E. E. LeMasters, social work, "What's Happening to the American Male?"

Program 3, July 24-30, David Fellman, Vilas professor of political science, "The Problems of Freedom in a Democracy."

Program 4, July 31-Aug. 6, Prof. Orville Shetney, "Music and

Musicians in Contemporary Society."

Program 5, Aug. 7-13, Prof. Sieghardt M. Riegel, "German Contributions to Western Culture."

The seminars meet mornings and late afternoons and are open to all adults whether Wisconsin alumni or not. Participants eat two meals together each day and are housed in dormitories near the campus.

For further information, write to Robert H. Schacht, Director, The Wisconsin Alumni Seminars, Extension Building, 432 N. Lake St., Madison, Wis. 53706.

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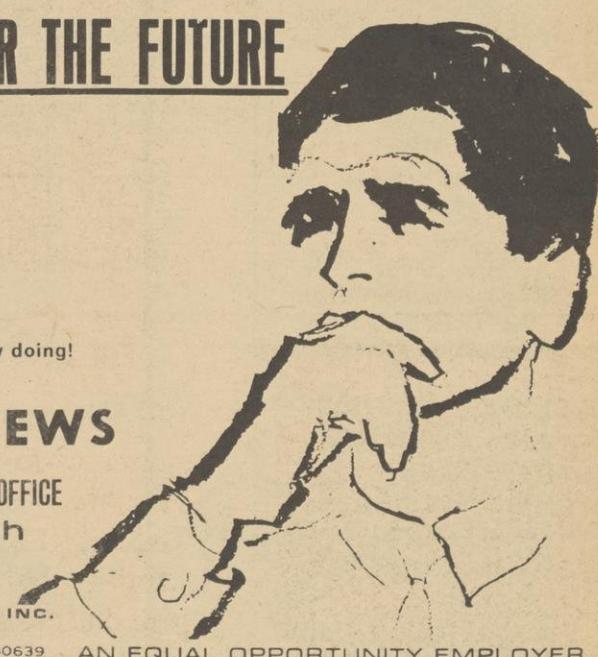
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STAR  
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WITH AMER-  
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PROBLEMS  
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"FLAMES OVER TOKYO" I OPPOSED  
LIONEL BARRYMORE IN HIS  
ATTEMPT TO DOWN GRADE OUR  
AIR ARM. IN 1947  
IN "LEATHER-  
NECKS ON  
PARADE" I BEGGED  
BRIAN DONLEVY  
NOT TO LIMIT  
OUR GROUND  
FORCES.

IN 1939 IN "THE CANDY STORE JUNGLE"  
I SHOWED JANE WYMAN THE CON-  
NECTION BETWEEN POVERTY AND  
CRIME. NO, I AM NOT NEW TO THIS  
PROBLEM. IN  
1948 IN "JOHN  
DOE GOES  
TO TOWN" I  
PROVED TO  
AN INNOCENT  
JUNE ALLYSON  
THAT YOU CAN'T  
DO BUSINESS  
WITH COMMUNISTS.



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I AM A STAR. BUT IS THE AGE'-  
OLD HOLLYWOOD APPROACH TO  
OUR PROBLEMS SO DIFFERENT  
FROM THE  
PRESENT  
APPROACH  
OF THE  
PRESIDENT  
OF THE  
UNITED  
STATES?



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TIMES  
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NOT MY  
GREATER  
EXPERIENCE  
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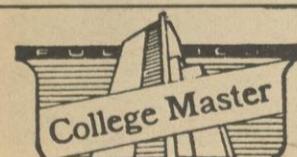
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6. To prove the answer to Question 5, I will submit a photo-copy of my:  
 Birth certificate  Driver's license  Draft card  
 Other (PLEASE EXPLAIN) \_\_\_\_\_
7. I am a male / female. (Cross out one.)
8. I am a student at (SCHOOL NAME) \_\_\_\_\_
9. My residence address there is (STREET) \_\_\_\_\_  
(CITY) \_\_\_\_\_ (STATE) \_\_\_\_\_ (ZIP CODE) \_\_\_\_\_
10. Eastern Airlines should mail my ID Card to:  
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## Textbook Tempest

### Book Trade Has Its Problems

(continued from page 1)

He estimated the savings were between \$30,000 and \$35,000 this year.

