

Two Cougars who are sure to be scrap ping with their team mates for a berth on the 1956 varsity are LHB Tommy Hall and RG Jim Martin. Tommy is a Junior, from Dallas, has earned one letter, and his fine speed should make him a standout this year. Jim is another Junior with one letter. Coaches say he has the potential to be a Cougar "all-time" lineman. Both will see action come March 10.

FOOTBALL GAME SET SATURDAY, MAR. 10

The bigger, faster and deeper Cougar football team will display its talent in an all-out battle for varsity positions Saturday, March 10, in Public School Stadium, 2 PM.

Head Coach Bill Meek will split the 100 man squad down the middle, with plenty of power on both sides, and let the boys have at it in a game-type finale to the spring practice session.

The competition for first team berths has been fierce all during the spring workouts, and the fans are guaranteed a rousing preview of things to come next fall.

This year the Alumni Association will again sponsor the annual Red and White Spring Game. Former footballer Bill Hollis is chairman of this year's event, and he promises every fan the biggest dollar's worth ever received on a Saturday afternoon. (See coupon below, and save 25%).

Don Flynn has sparkled in his first string QB spot, but is being pressed hard by Sammy Blount and the spectacular passing of Billy Dube, a '55 hold-

out. The fullback spot is still jammed with Curley Johnson, Donnie Caraway and Owen Mulholland, and at least three more boot-tough reserves backing up the trio.

The halfback slots are the scenes for competitive mayhem. Joe Bob Smith has been picking up long yardage, but was shocked to see team mate Earl Kaiser scamper for a 70 yard TD run the first time he touched the ball. 190 pound Soph, Harold Lewis duplicated Kaiser's effort the same afternoon. And, don't forget Ronnie Logan, Paul Sweeten and Ronnie Corbell.

All of last year's Ends will return. Ronnie Emberg and Jim Cravens have grabbed the most passes, and Buddy Boek has continued to shake 'em up on de-

(Continued on Page 3)

THE EXTRA

PUBLISHED BY AND FOR THE MORE THAN 25,000 EX-STUDENTS OF THE UNIVERSITY OF HOUSTON

Volume VIII

HOUSTON, TEXAS, FEBRUARY, 1956

Number 2



As a study in contrast, these photos were made on land adjoining the University campus. The beautiful, tree shaded home, and the foul, offal-filled open sewer are located only a few hundred yards apart.

EDITORIAL

For many years the University and its residential neighbors have suffered a malodorous and unhealthful proximity to the City's slaughtering and meat packing industry with its associated rendering facilities.

An ordinance, now up for reading in the Houston City Council, would prohibit new construction or expansion of this type of industry within the city limits. The Alumni Association is backing this new ordinance with every means at its disposal, and encourages all ex-students to lend their support through letters, phone calls and telegrams to the Mayor and Councilmen.

The essential nature of the meat packing business is fully recognized, and the association does not wish to inconvenience any of the firms and individuals concerned. However, current indications are that several new meat packing firms are planning to move into the University area if this ordinance is defeated. Suitable land is available outside city limits.

The councilmen and districts are: Reeves, Welch and Marquette, At Large; Kessler—1; Reswebber—2; McLemore—3; Wilson—4; Brakefield—5. All may be reached at CA 2-9351 or by mail at City Hall, 900 Brazos Street, Houston.

Jesse Jones Contributes Million Dollar Building

A \$1 Million gift to the University for a new classroom building was announced this month by Houston Endowment, Inc., a philanthropic foundation established by Mr. and Mrs. Jesse H. Jones.

To be named the Fred J. Heyne Building after one of Mr. Jones' longtime business associates, the new structure will be erected just west of the Roy Cullen building.

"The generous gift from Mr.

Jones comes at a critical time, when the University is in desperate need of additional classrooms," President A. D. Bruce said this week.

"The need has become so pressing that the administration has been considering partitioning valuable library space to obtain classrooms to handle our growing enrollment.

"The name of Fred J. Heyne joins a list of other distinguish-

(Continued on Page 2)

ALUMNI DISCOUNT COUPON 4 for 3

This Coupon Entitles the Receiver to Purchase 4 Spring Game Football Tickets at the Cost of Only 3. Enclose \$3.00 with Your Name and Address for Prompt Delivery.

Tickets at the Gate Will be \$1.00 Each.

Name:

Street:

Town: Phone:

GAME TIME 2 PM
High School Stadium
March 10, Sat.

