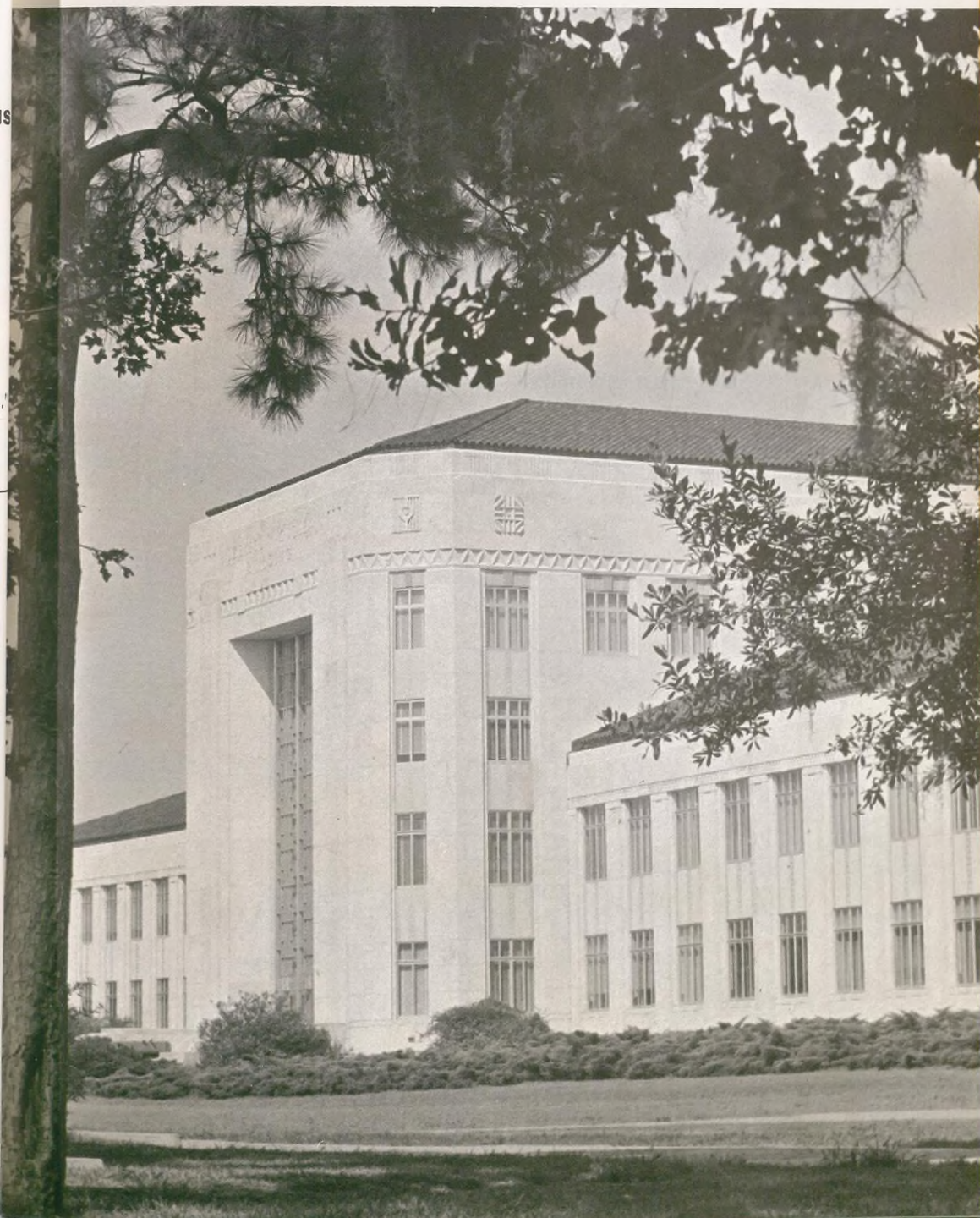


EXTRA

Alumni Association of the University of Houston



Special
Report

page 5

September 1958

Director's corner

The August Board of Directors' meeting was one of the most interesting of the year. Special guests were the president or representatives from the various college Alumni groups of the University. The Graduate Engineers Society, H Association, Geological Society, Sideline Coaches and Law Alumni were represented. Unfortunately, all the groups could not have someone present. A general discussion of the activities of these groups and their future relationship to the Alumni Association brought out many interesting points, and it is hoped that the meeting will help us all to be more effective in our assistance to the overall University program.