The other two-thirds of the used books, bought for resale from students here involved hours of buying time. "It's a hard job for the buyer who is often called a 'thief, liar, slob or worse' by angry students."

Shaw said he had some of his best help working many hours overtime sorting, pricing and shelving the used books. "If we took a cost account for the labor and transportation costs involved in the used book area, we probably would find that we do not make any money on the used texts," he said.

A new book will be bought back by the bookstores for half of the original list price if the book is going to be used on campus the following semester. It is then sold to students at three-quarters of list price.

When this used book is resold to the bookstores, the student will again receive half list price if the book is going to be used again.

Gribble explained the mathematics of used-book selling with the example of a used text (originally list priced at \$10) that was sold for \$7.50 minus 5 per cent student discount for a cost of \$7.12 to the student. It is then bought back from the student for \$5.

Gribble asked, "What else does the student buy that he can take back after six months and get half price for?"

A more difficult problem is used books removed from study lists when they are replaced by new or revised texts. If a text is discontinued, the bookstores do not offer the student half price for the used text.

"What does the bookstore do with a used textbook which isn't being used on this campus again?" Shaw asked. In answer, he brought out a catalogue listing the value of books sold to nation-wide distributors.

A book, list-priced at \$10 and bought by the University Book Store for \$5, could be sold to these distributors for between 50¢ and \$2.

Shaw asked, "As a businessman, how can I buy a book from a student for \$5 when it isn't going to be used on this campus and sell it for a loss of \$3 or \$4."

Shaw pointed out that according to a survey taken 10 years ago, the average life of a textbook on this campus is 1.7 semesters. He thought the average life would be even less now.

While the bookstores begin buying used texts in June, they

often are not told which books will be used in fall until faculty lists arrive in July or August, Shaw said.

Class enrolments may be above or below the expectations of the professor, and the bookstores are either overstocked or forced to order more texts, Shaw explained.

Some of the used texts the bookstores purchase in June will be used again by professors. Others will have to be sold at a loss to the national distributors.

Shaw cited a recent problem with "Patterns in Writing" as an example of used book depreciation.

He said the store bought 1,100 copies of the freshman English text book from students and then the edition was changed. The store had to sell the books to a national distributor for 8¢ each.

The majority of students want new books, Shaw said. Of book sales totaling \$1,423,000 in 1965, only \$284,000 were from used books. "Twenty per cent of book sales and 99 per cent of the complaints were for used books," he asserted.

During the first two weeks of classes, unmarked new and used books can be sold back to the bookstores for full price. After this time, the price varies. "The bookstores are considering the resale value of the books when lower repurchase prices are of-

fered," Shaw said.

He said that \$28,000 were given to students in refunds in September, 1965. "Probably half of those books didn't get resold," he estimated. Many of them are now included in the 168 cartons the University Book Store sold to national buyers.

Some students have complained that they have purchased used books for higher prices than the books were sold for previously. Shaw explained that publishers can change the list prices of books.

"If the price of the book increases while the bookstore holds it, the store increases the price. However, many are reduced in price, and when this happens, the bookstore decreases its price, too."

How much does the average student spend on textbooks? The University Book Store totaled the prices of required and recommended books according to the study lists of 501 students last year.

They found the average price of books, plus or minus \$14, to be \$48 for a B.S. program; \$43 for a B.A. AND \$33 for Agriculture.

Shaw said that the cost of books for Wisconsin residents was about four per cent of their educational costs and for out-of-state students, about two per cent.

Shaw explained that many complaints were from students who never had to purchase books previously. The students budgeted money for tuition and room and board but hadn't considered \$50 for texts. "The booksellers took

Thursday, March 10, 1966

THE DAILY CARDINAL—7

money they hadn't anticipated spending, and the students get mad," he said.