BUZZBOARD

HELP WANTED, MALE OR FEMALE: Interesting, no salaried work of great benefit to the University of Houston. Volunteers needed for two projects. Call CA 4-1681 for assignment.

"We've had it," is the slogan on a cute card from Dave and Joann Flowers, and it refers, of course, to a new Cougar, Kay Ann. Born Jan. 26.

Congrats also to Dorothy and A. R. "Luke" Lucas. It's a boy, Jan. 4. Luke used to be Mayor of Vets' Village, is now in Galveston.

Pan A. Vaphiadis promoted to Supervisor in the J. J. Bissell Agency of Banker's Life.

At Ft. Belvoir, Ross I. Ramsay, promoted to first lieutenant. Ross is Exec. officer in the 87th Engrs.

1953 graduates Tom Wesley, Jr. and Aline June Charlton, joined in wedded bliss last November. Thanks for the new address, Tom.

Sigvaard Nelson sending us literature from Knox College. We are always glad to get samples showing how other schools operate.

'54 Photo grad, George J. Hatem, picked up a fifth place award in the Seoul Military Post's photography contest.

Industrial Engineer Stan M. Sheppard '51, is now safety supervisor for the Hamlin plant of Celotex. Stan used to be the sugar of Sugarland, so he is now the Ham from Etc.

The Baptist Student Union now publishing a monthly newsletter. Nice job, and you BSU people interested in receiving it can contact them at the UH. The Geological Alumni also putting out a newsletter now, contact the Alumni office. And, a big fat newsletter from the UH Biology department is also available.

Who scored the top grades in the Texas State Bar Examinations? UH Law Graduate Roland Baker, that's who.

Max Porch, in and out of Houston on his way to Europe, courtesy of Uncle Sam.

Phil Zimmerman, promoted from Chief Announcer to Program Director at the AFRS station serving Elmendorf AF Base, Alaska.

The Journalism Department put out a special issue of the Cougar, and one section included the following run down on our UH writing-type Exes.

Mrs. Margaret Krueger Beasley, only woman ever to edit both The Houstonian and The Cougar (1946-'47) is yearbook sponsor and social science teacher at Stephen F. Austin High here.

2nd Lt. Charles Longuet, Jr., Cougar editor last spring, is stationed at Fort Knox, Ky.

Mrs. Helen Gilpin, University graduate and News Service Director here until last summer, is director for Boone and Cummings Advertising Agency in Houston.

Pete Gilpin, '51 editor of The Houstonian, is assistant editor of the Sunday magazine of The Houston Chronicle.

University sports promotion is the job Jack Scott (BS-1951) has settled in. He is in his fifth year as director.

Harry Vitemb, Cougar managing editor in 1951, now operates his own advertising agency in Houston.

George Bohot is now assistant manager of the publication department of Transcontinental Gas Pipe Line Corp. Before graduation in 1953, he was employed by the News Service.

Ansel E. Gray, (BS, MS, 1951) is adviser to both the junior college and high school newspaper in Joliet, Ill. He is a former editor of The Cougar.

Bill Roberts, Cougar columnist back in the 30's, is a prominent columnist for The Houston Press and a Houston restaurateur.

Harriet Joekel (ML, 1955) is executive secretary of the Downtown YWCA in Houston.

Tommy Sasser, who has the BA and is candidate for the MA at the University, is employed in KTHT radio station's promotion department, and has a nightly show, "College Capers."

A former Post employee is now news editor for the Liberty Vindicator. Orland R. Jones was here in the late forties.

Bill Gibb, Jr., student here in the late forties, is the Liberty area correspondent for the Beaumont Enterprise-Journal.

Journalism graduate Tommy Hopkins recently returned to Houston from his Air Force assignment in Korea. An A/IC, he is stationed at San Marcos Air Force Base.

Jack J. Valenti, Cougar columnist before World War II, recently was honored by being named by the Junior Chamber of Commerce as the outstanding young man in Houston for 1955. Owner of an advertising and public relations agency, he is a columnist for The Houston Post and has been prominent in many civic affairs.

Frank Allen, former publisher of the Harlingen Star and journalism and graphic arts student here from 1947-50, is a counselor for the Texas Employment Service.

One of the founders of Kappa Alpha Mu, Glenn Heath, is editor and part-owner of the Brazosport Citizen in Freeport.