Speaking of Alumni organizations, I'm happy to report to everyone that the Dallas Alumni Club had their first annual picnic at White Rock Lake on June 19. There were about 40 an attendance and everyone enjoyed the get-together. The Dallas group is off to a good start and now plans an event for this fall when the Cougars play North Texas at Denton, November 15. Incidentally, the Alumni Office is in the process of preparing a handbook on the organization of Alumni clubs. I know that some of you are interested, so we are hurrying. If any interested parties would just drop a line to the office, we will get a handbook in the mail as soon as possible and also plan to visit you for your first meetings. We have inquiries already from San Antonio, Corpus Christi and Victoria and would welcome more.

I won't go into the subject of the Fund Drive here other than to say that the University will soon celebrate its 25th anniversary. The time for our Association to ask for minimum gifts is past. We are of an age, both as a group and as individuals, to realize that we have a big share in the future of our school.

September — EXTRA — 1958

Published three times during the fall semester and twice in the spring by and for the University of Houston Alumni Association. The editorial policy is that of the Association and does not necessarily reflect the official policy of the University. All mail directed to the EXtra will be received at the Alumni Association Office, University of Houston. Annual subscription \$2 in the U. S.

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Ted Hendricks '55

Editor, Byron Burroughs '57

Sports Editor, Jack Scott '51

Photography by

Ted Johnson '58

On alumni and faculty

Architects

Graduates and faculty members of the University's School of Architecture are, according to most reports, producing some of the freshest designs in residential and commercial buildings on the current scene.

Two representatives of this talented group are Alumnus Charles McKim, partner in the Houston architecture firm of Brown and McKim, and David Red of the School of Architecture faculty.

McKim, together with fellow student Ed Furley, comprised the first architecture graduating class in 1949. He had started his college training before World War II as an engineering student at A&M and the University.

After the war he enrolled in the University's new department of architecture and completed work for a BS in 1948 and a bachelor of architecture the following year.

He then took the state examination for professional architects, was awarded his license and began private practice.

McKim has since worked in a number of design fields, including residential, business, industrial and institutional buildings.

He joined Houston architect Hamilton Brown in a partnership earlier this year and their firm is now engaged in several projects in the Gulf Coast Area. Among their recent commissions are plans for three schools, church buildings, a bank and other structures.

Their design for the First Christian Church on Sunset Boulevard, now under construction, won a recent award from the New York Architectural Guild for excellence in the use of building materials.



David Red



Charles McKim

McKim and Red

McKim returned to the University in 1954 and again in '56 as a design critic for senior students. He also had teaching experience while still a student through a teaching fellowship in graphics.

As for his preferences in contemporary architecture, McKim particularly admires the work of noted architectural leaders Marcel Breur and Eero Saarinen.

The 38-year-old architect holds memberships in the American Institute of Architects and the Texas Society of Architects.

For recreation he likes to fish and has an outboard motor boat for weekend trips to local fishing grounds.

He is married to the former Alice Baker and has three girls, ages 1, 5 and 6. The family lives at 5454 Stillbrooke.



David Red, professor of architecture, joined the University's faculty in 1946. A native Houstonian, he attended Rice Institute where he received a BA in 1936 and a BS in architecture in '39.

Following graduation he served an apprenticeship with Houston architects Harry Payne and Alfred Finn and then entered private practice.

World War II interrupted a thriving business in the design of homes. Entering the Navy in 1942, he rose to the rank of lieutenant commander and saw action in the Pacific and Caribbean.

After his discharge in 1946, Red entered private practice once more and joined the University's architecture faculty as a part time instructor. He became a full time member of the faculty in 1950, with teaching

specialties in materials, methods, mechanical installations and office practice.

He still finds time to carry on an outside practice, chiefly in the field of church architecture. He has designed several educational and recreation buildings for churches in the Gulf Coast area, including structures in Texas City, Liberty and Lake Jackson.

One recent commission was the unusual one of converting a former ice house into an educational facility for the Westminster Presbyterian Church of Galveston.

Red is active in church affairs and is a prominent Presbyterian layman. Offices he has held include committee chairmanships and other positions in the Brazos Presbytery.

Red has been at work for some time on a special research project which he terms architectology. The general idea of the concept is the practical application of the sciences in solving an architecture problem. He and his students have made comprehensive models and drawings illustrating the concept and is now planning a book on the subject.

He also has underway research on solar radiation and thermal conduction of building materials. Experiments in this area are expected to aid the building material industry in producing more effective products for modern architecture.