The University Book Store's net earnings during the last ten years have averaged about two per cent of sales, Shaw said. The profits, in decreasing order, were obtained from supplies, trade books, paperbacks, used books, gift items, and new texts.

Sales, according to Shaw, were almost reversed. They ranked new texts, paperbacks, supplies, used books, and gifts.

The University Book Store's policy is to carry books for all courses from five-member Swahili classes to several-thousand enrolment English classes. Shaw said his stock included 7,900 textbook titles and 2,500 reference book titles.

In addition, roughly 15,000 hard-cover trade books and 12,000 paperbacks are also handled.

Gribble explained that Brown's course selection was not complete because of limited space. He added that Brown's Book Shop

carries all the texts for University extension courses.

Overhead for the bookstores includes high insurance rates, wire and telephone bills, shipping charges and taxes. Gribble pointed out that local drug stores sell school supplies. "You'll find few campus bookstores competing with drug stores," he said, "but we do in Madison."

The University Book Store and Brown's Book Shop are two of only 71 college bookstores in the United States who give money back to the students.

1,700 other bookstores do not. For the fiscal year ending May 31, 1965 students received \$64,300 in rebates from the University Book Store. Shaw estimated this would increase to \$75,000 by May of this year.

Brown's Book Shop is a corporation. The University Book Store exists under a Massachusetts Common Law Trust. Its policies are determined by non-paid board members who include students, faculty and alumni.

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Thursday, March 10, 1966

## Rights Committee Postpones Ruling

(continued from page 1)  
acting as chairman and voting only in case of a tie.

The proposed alternate says that if a majority of a house is interested in a girl, and she isn't given the required recommendation by sorority officials or alumnae, then the chapter by a simple majority vote could send the matter to the board of inquiry.

Faculty committee members recommended that the matter automatically be sent before the board of inquiry if there were any question of possible discrimination by the national organization or alumnae on the basis of race, color, creed or national origin.

The board of inquiry would then investigate why the necessary alumni approval was not forthcoming. At the conclusion of its investigation the board would determine whether the case involved discrimination.

If the board ruled in the affirmative, the sorority would then be free to pledge the girl without alumni or sorority officials' approval.

If the board ruled that no discrimination was involved the sorority would be obligated to follow its normal procedures.

The faculty committee after an hour and half discussion suggested that the Pan-Hel committee rework the proposal and present it again at the next meeting.

The Sigma Chi hearing was postponed at the request of the national Sigma Chi organization. It was pointed out that hearings at Stanford University on Sigma Chi may prove relevant to the University hearings.

The University hearings are to determine whether Sigma Chi signed Certificate I in good faith, since the suspension of Sigma Chi for discrimination in Stanford might indicate that it had not intended to abide by the document.

The committee, however, felt that the delay was necessary to give the fraternity all possible advantages.

"I think it quite likely that we will learn no more or no less from the Stanford case," said Prof. Richard Hartshorne. "But this is doing everything possible to eliminate the argument that the national organization hadn't time to prepare the case."

## Colston Appointed Late News To Special Post

Appointment of Marshall H. Colston as a specialist in anti-poverty programs in University Extension was announced recently by Dr. Donald R. McNeil, Extension chancellor.

Colston holds a 1957 master of social work degree from National Catholic University of America, Washington, D.C. He joined the Wisconsin Department of Public Welfare in 1959 and has served that agency as social worker, case work supervisor, and district director.

A native of North Carolina, he received his bachelor's degree from that state's Agriculture and Technical College. Colston's new duties include serving as administrative secretary to the University committee with predominantly Negro universities.

### VISUAL PROBLEMS

Visual problems associated with driving a car during twilight hours—the most dangerous time of the day for motorists and pedestrians alike—are intensified for persons with inadequate night vision, warns the Wisconsin Optometric Association.

## Late News Dateline

From UPI

UNITED NATIONS—U.N. Secretary General Thant is reported concerned over escalation of the Viet Nam war. He feels that any move to start negotiations should be based on these conditions: A halt to bombing of North Viet Nam, reduction of the ground war, and participation in negotiations by the Viet Cong.

