

THE EXtra

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

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Number 3



MRS. ELSIE ROSBOROUGH, class of '46, and this year's Corral Day queen, slices cake for Ernie Mayeux, Corral Day Chairman and Sherwood Crane, newly elected Association president. The annual celebration was tabbed an overwhelming success by the 550 alumni in attendance. Designed to acquaint exes with new campus developments, Corral Day featured this year, a style show, campus tours, free barbecue, two hours of Frontier Fiesta entertainment and a western dance, complete with orchestra. Mr. Mayeux has been reelected Corral Day Chairman for 1954. His goal, 5,000 Exes in attendance.

News... In Brief

John Schwarzwald, manager of KUHT, has been elected to the board of directors of the National Association for Better Radio and Television.

The non-profit organization, which has its headquarters in Los Angeles, California, is dedicated to the advancement of specific listener-viewer interests in the fields of radio and TV.

Other new three-year directors elected by the organization are Mrs. A. Stanley Adams, national vice-president of Kappa Gamma Pi, scholastic honor sorority for Catholic women's colleges; Benedict Cottle, recently resigned general counsel of the FCC and Paul Witte, professor of education at Northwestern University.

Hotel managers will gather in Houston at the University campus for the ninth annual Hotel Management short course July 27-August 1.

Nationally prominent educators and businessmen will be featured lecturers for the course, which is jointly sponsored by the Downtown school, Texas Hotel Association, Houston Hotel Men's Association and the Central-Southwest Association, Hotel Greeters of America.

A representative group of University faculty members are attending a six-weeks television workshop to prepare themselves for teaching over television in the fall.

The agenda for the faculty workshop will include two hours each morning of seminar work, with afternoon sessions on television.

(Continued on Page 2)

Cougar Football Season Tickets Now On Sale

Your 1952 season football option will expire July 15 according to Jack Scott, University of Houston director.

KUHT Blinks Out, Calls Flood Evans

Last week when KUHT was off the air because of technical difficulties, more than 50 calls came in all asking if Dr. Richard Evans' "TV Classroom" would be on the air.

Associate professor of the University's psychology department, Dr. Richard I. Evans is probably one of the few professors in the country that receives fan mail.

His nightly lectures on basic psychology over KUHT have quickly risen to the top in viewer interest since the station went on the air May 25.

The young, dark-haired professor's TV popularity has contributed greatly to dispelling doubts about the public's reception of educational television.

He receives calls day and night, sometimes to the dismay of his wife from interested "TV students" want to talk psychology or ask questions.

And he has received letters from all over the Houston area congratulating him on the "excellent job" he is doing.

"About the nicest comment I've received," laughs Dr. Evans, "is the call from an irate viewer asking why KUHT couldn't have a good program like the psychology lecture over channel 8." The man apparently thought the University station was on another channel.

Athletic department public relations director.

After that time unrenewed options and other reserved seats will go on sale at \$14.40 for the four home games of the 1953 season. These games are: Oklahoma A & M, October 17, at 8 pm; Arizona State, October 24, at 8 pm; Texas Tech, November 21, at 2 pm; and Tennessee, the Homecoming game, December 5, at 2 pm.

There will be three out of town games which will be close enough to be easily accessible. The first game of the season will be with Texas A & M at College Station, September 26, at 8 pm. The Texas game on October 3 in Austin will be played in the afternoon. The Baylor game will be played at 2 pm in Waco on November 14.

Those fans who would like individual tickets may purchase reserved seats for \$3.60, and box seats for \$4.20. Orders for tickets should be addressed to University of Houston Athletic department, 3801 Cullen Blvd., Houston 4. Further information may be obtained by calling the Athletic Business office at Preston 1527.

Navy - U of H Join Forces to Prepare Career Programs

A program has been launched to transcribe radio shorts on careers for high school girls by the University of Houston radio-TV department in cooperation with the United States Navy and the Texas Education Agency.

Commander E. Roby Leighton, (Continued on Page 4)

U. of H. TV Center May Add KXYZ

A TV triumvirate seemed likely as the University Board of Regents named President W. W. Kemmerer to negotiate with KXYZ-TV for space in the University's proposed television center.

If parties approve the plan KXYZ will join on the same terms as

KNUZ. Under the plan, the University will build the station, a transmitting tower and studios.

The University will lease these facilities to the commercial stations.

The Board of Regents has agreed to lease up to 50 per cent of KUHT's time to Houston School District television.