His hobbies include an enthusiastic interest in sailing. He is building a sleek 12-foot Catamaran, a streamlined, two-pontoon boat capable of high speed.

He is married to the former Ellen Robbins, and has two children, Martha, 4, and Stuart, 2. The family lives at 1802 Sunset.

BILLBOARD

The Billboard mail has shown a welcome increase the past few weeks. Keep the letters coming, and if you don't have time for a letter, a brief note or postcard will do.

Uno Wahren, an industrial engineering graduate, completed his studies at the American Institute for Foreign Trade, Phoenix, Arizona, on May 30. He plans a career abroad.

Sonja (Klug) Cohen writes that she and her husband, who was recently discharged from the Army, welcomed a new daughter on May 13.

Harold M. Chapman, who received his PhD in psychology from the University, is the co-author of a recently published psychology text. Dr. Chapman is now assistant professor of psychology at SMU.

Betty-Nell (Oppenheimer) Blakey '55 reports that she and family have returned to Houston from a sojourn in New York. Their address is now 2245 West Holcombe.

David N. McMinn '58 has joined the Trane Company of La Crosse, Wisconsin, as sales engineer for air conditioning equipment.

Jeff George '56 is now headquartered in Ozona, Texas, as a geologist for Humble Oil and Refining Co.

Herman W. Miller Jr. '50 has been appointed to the membership committee of the American Institute of Certified Public Accountants. He is a partner in the accounting firm of Maschek, Hamby & Miller in Beaumont.

William M. Marlin writes that he and family have settled in Pensacola, Florida, where he is an electrical engineer at the Naval Yard.

Capt. Robert J. Conners '50 directed the ROTC unit at Western Michigan University, Kalamazoo, during the summer. In September he reports for study at the Advanced Quartermaster Officers' Course at Fort Lee, Virginia.

Robert W. Walker '56 has been appointed a Houston representative of Eli Lilly and Company, pharmaceutical manufacturers.

At a recent meeting of the Texas State Board of Registration for Professional Engineers, the following engineering Alums of the University were voted registration: *J. R. Sherman, Douglas H. Wheeler, Earl D. Moore, Robert E. Penn III, Philip J. Araiza, Glen E. Spears, Mason M. Lilly, E. E. Gruchalla, Russell C. Sullivan, R. J. Christensen and E. F. Lewis.*

Capt. Joseph B. Starker '50 has completed the 17-week Army primary flight training course at Camp Gary, Texas.

Howard H. Drake '57 is now in the Army, stationed in Germany with the 534th Armored Field Artillery Battalion.

James H. Gibson III '55 was recently promoted to first lieutenant at the Army Quartermaster School, Fort Lee, Va.

Claude Mann '47 has been awarded a grant for 12 months of advanced study in political science and mass media at the University of California. Claude is now a news and special events broadcaster for KSBW-TV in Salinas, Calif. He won the title of "California's Outstanding Television Staff Announcer" last year.

LeRoy Laycock '53 has been named assistant to the president of Monorail, Inc., Houston transportation firm. His work will be concentrated on the development of markets for the Monorail system.

Lonnie J. Heying has been appointed a supervisor in the Dallas agency of Pacific Mutual Life Insurance Co. He will be in charge of the agency's field personnel and sales operations.

Anthony Harris '58 has gone to work for the New York branch of Macmillan and Company, publishers.

First Lt. Don Uhrbrock '56 had his photographs of Army missile launchings included in both *Life* and *Time* awhile back. Don, who is due for discharge soon, is assigned to the Army Pictorial Center, Long Island, N.Y.

Alumnus *R. J. Paquette* and family were on hand at Williams College in Massachusetts recently when the Cougars defended their title at the NCAA Golf Tournament.

Thomas N. Spencer, who received his doctorate in education here, has assumed the presidency of South Plains College, Levelland, Texas.

Karen (Childers) Gaines '55 has joined the staff of the New York University Alumni Federation as a writer and editorial assistant.

First Lt. Walter B. Van Wart Jr. '54 recently completed the transition flight training course at the Army Aviation Center, Fort Rucker, Alabama.

Thomas D. Reynolds '57 has completed his eight weeks' basic combat training at Fort Carson, Colo.

First Lt. Robert M. Long '54 participated in the Seventh Army's large scale "Sabre Hawk" maneuvers in Germany recently. Bob is stationed in Kaiserslautern with the 565th Quartermaster Company.

Robert Jordan '57 is now taking graduate work at the New School for Social Research in New York.