SAIGON—Communist forces have overrun virtually all of a besieged U.S. special forces camp near the Laotian border. The camp was defended by 13 Americans and several hundred Vietnamese tribesmen, but the defenders reportedly suffered heavy casualties.

WASHINGTON—The Senate passed President Johnson's tax bill today, but eliminated \$315,000,000 in excise tax increases on local telephone calls. Yesterday, the senate added on an amendment for extending social security benefits at a cost of \$760,000,000—something the Administration does not want.

The Senate agreed to vote today on the President's 415-million dollar economic aid bill for Southeast Asia, most of which is earmarked for Viet Nam.

SINGAPORE—Witnesses say the Indonesian capital is an armed camp with tanks, jeeps and armored cars patrolling the streets. Thousands of students conducted anti-Communist demonstrations for the 15th consecutive day, seizing the Education Ministry in Jakarta and setting fire to the Communist Chinese news agency building.

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## Submitting Exam Questions May Raise Students' Grades

A good way for teachers to encourage students to review for exams is to have them submit questions which might appear on the exam.

That's the conclusion reached by Prof. Albert Marston, psychology, who has analyzed the differences between student and teacher-constructed exams.

"Student participation in the construction of a multiple-choice exam results in better test performance," Marston has found, "although the average grades of participation are only slightly higher than those of non-participating students."

Participants improved their grades about five percent over those of non-participants, he explained.

Marston reported that the review technique was used in a psychology course with 278 students. All took a six-week's examination composed of multiple-choice questions constructed by Marston. A few weeks later, at mid-term, about a third of the students handed in multiple-choice questions, from which Marston prepared a student-constructed exam.

Of the 68 students who turned in questions, 37 had one or more of their questions appear on the exam.

All students who prepared questions took the student-constructed exam. Half of the non-participants took the student exam, while the remaining students took an exam prepared by Marston. This allowed Marston to check any differences in difficulty between the two tests.

The result? Student and teacher-constructed exams were equally difficult; yet students who helped write the exam did better than did those who had not prepared test questions.

The practice of constructing test questions before taking an exam is like having your own

teaching machine," he explained.

He advises college professors to have students participate in constructing multiple-choice exams. Thus, he theorizes, student participation:

- May improve exam content.
- Acquaint students with the difficulties involved in constructing multiple-choice questions.
- Helps students prepare for the exam.

## Admissions Policy Changes At Franconia

By Collegiate Press Service

It's not unusual to hear of a student refused admission to a college because of his past record.

But Franconia College in New Hampshire is experimenting with a new admission system that's designed to let a student start "clean."

The basis for the system is that the student makes the decision for admission himself.

The student is invited to visit the school and to, in a small way, become involved in the student life. He lives in the dormitories, is given ample opportunity to talk to students, and attends classes that interest him.

After this visit, if the student feels Franconia is where he wants to go to college all he does is inform the school of his decision. He will automatically be "accepted" on the basis of his decision alone if there is room in the student body.

During the entire process, the college does not ask the student to give them any information about his background, academic or otherwise, that he does not want to reveal himself.

Robert G. Greenway, director of educational research at the

## City Growth Maps Arrive For 'U' Use

New maps reflecting the present era of municipal growth in Wisconsin are arriving daily in the Archives and Manuscripts division of the State Historical Society of Wisconsin.

The Society's collection of Wisconsin maps, the largest in existence, already has been enhanced by nearly 150 new maps of the state's cities as a result of requests from society director Leslie H. Fishel, Jr., to municipal clerks throughout the state.

"Since the boundaries and characters of Wisconsin cities are changing rapidly, we believe that the story of this change should be recorded as fully as possible," Fishel wrote to local officials. "To this end we are asking each municipality in the state to cooperate by providing us with a copy of its most complete and recent map."

Fishel asked the municipalities also to give the Society duplicates or copies of older maps, or to deposit with the Society any non-current maps that might have historic value.

The Society's collection, which dates from the early French ex-

college and designer of the study, said, "By allowing students to come in 'clean' we hope to try to break the vicious circle of academic success or failure which frequently results when students are judged on the basis of their past record."