COST OF THE BUILDING and equipment has been unofficially estimated at \$2,000,000.

Sailing through the nine point agenda presented by Dr. Kemmerer, the board did not discuss a possible successor to the president. Dr. Kemmerer retires September 1.

An increase of \$20,000 was voted on the summer budget. The enrollment increase amounted to a ten per cent increase on the pre-registration estimates.

DR. KEMMERER TOLD the board that registrar Bud Swiss credited the University television with the unexpected enrollment.

The board authorized a \$114,000 spending request for equipment for (Continued on Page 3)

Homecoming Date Set For Dec. 5

Homecoming Day at the University of Houston has been set for December 5, Jack Wilson, alumni director, has announced.

Johnny Goyen, a 1947 graduate of the University and now the city's traffic court boss, will direct the festivities for some 32,000 UH alumni expected to return for Homecoming, Mr. Wilson said.

Goyen was chosen at a recent meeting of the Alumni Board of Directors. The Board also decided to stage the Homecoming celebration on December 5 when the UH Cougars, last year's Missouri Valley champions, meet the University of Tennessee, last season's contestant in the Cotton Bowl.

Goyen was executive secretary for the alumni group at the University before he became head of the city traffic court in March.

Eighty Year Old Woman Active On KUHT Staff

By Mary Hensley

Working in the brand new field of television is no problem for Betty Phillips, even though she is nearing 80 years old.

Miss Betty started in radio when it had hardly blinked its own infant eyes—back in 1922.

NEW THINGS COME as a matter of course to Miss Betty, now enrolled in TV classes and active on KUTH.

In her time she has taught school, been a trained nurse, a movie actress, a radio pioneer, and a stage actress.

The spry student is scheduled to appear on several television programs in the weeks ahead and has been featured over KPRV-TV.

Last October Miss Betty went to

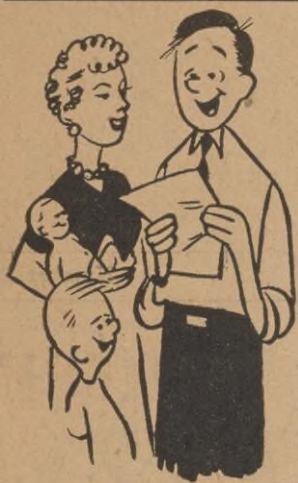
Chicago as mascot of the Grandmothers Club and "did she have a good time." She appeared on several programs, including the "Welcome Traveler" and "Breakfast Club."

MISS BETTY RECEIVED several gifts—dresses, jewelry, purses, shoes, and had dinner at "one of the swellest places in town, Hendricks."

When Miss Betty was a small child she worked as her father's assistant in a magic act. She had a beautiful voice and sang in vaudeville until she was 13.

Her mother, a typical southern gentlewoman, said that nice young ladies didn't work in show business. At 13, Betty quit show business.

(Continued on Page 3)



EXES IN THE NEWS

By JOHNNY GOYEN

CITY HALL POOP — Add the names of John Bennett, Bill Cannon and Ralph Shepley to the list of assistant City Attorneys. All are prosecutors in the Corporation Courts. . . City Treasurer Roy Floyd's right hand is former student Mary Jo Manry. Mary Jo led the first band (all girl) in the first Frontier Fiesta. . . Civil Defense Executive Dirtetor Welcome Wilson just back from a research trip to Toledo, Chicago, St. Louis and Fort Worth. Plans to go to Los Angeles for more of same. . . City Tax Expert, Attorney Jack Mulvihill and wife Annette just moved into their new home at 4323 Alconbury Lane. Credit Sherwood Crane with the building job. . . Parks Director Arnold Moser and ass't. Marvin Reich-e, practicing for the big Press Club-City Hall softball game. . .



FUTURE EXES — Thomas J. Baker, III son of Barbara and Thomas Baker, Jr. Big man was born on January 11, 1953 in Memorial Hospital and weighed a very lucky 7 pounds 7 ounces. The Bakers have a daughter Cindy age 3. Tom graduated in 1948 and Barbara in 1949. They live at 3810 Durness Way. . . Gary Michael Becker, son of lovely model Jan and Jeweler Bubba Becker was born on April 10 in St. Joseph's Maternity Hospital. Our prediction is that the boy will be a great craps shooter—His weight at birth 7' 11". . .