The Houston Post has several grads, exes and present students on its staff, including Bill Thompson on the copy desk; Firuz Maku-lu, photographer; George Christian and George (Leslie) Rich, fine arts; Felton West, city room; Harv Boughton, outdoors columnist in the sports department; Tom Omstead and C. W. Skipper, police reporters; Dan Hardy, photographer; Keith Hawkins, photographer; Richard Harrison, city room; Nancy Bigelow, obituaries; Arnold Rosenfeld, church editor; Mary Blount, radio editor; Jack Agness, sports.

S/IC Carl Raia just received a commendation for the excellence of the army newspaper he edits in La Rochelle, France.

The Houston Chronicle also has its share of University exes: Stanley Redding, city room; Jack Weeks, police reporter; Moselle Jacobs, city room; Elmer Bertelsen, general assignments; Joel Carroll sports; Joe Maranto and Leonard Stewart, neighborhood news section.

Jaycees Name Valenti And Pollock Outstanding Young Men For 1956

Jack J. Valenti, 1946 University of Houston graduate, was named the outstanding young Houstonian for 1955 by the Houston Junior Chamber of Commerce. A secret committee of the Jaycees selected Jack for his many contributions to his profession and to the general welfare of his fellow Houstonians.

Starting as an office boy, age 16, with the Humble company, Jack worked his way up to the position of manager of sales promotion and training. During that time, Valenti earned his bachelor's degree, attending the UH at night.

Leaving Humble in 1952, Jack founded the sales promotion agency of Weekly and Valenti. This firm now lists the Continental Oil company and the American Petroleum Institute as major accounts.

A few of the activities cited in the Jaycee's list include: Chairman for Houston Civil Service Commission; Board of Trustees Houston Public Library; Harris County Grand Jury; President Houston Ad Club; Houston Council for Retarded Children; Director Hedgecroft Clinic; Director Houston Better Business Bureau; Chairman for special events of Oil Progress Week; Editor Jaycee's publication; Campaign Manager Albert Thomas.

Valenti holds a master's degree from Harvard Business College. His undergraduate record at UH reveals: '39 Freshman President; '40 Sophomore President; '41 Councilman at large; '42 President, Student Association; '45 President, Night School Council; '41 and '42, Outstanding Student; '41 Wrote and directed first Varsity Varieties.

Jack was also one of the Founders of Frontier Fiesta, and is past president of the Alumni Association.

During the war Valenti was a fighter pilot with the 12th AF in Italy and Corsica. He holds the Distinguished Flying Cross, the Air Medal with five clusters, and the ETO ribbon with three battle stars.

Four UH Players Join Pro FB Rank

Four members of the Cougar football team have signed contracts with professional clubs and three others have been drafted by pro teams.

Lavell Isbell, Wayne Shoemaker and Bill McIlroy have signed with the Green Bay Packers. Wayne Geddes signed a contract with the Calgary Stampeders of the Canadian League.

Draftees are Tom Dimmick by the Philadelphia Eagles, Kenneth Wind by the Detroit Lions and Donnie Caraway by the Washington Red Skins. However, Caraway is only a junior and not eligible for the draft. He was mistaken by the Red Skins to be a fourth year man.



JACK VALENTI

JESSE JONES—

(Continued from Page 1)

ed Houstonians on buildings at the University, among them M. D. Anderson, E. E. Oberholtzer, J. G. Settegase, Francis Marion Law, William B. Bates and Mr. and Mrs. J. N. Taub. The buildings bearing these names represent bequests or outstanding service to the University.

"These are in addition to the buildings bearing the names of members of the Cullen family, a tribute to the magnificent generosity of Mr. and Mrs. H. R. Cullen which began at a critical time for the University and has continued to be a mainstay."

'55 Law graduate, Howard Pollock was among the 10 outstanding young men in America by the U. S. Chamber of Commerce.

Pollock is an Alaskan who migrated to Houston for his law degree; and has since returned to the cold territory as an attorney and member of the House of Representatives of the territorial Legislature in Anchorage.

Pollock is known as "the pioneer with the iron fist." This stems from the artificial hand he now uses to replace the hand he lost to a grenade explosion while a Navy flyer during WW II.

Following this war service Pollock cleared 80 acres of Alaskan land, built to cabins and his own roads, cultivated the soil. His neighbors urged him for the Alaskan Legislature. He was elected, and later distinguished himself as Chairman on Alaskan Statehood.

While on the UH campus Pollock was elected national president of the American Law Student Association, for which he established a nation-wide insurance program.

EDITORIAL

This is the story an Alumni Editor waits for. It's a success story, and it embraces all the finer attributes of an Horatio Alger tale. It is the essence of Americanism, and "hard work pays off," and all the old fashioned "square" ideas that we tend to scoff at in hustling 1956.