Those who might normally have expected to have been weighted down by their high school record can now optimistically look to the next four years, Greenway said. He said it is debatable whether the study will be a success but called it "an interesting and open-minded approach."

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ploration period of 300 years ago, contains more than 2,000 manuscript (hand-drawn) maps and thousands of printed and lithographed reproductions, many of them extremely rare.

The collection also contains a complete set of Wisconsin quadrangle maps produced by the United States Geological Survey, and at its area research center in Milwaukee, the quadrangle maps of the entire United States.

Among unique maps in the collection is the James Duane Doty map of Madison City.

In October, 1836, Doty, who later would serve as territorial governor, and John Suydam, who three years before had been co-founder of Wisconsin's first newspaper, journeyed from Green Bay to the four-lakes country. Here they laid out a city on a 1,600 acre area between third and fourth lakes.

They traveled on to Belmont where the first territorial legislature was in session and Doty spent his time lobbying for the selection of his city as the site for the permanent capital while Suydam completed the map.

When the legislature voted in favor of Madison, Doty began to dispose of lots. Notations in Doty's handwriting on lots and blocks in the capital city contain the names of many of the territorial legislators.

Modern Madison from the Yahara river to the foot of the University campus is nearly identical with Doty's map, the streets names for signers of the United States constitution.

An interesting and rare lithographed map shows the Wisconsin-

Illinois lead country in 1829. Copies of this map, published by R.W. Chandler of Galena, were sold to prospectors who were flooding into the area.

The map was drawn from notes made by early surveyor Lucius Lyon and pioneer lawyer Morgan L. Martin as they paddled canoes on the Wisconsin, Mississippi and Fever rivers and rode in a horse and buggy through the lead country in the summer of 1828.

This collection of maps is used daily by people exploring the history of Wisconsin. It is available for use by anyone who wants to learn more about the state.

## AROUND THE TOWN

CAPITOL: Matinee daily, call 255-9146 for show times.

MAJESTIC: "Umbrellas of Chelbourg," 1:15, 3:10, 5:15, 7:20, and 9:20 p.m.

ORPHEUM: "The Silencers," 1,

3:17, 5:34, 7:51, and 10:08 p.m.

STRAND: "A Patch of Blue," 1:20, 3:30, 5:45, 7:55, and 10:10 p.m.

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**IBM MDs**—Dr. Warner V. Slack shows Mrs. Julie Deyoe, a clinical laboratory secretary at the University Medical School, how simple it is to "answer" the computer's questions. The computer does the job of gathering the medical history of a patient's illness. The computer does as good a job on gathering history as the physician, Slack said, and the patients who "talk" directly to the computer seem to like it. Slack and Dr. G. Phillip Hicks have been using a small computer which is programmed to read questions which appear on a small television-like screen on the computer. The patients punch a key to answer.

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## Jobs of The Week

The Office of Student Financial Aids, located at 310 N. Murray, is open 8:30-11:45 p.m. and 1-4 p.m. Counselors are available to assist the student with whatever financial assistance they may need.

Although jobs are not plentiful there are openings for students seeking employment. Interested students should fill out an application and make an appointment to see a counselor in the Student Employment Section of the Office of Student Financial Aids. The following are a few of the job openings available:

**SECRETARY:** temporary full-time opening off campus for student wife. Shorthand 100 wpm, typing 60 wpm.

**LIBRARY PROJECT ASSISTANT:** 20 hrs. per week. Prefer grad student with background and interest in sports and medicine.

**COMMERCIAL ARTIST:** hours flexible, rate of pay open. Off-campus.

**KEYPUNCH:** up to 20 hrs. per week. On campus, \$1.35 per hr. Should have experience.

**RESEARCH ASSISTANT:** must have knowledge of programming. Some administration experience; 15-25 hours in blocks of time.

**FOOD SERVICE:** breakfast and lunch hours in Residence Hall. \$1.25/hr.

Anyone interested in tutoring in fields of history, psychology, and music theory, please contact Student Employment and fill out a tutor form.