EXES IN BUSINESS—Attorney Dick Pratt has opened offices in the Heights State Bank Building. Pratt was a star on the first Cougar basketball team and was credited with the first score in conference play. . . Jerry Kelly is with Acacia Mutual Life Insurance Co. with offices in the Commerct Building. Jerry and wife Frances have two children—Jerry, Jr. age 5 and "Fran" age 8 months. . . Insurance Executive Jack G. Wagner is buzzing around the state representing Employers

Casualty Co. . . Att'y Lee Ducoff is vacationing in sunny California with wife and children. . . Refrigerator man Denton Priest busily filling orders for the Warren Refrigerator Co. . . Add another Ex to the list of Attorneys with Fullbright, Crooker, etc.—Royce Till, Class of '51. Charles Saunders was first Ex with said firm. . .

Advertising Executive Jack Valenti about to sell Ttx Foster's book to a Movie Studio. Foster is the policeman who broke dope rings in Texas. . . Congrats to Doctor Harry Blankfield for joining the dental profession. Office now open in Pasadena. . . Roger Bleike, Jr. recently appointed general manager of Park-Ur-Car-System of Houston. . . Korea Vet Bobby Dwyer is now Sales Engineer with Briggs-Weaver Machinery Co. Bobby married the former Mary Ray Curry, first Cougar Homecoming Queen. . . Also with same company is George Thorn who is in the Industrial Supplies division. . . The above items are not earth shaking and we promise they will not change the course of events locally, nationally or internationally, but they are items that are of interest to UH Alumni. . . Please, if you have an addition to the family, go on a vacation, change employment, move into a new home, your cat has kittens, or anything that will get your name in print send it in to the Alumni office, 3801 Cullen Blvd. and we will be most happy to tell everyone about it. . . THANKS.

NEWS BRIEFS

(Continued from Page 1)

ernoons devoted to the individual instructor's own television course problems. The prospective TV teacher will learn problems of lecturing before the camera, how to make out a study program, syllabus preparing, and the like.

Courses this fall to be offered over KUHT will include biology, three agriculture courses, music appreciation, humanities, methods of teaching class piano, photography, and psychology.

The first course to be offered for credit, which went on the air in June, was Dr. Richard Evans' Introductory Psychology course. The program quickly became tops in viewer interest, and now Dr. Evans is probably one of the few psychology professors in the country that receives fan mail and admiring telephone calls.

Beginning this fall, courses at the University will start at 7 A.M., in order to facilitate working students.

Although classes have been held at that hour during the summer semesters, this is the first time the 7 o'clock class has been scheduled for a regular school semester.

Valenti Assigned To City Position



Former president of the Alumni Association, Jack J. Valenti, has been named to an important city position. He was appointed by Mayor Roy Hofheinz to the board of trustees of the Houston Public Library. His appointment was immediately and unanimously confirmed by City Council.

As a member of the City Library Board, Valenti, 30-year old advertising executive, will help direct the multifold activities of the Houston Public Library and its branch units.

City Librarian Harriet Dickson Reynolds commended the Mayor's appointment. She predicted Valenti would be of immense value in helping to plan Library expansion in the future.

Valenti headed the Alumni Association from 1949 to 1951. He graduated from the University in 1946 after a spectacular career on the campus, culminating in his election as president of the student association in 1942. He went on to get his master's degree from Harvard University in 1948.

Currently he is a partner in his own rapidly-growing advertising agency, Weekley & Valenti, 2702 Richmond.

3 Faculty Members Teach In Venezuela

Three University of Houston psychology faculty members will participate in a management interviewing institute to be held at Caracas, Venezuela. They will leave Houston July 25.

University psychologists who will attend the institute are Dr. Ronald Wilson, Dr. John MacNaughton and Mrs. Betty Richards, general assistant. Dr. Aaron Q. Sartain of Southern Methodist University will complete the institute staff.

The institute, scheduled for August 2-7, is organized to train key personnel in industry in interviewing and oral communications. Business men enrolled in the program will be given actual interviewing experience. Enrollees are drawn from middle personnel and top management.

The Caracas institute is sponsored by Consulting Associates, a firm established by Kenneth R. Oliver, consulting industrial psychologist from Caracas.

The Houston psychologists are also planning to offer a series of free night lectures on the subject of "Communications in Business and Industry."

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Underwood Named Director Of School of Journalism

Bruce Underwood has been appointed chairman of the School of Journalism and Graphic Arts, effective September 1.

The announcement was made Thursday by Dr. Balfour Daniels, dean of the College of Arts and Sciences.