J. Fletcher Hickerson '45 has been named chairman of the American Society of Testing Materials' committee on hydrocarbon analysis of petroleum products. He is foreman of the Light Hydrocarbon Laboratory at Humble's Baytown refinery.

Edmund S. Watkins '50 was recently elected a member of the Texas Society of Professional Engineers. He is manager of Foundation Services, Inc., in Columbus, Ohio.

Frank Leeds '55 is opening a new book shop on Waugh Drive near Westheimer about the middle of September. The new book mart will be stocked mainly with a wide selection of paperbacks.

Special Report



The University and the Alumni Association

You have perhaps asked yourself from time to time: What exactly does the Alumni Association office do? In an attempt to answer this question, here are some of its functions sketched briefly:

Records-keeping - The Association office maintains permanent records on all graduates of the University. There are currently some 15,000 names and addresses on file. Rosters are also kept on the Alumni clubs of the various colleges such as law, engineering, optometry, etc.

Communications - Through the EXtra, official magazine of the Association, thousands of Alumni keep in contact with their school. The Association office cooperates with the University News Service in publicizing the activities of Alumni. In addition, newsletters and other material are mailed for the individual Alumni groups.

Public relations activities - Internally, the Association maintains contact with the student body through participation in Frontier Fiesta, Homecoming and other events. Externally, the Association serves civic organizations and represents the University in other ways.

Direct aid to the University - The Association conducts an annual Fund Drive for the University. The "Center of Learning" film and the portrait of the University's first president, Dr. E. E. Oberholtzer, are among the Alumni gifts. The Association also contributed to building the swimming pool on campus.

Sponsoring of Alumni clubs - Organization and sponsorship of out-of-town Alumni clubs is another function of the Association office. The clubs give Exes living away from Houston an opportunity to get together and are also an aid in helping to recruit quality students for the University.

Aid to athletic program - The Association sponsors two athletic banquets and the spring Varsity-Exes game. The Alumni office also serves as secretary-treasurer of the Sideline Coaches Association and assists the Athletic News Service and Athletic Business office.



Alumni fund drive

By Ted Hendricks

Alumni Association Executive Director

Once again the Alumni Association is gearing up for the annual Fund Drive. Your immediate reaction to the ominous phrase is probably to head for the hills. I suppose that there is no ready solution to the selection of the proper approach to asking for money, or we would have our mail boxes stuffed with just one type of appeal. On the other hand, the reasons we are asking for contributions remain the same each year, or at least very close to the same thing. This complicates the matter even more.

Basically the reasons for contributing to the Alumni Association Fund are plain and simple: our school needs money and who should be the most likely contributors? The obvious answer is those who have benefited most from the University, the Alumni. Every ex-

student has directly benefited from the school through being better trained, better informed, more mature and in the great majority of cases, better paid. The average college graduate earns in excess of \$100,000 more than the non-graduate during his lifetime.

The University in the past five years has graduated 3295 well-educated people. Of these, 2680 went to work in the Houston-Harris County area, a notable contribution to local business and industry. To each Alumnus, this means that year after year, as our school continues to supply a major portion of the college-trained personnel in the Houston-Harris County area, a degree from the University will continue to increase in value. As more employers come to recognize the high value of University of Houston training, the stronger the reputation of your school, which in turn means more bargaining power for you. Another fact:

the University now consists of twelve colleges, schools and divisions. This means that students can be trained in many areas not offered by any other school in the area. And finally, it will be to your children's advantage to have an educational institution without par in their own area.

We have been talking about our immediate area because so many of our members live in Houston and Harris County. Now what benefits accrue to the Alumnus living in another city. Actually the benefits are the same with a further extension of the situation.

As the University becomes more prominent, more and more segments of business and industry will acknowledge its high standing by giving preference to University of Houston graduates. Already, as most of you are aware, our Placement Center assists Exes in finding jobs throughout the U.S. as well as in foreign countries.

In many ways we neglect our own benefit when we do not assist each other. Countless graduates of other institutions are helping each other in all phases of business and social relations because they have a common educational heritage and fervently believe in the high quality of their schools. We have an equal heritage and have every right to be proud of ourselves as graduates of the University of Houston. We need only to exercise this pride to a greater extent.

Again, in factual terms, we have a fine faculty that any University could be proud of. It would be a revelation to list the accomplishments of our professors in their respective fields. I only wish there were space to do so. The books and articles written by the University's faculty in the past year alone would fill a good-sized set of shelves, and incidentally would be an excellent addition to any library.