Beginning March 14 our Student Employment office will schedule appointments for students who are interested in working in the Milwaukee area during the summer. These appointments will be scheduled for the week of April 11-15 (Spring vacation).

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THURSDAY, MARCH 17**

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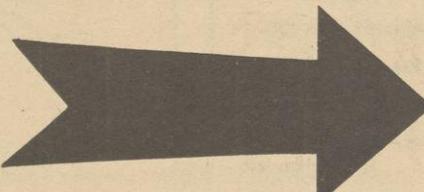
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# 'U' Meteorologist Says Soviet Pictures Confirm Predictions of Moon's Surface

Recent close-up photographs by the Russian space probe "Lunar 9" confirm predictions made several years ago concerning the moon's surface by University meteorologist Heinz H. Lettau.

On the basis of mathematical analysis of radiation data, Lettau predicted the moon's surface should consist of a thin porous layer overlying a deeper surface of hard basalt, with a gradual transition zone or crust layer of no more than about three inches thick.

The prediction was made on the basis of Lettau's analysis of available infrared and microwave radiation data for the lunar cycles of solar radiation. He devised a mathematical model which provides rather detailed information

on the heat conduction parameters of the moon's surface and its outer crust.

"On the basis of available radiation measurements it has been concluded that the visible lunar surface cannot consist of bare rocks but must be covered by an extremely poor conductor, such as a layer of fine powder or dust or porous forms like pumice," Lettau reported in a University news release in 1964.

He added at the time that microwave to radiowave length radiation studies also contributed knowledge of the physical properties of the moon surface material, indicating that a good conductor, like solid basalt, underlies the uppermost porous layer.

While the Russian moon probe has not definitely resolved the problem of the depth of the porous layer, since only the surface is visible in the photographs, experts in various countries, including notably Gerard P. Kuiper of the University of Arizona, appear to agree with the conclusion that there is no indication of dust.

Kuiper has said that the lunar crust seems to have the consistency of lava, showing an interconnected mat-like surface structure which permits only minor penetration of foreign objects—such as parts of the rocket.

Lettau's earlier studies were devoted to estimating the probable depth of the porous layer, and they followed his work to devise and apply a mathematical model for thermal diffusion in a non-uniform conductor.

The uppermost two centimeters of the lunar crust will be ex-

## 'U' To Start Dental Research

The University is one of 11 mid-western universities to share in a grant of \$30,780 awarded by the National Institute of Dental Research of the U.S. Public Health Service to study the feasibility of cooperative dental research programs.

The study will be conducted under the Committee on Institutional Cooperation (CIC), the association of universities founded in 1958 for cooperative projects in higher education.

Under the direction of Dr. Robert E. Doerr, associate dean of the School of Dentistry, University of Michigan, the dental studies committee will evaluate the resources of each member university for advanced dental research. The next step would be establishment of training programs at suitable universities.

Dr. John V. Irwin, director of UW Speech and Hearing Clinics, is the Wisconsin faculty representative on the CIC dental committee.

According to Dr. Irwin, the Clinics have received a grant from the National Institute of Dental Research to train graduate students for research in oral function. Students are also receiving training in cleft-palate habilitation, another resource to be sought by CIC.

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1964.

"In the layer from two to six centimeters the thermal diffusivity increases rapidly with depth, while deeper layers represent practically a homogeneous conductor like solid rock," he added.

In describing the technique he used to formulate these predictions, Lettau said the utility of the technique will not be limited to studies of the moon's surface but will also find applications in

a variety of other geophysical research problems.

### RUGBY REVIVED

Practice for all interested ruggers is this afternoon at 4 in the Camp Randall shell. If you can't make the practice but would like to compete, call David Wright at 256-0583 or Tom Howell at 257-3108.