It would be untrue to portray Jack Valenti as a man who started with nothing and parlayed it into the title, "Houston's Outstanding Young Man for 1955."

No, Jack had something to start with. He had intelligence. And he had ambition, and a corny belief that hard work and integrity were important to a man on the way up.

Jack has a solid religious foundation, and more, he has faith in his fellow man. The warmth he radiates is reflected, mirrorlike, turning acquaintances into real friends.

Valenti has been described as, a ball of fire, a dynamo, a go-getter, an Outstanding Houstonian. To this accolade we'd like to add our poor contribution, "Jack's a nice guy."



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Spring Game Backed By Cooperation, Hard Work

What does it take to produce any one of the numerous Alumni events that take place each year? Spring Game Chairman Bill Hollis says cooperation and hard work are the key factors.

To illustrate his point Bill mentions Bob Dwyer, Wes Chism and Ruth Meineke working on the the Ticket Committee. Then there is John Hollis of the Post, and Jack Scott from UH sports-news to handle the publicity.

Hollis and Wayne Duddleston will publish a comprehensive program to identify the new faces and numbers appearing at game time. Denton Priest, H Association president, heads the Arrangements Committee.

Half time ceremonies will be under the direction of Betty Stearns Hall and Alumni VP Bill Swanson.

In addition, every fraternal, social and professional organization on the campus (nearly 125) has been contacted to help promote the game through election of the Spring Game Queen. Every Alumni Board Member has

accepted a number of tickets for distribution. 256 members of the UH Sideline Coaches Association have already received tickets in the mail.

The Varsity H Association will



BILL HOLLIS

combine with the H Association for the sale of programs with profits dedicated to assisting the Athletic Department.

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WELCOME WILSON

Welcome Wilson Heads 5 - State Federal Civil Defense Division

Welcome W. Wilson, who has been Houston's acting director of civil defense since the resignation of Bob Smith on Dec. 31, has been appointed regional federal civil defense administrator for five southwestern states, FCD Administrator Val Peterson announced Saturday in Washington.

Mr. Wilson will direct civil defense activities for Texas, Louisiana, Arkansas, Oklahoma and New Mexico.

HE IS MR. SMITH's executive assistant in the oilman's business activities and served as his second in command in the Houston civil defense organization until Mr. Smith's resignation.

Before joining Mr. Smith's organization he was a faculty member at the University of Houston, and served as a Navy officer in the Far East during World War II.

Mr. Wilson is a former member of the U. S. Civil Defense Advisory Council and the Federal Civil Defense Public Affairs Advisory Committee. He was a delegate to President Eisenhower's White House Conference on National Defense in 1955.

HE HAS SERVED as Houston director of the March of Dimes, state president of the Pan American Forum, vice president of the University of Houston Alumni Association and a director of the National Foundation for Infantile paralysis.

U. H. Tuition Increase Clarified By President

Higher operating costs will force the University of Houston to raise tuition beginning with the 1956 Fall Semester, University officials announced today.

"In the academic years 1954-55 and 1955-56 we experienced operating deficits," General A. D. Bruce, University president, explained, "And the slightly higher tuition will help reduce them."

"Our board of Regents were reluctant to raise tuition, but they had to face facts," he explained.

"All available studies indicate that the rising costs of operating have been felt by institutions of higher learning and necessitated tuition increases.

"It should be pointed out, however, that while tuition and fees have increased throughout the nation, they have not increased quite as rapidly as total costs," General Bruce commented.

Increases averaging approximately \$1.65 per semester credit hour will be reflected in course offerings in the Colleges of Arts and Sciences, Business Administration, Architecture, Education, Engineering, Pharmacy, Optometry, and in some courses offered by the College of Technology. Tuition for vocational courses will not be increased.

12,280 Register Texas' 2d Largest

An enrollment of approximately 12,280 students at the University of Houston for the spring semester has been reported by Ramon A. Vitulli, registrar.

The figure represents a decline of 240 degree-credit students compared to a 1955 Spring enrollment of 12,520 students.

However, the current figure does not include in excess of 1,200 students who are taking non-credit non-degree courses via television and in the classroom.

Vitulli attributes the reduction in enrollment to a curtailment of courses offered by extension and a decrease of World War II veterans attending under the G. I. Bill.

There has been an increase in the number of Korean Veterans enrolled and non-veteran students as compared to Spring of 1955, Vitulli pointed out.