Another indication of our faculty's high standing is its large percentage of terminal degrees. Over 42 per cent now hold doctorate degrees with a considerable number holding terminal degrees in fields where the

final degree taken is other than the doctorate. The national average for doctorate degrees is only 36 per cent. This comparison is enough in itself to make the school attractive to the prospective student and a source of pride to the Alumni. Sadly enough, another figure must be mentioned. Our average faculty salary is only two-thirds of the national average.

The University is presently operating with an average annual deficit of over \$600,000. Gifts from the Living Endowment Association, formed last year under the guidance of the late Hugh Roy Cullen, have partially offset the deficit. However, funds for both current operation and future expansion are still urgently needed.

The University will receive half the net income of the Cullen Foundation, but this money will not be available until the Foundation has paid off present commitments, which include the Ezekiel W. Cullen Building and the Cullen College of Engineering. These commitments will not be paid for at least ten years.

All this points up the fact that the University needs money now. It is needed to raise faculty salaries to a level more near the national average, for new buildings and to improve laboratory and other instructional facilities.

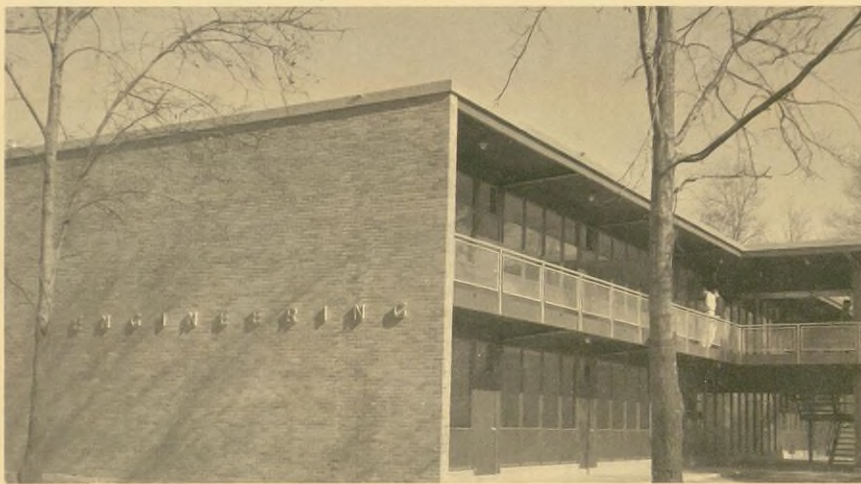
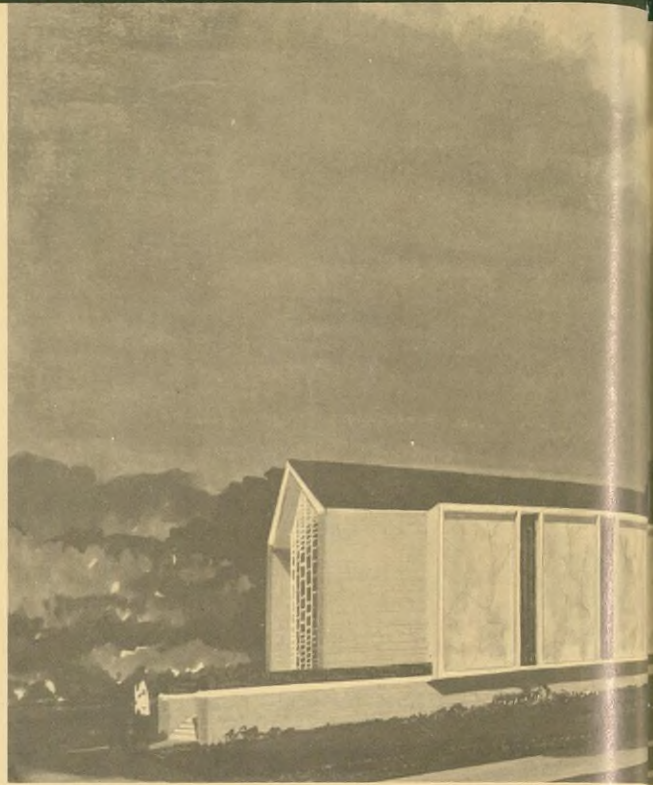
When I began to write this piece, my intent was to tell Mr. Average Alumnus a little about the Fund Drive and to appeal to the emotions, nostalgia, alma mater, etc., and in any other manner possible. Shortly, the actual drive will start and we hope to reach as many Exes as possible. It costs a minimum of two dollars per Alumnus each year to publish the EXtra. Now if you haven't contributed since April 1 of this year, how about coming across with a few bucks. All the rah-rah emotional appeal in the world can't be as effective as the knowledge that you have an obligation to sustain that which has given you so much. If you can, give a lot; if you can't, give a little, but for your own sake and that of the University, please give.