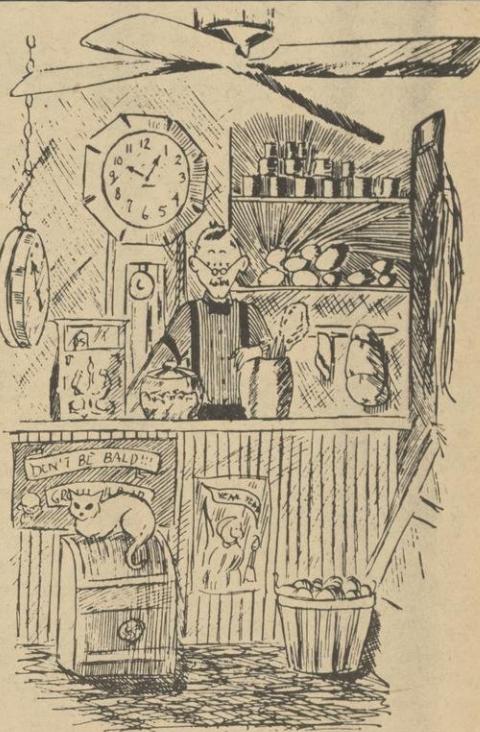
## THE GOOD OLD DAYS

Once upon a time people shopped for their groceries here. They gave their lists to the man behind the counter who would scurry around the small store, plucking items from the shelves, while his customer filled him in on all the idle gossip of the community.

Those were grand old days alright. But they're gone now and that's not so sad. Markets have changed but with good reason. While this old grocery store was colorful, it simply would not supply the needs of today's public.

The trouble is, most supermarkets did not stop with fulfilling people's grocery needs. They began to add trading stamps, contests, "free" prizes and all sorts of trite, unnecessary frills. No one had asked for this.

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## Freshman Cagers Have Improved

"We're satisfied with the overall improvement of all the boys," freshman basketball coach Dave Brown said Wednesday.

The basketball staff has reason to be happy with its frosh squad. Seven cagers finished the 11 game intrasquad season with double figure averages—and three were in the 20-plus category.

Jimmy Johnson, a 6-6 forward from Memphis, Tenn., captured the scoring crown with 262 points for a 23.8 average. Johnson, who finished second in rebounding with 189, had the highest field goal percentage—458—among the leading scorers.

## Skaters Seek New Home In 1967-68

By J. PAT WAGNER

The 1966-67 season may be the last year that the Madison Ice Arena will be the scene of the Badger hockey team's home games.

As Badger coach John Riley explained, "The University's lease of the arena runs through the 1966-67 season—Wisconsin hockey is safe for next year."

Problems may arise after next season, however. "The city of Madison wants to keep the arena," Riley continued, "and therefore it will either continue to lease or possibly purchase it."

"However the city has approached the Madison school board and suggested that it purchase or lease the arena and use it for high school hockey. Therefore, if the school board approves this suggestion, the high schools may take issue if the University also wishes to use the arena."

Even if the Badgers lose the arena as their home ice, there still may be a solution. The Badgers could possibly play their games in the Dane County Coliseum which is still being constructed but would be ready for the 1967-68 season. Seating capacity will be approximately 7,500.

University plans for a hockey rink to be built near the Camp Randall Memorial Building were verified by Reuben Lorenz, University business manager. Lorenz reported that "\$600,000 has been allocated and the building is in the planning stage. The board of regents has approved the preliminary plans, as did the building commission earlier this year."

This rink, however, would not have any seating facilities and would be used for practice and intramural activities.