FOOTBALL GAME SET

(Continued from Page 1)

fense. Hallmark, Hicks, Paul, Reed, Thompson and Watson are keeping the first string on their toes, ready to step in.

Meek exudes confidence that his Guard, Tackle and Center positions will be manned, "with talent, speed and depth."

Remember: March 10, 2 pm, Public School Stadium.

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Industry Puts Heavy Demand On UH School Of Graphic Arts

An acute shortage of management personnel exists in the third largest industry in the United States. There are three times as many lucrative and interesting jobs in the printing industry as there are trained personnel, graphic arts leaders report.

This condition stems from two primary causes: first, printing is such a big factor in modern man's life that students seeking a vocation are too close to realize its mass complexity; secondly, the printing industry has been slow to take the leadership in encouraging its workers to go to school to further their education. Through the centuries printers have depended upon apprenticeships and on-the-job

training programs for their industry.

In 1948 a gift of \$60,000 worth of printing equipment from R. E. (Bob) Smith, Houston oilman, enabled the University to begin its graphic arts program.

In that year S. Wayne Taylor, director of graphic arts, made a survey of the printing industry in this area to determine what was most needed in the way of personnel. He discovered that no graphic arts program was available in the Southwest and that no college or university in the country offered a degree in graphic arts management. Management personnel was at a premium.

The University began its pro-

gram with the idea of giving students a broad college education with a major in printing plant management. Its aim was not to turn out specialized craftsmen such as linotype operators or pressmen, but to give a thorough understanding of what actually takes place in a printing shop.

Emphasis is placed on such things as art layout, advertising and job composition, newspaper layout, accounting procedures, salesmanship, chemistry as it applies to graphic arts processes and overall business management.

However students in this program are trained in the basic essentials of the various operations of printing — type setting, shop work, press work, engraving and layout and make-up. Throughout the four years they spend several hours a week in shop work and take field trips to observe the operations of shops of all kinds and sizes.

Since Smith's initial gift, the value of the University's printing plant has grown to approximately \$90,000. In addition to serving as a laboratory for students, it prints many University publications, including a weekly campus newspaper and a weekly faculty publication.

The program has drawn students from many of the states of the union and has attracted Students from Israel and South America have graduated and returned to their countries to operate printing plants. Over 25 students have transferred from Rochester Institute of Technology in New York so that they might earn a degree from the University in graphic arts management.

Herry E. Benson, a recent University graduate, said "... there is not a printing plant of any size in Houston or South Texas that could not use the trained personnel which this program can provide. Firms that have one man from the program try another, those that have two try to get a third."

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SPRING GAME OFFERS EXTRAS

In addition to the bruising football game outlined on page 1, spectators will get a handful of added attractions for their tickets.

Chairman Hollis has announced that several valuable door prize will be awarded. Your ticket number may be worth a pair of season tickets for the 1956 football season. Other prizes have been promised, but not yet on hand. (Rumors are a TV set is on the list.)

A Powder-Puff scrimmage is also on the half-time agenda. Campus sororities are now working on their razzle-dazzle plays. Of course the girls need no training to get into good shape.

And, there will be royalty present. Student organizations are permitted one vote for their Queen nomination for each ticket they sell to the game. The Spring Game Queen will be honored at half-time ceremonies.

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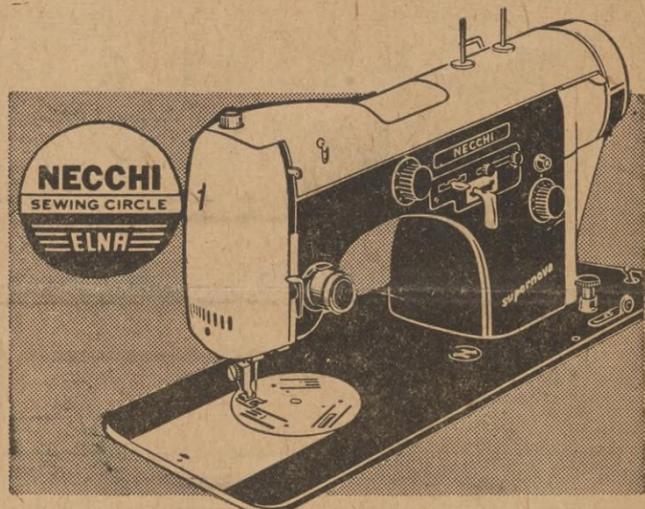
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