MR. UNDERWOOD is working on his doctorate at the University of Missouri and is doing research at Stanford University during the summer.

Mr. Underwood succeeds N. S. Patterson, who entered private business this spring.

A member of the University faculty since 1946, he took a leave of absence in 1951 to enter the Air Force, where he served in the Public Information Office at Ellington Air Force Base. Mr. Underwood was a first lieutenant in the Air Force.

BEFORE HE LEFT FOR the armed service, he was director of the University News Service and an associate professor of journalism.

His newspaper experience includes work on the Dallas Times-Herald and the Dallas Dispatch.

He was the editor-publisher of the Mercedes News-Tribune at one time. He has also served as director of journalism and publications at Crane High School, Crane, Texas.

Mr. UNDERWOOD HAS been public relations director at the University of San Antonio; principal of elementary schools, Lynford, Texas; and superintendent, El Jardin Independent School district, Brownsville, Texas.

Mr. Underwood is a member of Sigma Delta Chi, professional journalism fraternity, and the Society of Associated Industrial Editors.

HE RECEIVED HIS bachelor of Science in journalism from Southern Methodist University in 1936.

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MANAGING EDITOR JACK WILSON
EDITOR JOHNNY GOYEN



THE GRADUATION SPIRIT got the best of a group of Rice Institute seniors. Feeling that the reflection pool on the campus needed something extra, they drove the "japlopy" pictured above into the pool. Campus officials were unimpressed however, and the vehicle was removed.

Walter Waldhauser Joins Baker Colorplate Staff

Walter Waldhauser, former Vice-President of the Alumni Association, has been named sales representative for the Baker Colorplate Co., Houston photoengraving and lithoplate firm. Announcement of Waldhauser's appointment was made by T. J. Baker, Sr., president of the firm.

Waldhauser was former editor of the Tennessee Gas magazine "The Line" for the past five and one-half years. He received six national and international awards in industrial publications contests. He also served as a member of the company's public relations staff. Prior to joining TGT, he edited several local trade

publications and was active in newspaper and radio work.

"Mr. Waldhauser's experience in the production of industrial magazines will enable our organization to provide the ever-growing company publications field in the Gulf Coast area with practical, up to date advice as to their engraving and lithographing problems," Baker declared.

Mr. Waldhauser is active in numerous civic, business and fraternal groups. He is an immediate past national vice-president of the Society of Associated Industrial Editors, a former member of the board of directors of the University of Houston Alumni Association, a former director of the Houston Junior Chamber of Commerce, and is a member of the Sigma Delta Chi, national journalistic fraternity, International Council of Industrial Editors and Sigma Alpha Chi social fraternity.



80 YEAR U. H. T V

(Continued from Page 1)

WHEN SHE WAS 18, she started teaching and taught school for three years.

She next worked as a doctor's assistant, which in those days was almost the same as being doctor. She became so skilled in this work that when she entered nurses' training she was placed in the graduating class. She worked in the field of nursing for 20 years.

In 1918 during World War I in Beaumont, she served for 18 months as city and county nurse working with United Charities. She then was elected Health and Welfare Supervisor of Beaumont City schools.

MISS BERTY WAS one of the pioneers in organizing school cafeterias. But besides being supervisor of cafeterias, she was truant officer and health supervisor.

Miss Berty quit this post to go home and look after her ailing mother. A few hours before her mother died she asked Berty to go back into show business since that was what she wanted.

In 1923 Miss Berty broke up the old home in Huntsville and came to Houston.

AT THAT TIME producers were casting for the first movie that Miss Berty knows of being made in Houston at the McMillan Dance Hall. The show, "Back Home Again and Broke," was a silent picture. Though Miss Berty wasn't even trying for a part, she won both the role of mother and grandmother.

Miss Berty never saw the picture on the screen, because she went to California and worked as an extra in Culver City, where MGM studios are located. King Vidor, a Houstonian, was one of the directors.

ONCE WHEN A show was going on location and needed help in the wardrobe department Miss Berty volunteered and as Miss Berty puts it, "there she stuck." They found that she was a wonderful seamstress.

Miss Berty came back to Houston in 1925. Radio was very young. A friend suggested that she go into radio.

Miss Berty says that of all her experiences her greatest thrill was becoming a student at the University of Houston.

(Continued from Page 1)

the Science Annex, Engineering Drawing, and Psychology buildings now under construction.

The buildings are scheduled for opening during the fall semester.