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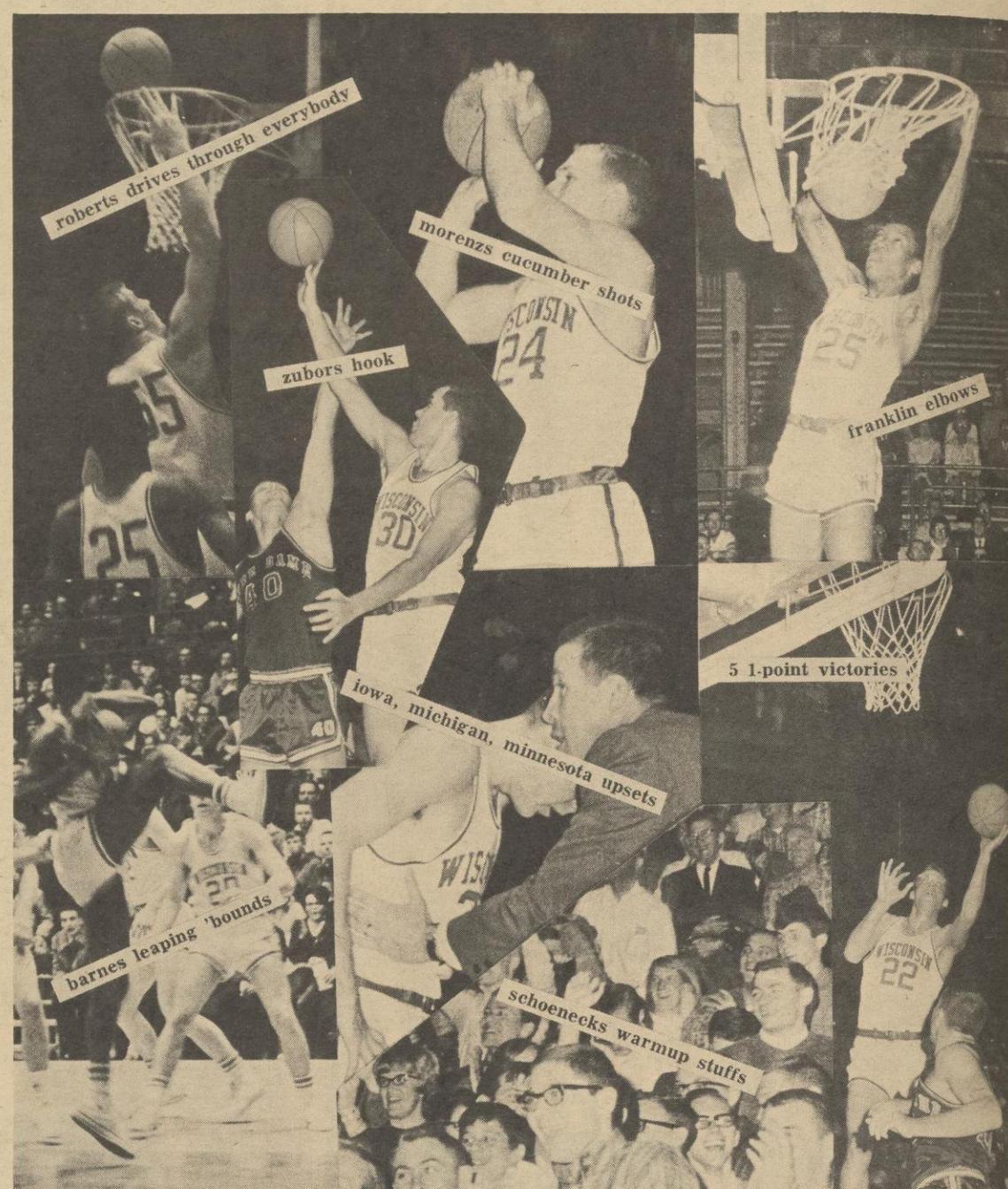
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 Jequibau An Exciting New Rhythm from Brazil by Mario Albanese	Jequibau! The exciting new rhythm from Brazil. A fascinating beat that could become the next international craze. In this album, Jequibau is performed by its originator, Mario Albanese.
 Mose Allison Sings and Plays V-8 Ford Blues	A waiter at a club where Mose Allison was appearing said that the singer was "fantastic.... Mose sings sweet and pure and soft—it's a very direct thing." You can hear that "directness"—and a great deal more—in songs like "V-8 Ford Blues" and 11 others.
 The Back Porch Majority That's The Way It's Gonna Be	The Back Porch Majority's new album sparkles with hope—for man and his future. With ballads like "Natural Man," "The Bells," "Let's Get Together" (Dino's Song) and "A Song of Hope," the sensational septet tells you That's the Way It's Gonna Be. Great!

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