Financial figures rendered at the meeting showed that dormitories are now one-third paid for.

The report showed a total of awards and loans during the month of May. Books and donations to the M. D. Anderson Memorial library

were listed \$5266 for the month of May.

AN ESTIMATED INCREASE in the summer budget of \$50,000 was offset by a greater increase in the cost of larger enrollment than was expected.

THE NEW FACULTY members, all holding doctorate degrees, were approved. Six of the new instructors will teach in the science division. The others will teach in pharmacy, optometry, education and English.

"WE'RE HIRING HARDLY any one without a PhD these days," Dr. Kemmerer commented.

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Frontier Fiesta Produces First Full Length Movie

A first in Fiesta history was recorded Wednesday with the announcement that the fabulous two hour color film showing the 1953 spectacle has been completed.

And good things apparently come in pairs.

Three-D color photography may bring Fiesta lovelies into even better focus in 1954. A. J. Modine, instructor of industrial engineering, who acted as producer-director of this year's movie said a Three-D epic next year may be possible. The cost would be only slightly more than this year's expense, he said.

THE IDEA OF filming Fiesta from start to finish was originated by Talmadge McRae, general chairman of 1953 Fiesta, and Mr. Modine. Parts of Fiesta had been filmed before, but this was the first time the task of bringing the whole epic before the camera was undertaken.

Action opens with a scene from the barbecue which began Fiesta fun-making. The closing shot shows a deserted ghost town left after the last night of Fiesta's 1953 stand. Time occupied in shooting and perfecting the movie was six months.

Three reels of film were used to depict the various phases of development. The first reel deals with activities during construction of Fiesta City. The second shows special events preceding Fiesta, including the outlaw ride, pep rally, kick-off dance, and the date auction. The final part catches the high-lights of the shows along the mid-way.

MR. MODINE and his co-producer, Charles Ray, senior student of engineering, faced tremendous difficulties as movie makers. Lighting was one of their main problems. Facilities had to be improvised, especially in the Fiesta lot shots.

Hazardous condition to equipment and personnel was encountered in the date auction, Mr. Modine recalls. "It was like putting ourselves in a cage with a bunch of monkeys," he said. "We had to put the tripod camera and the cameraman on a

small table. An assistant was continually crawling under the auctioneer's table to unsnarl the wires to our equipment."

What made it more difficult was the fact that producer Modine and co-producer Ray also acted as cameramen, lighting engineers and did smaller duties.

IMPROVISION ALSO figured strongly in the filming of the outlaw ride. Since there was no narration or dialogue, various recorded canned sounds were used for background effect.

Coordinating the sound with action was a big job too. The dialogue had to be put in painstakingly, often a word at a time. This task fell to E. C. Hailley, instructor of engineering and J. C. Spraggins, ex-graduate engineering student.

Comedy, drama, and human interest comprise the Fiesta story, Modine said.

NAVY

(Continued from Page 1)

officer in charge of wave officer procurement for the Eighth Naval District commissioned the University to do the series of dramatized programs. They will be distributed to high schools throughout Texas by the Texas Education Agency for use in career guidance.

The scripts are being prepared under the direction of Richard Uray, director of KUHF-FM and news director of KUHT of the University of Houston. Patricia Olsen, Hospital Corpsman First Class and Roberta Beyersdorfer, Telemann First Class of the Eighth Naval District are working with Mr. Uray in doing research for the scripts, and students of the University radio-TV department are doing the recordings.

"This is the first time that such a collaboration has been carried out on a state-wide basis in the educational field," Mr. Uray said. "If successful, it may be used through-

out the nation."

"These programs, although sponsored by the Navy, are not of a recruiting nature," Mr. Uray explained. "The Navy has a far greater need for well-trained personnel than merely for untrained recruits, and it is to their advantage as well as that of the community that youngsters just out of high school have the proper guidance and training in the respective careers of their choice."

The transcriptions are prepared to answer questions and give information generally requested in the various job fields.

First of the series, a dramatized program on practical nursing, has been completed. Others in business, industry, and other vocations will follow.

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ASSOCIATION PRESIDENT Sherwood Crane (left), and Alumni Board of Director's member, Chief of Police L. D. Morrison, present to Doyle Traylor a trophy for being elected Texas' outstanding high school football player. The Temple halfback receives due congratulations from his coach Ted Dawson and promptly announces his intent to enroll at Baylor University. Traylor was the honor guest at the Alumni Association's annual football banquet held in February this year.

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