"No independent school, no independent college or university today can even hope for an independent future unless those who have benefited most directly from its existence — its alumni — are aware that this existence is in jeopardy and that theirs is the first responsibility. There can be little incentive for others to help if the beneficiaries themselves are not actively interested."

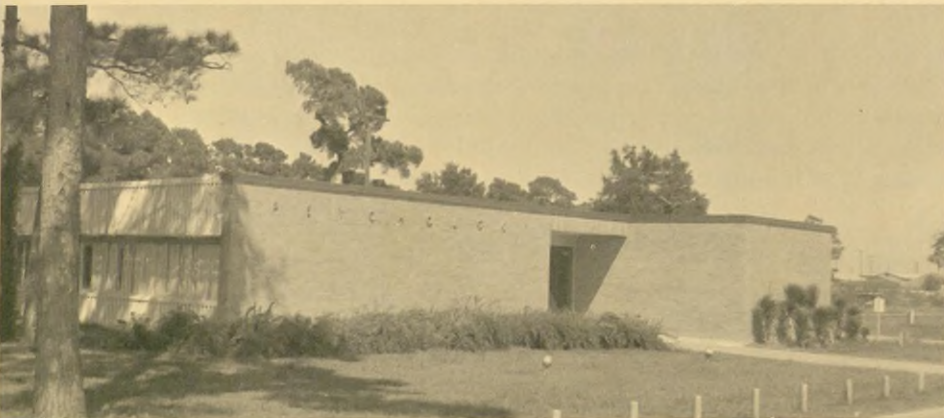
— Harold W. Dodds, President Emeritus
Princeton University



Downtown School



Engineering Building

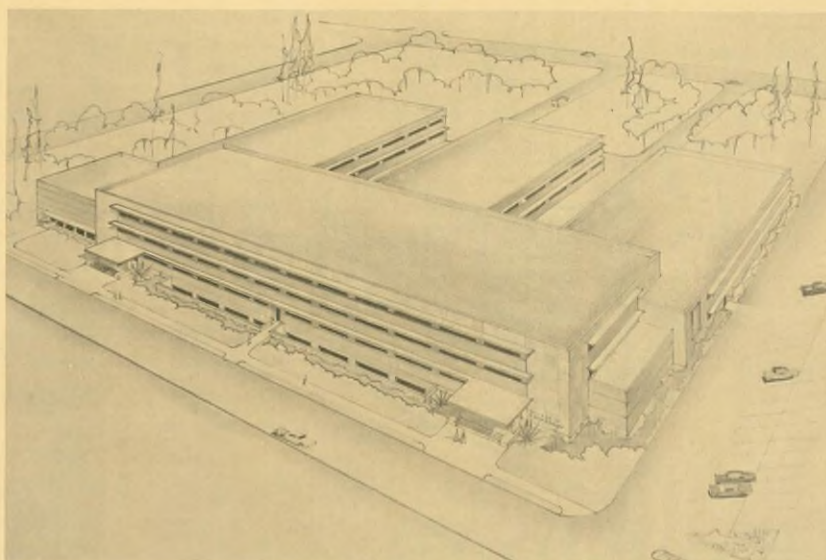


Psychology Building





Drawing for the proposed Religious Center



Sketch of the Cullen College of Engineering Building

New campus landmarks



Fred J. Heyne Building

Pictured here are some of the structures added to the University campus in the past few years as well as buildings in the planning stage.

The new Fred J. Heyne Building, a gift of the late Jesse H. Jones and Mrs. Jones through Houston Endowment, Inc., was recently completed and will be occupied for the first time by fall semester classes.

Construction on the Cullen College of Engineering will start in the next few months. The multi-million dollar structure, a gift of the late Hugh Roy Cullen and Mrs. Cullen, will provide much-needed expansion for the University's engineering facilities.

A fund drive to build a campus Religious Center is now being launched. The center will provide headquarters for all student religious organizations on campus as well as a handsome modern chapel for use by all denominations.

Other proposed structures are a new science building, field house and a Student Union building.

The new campus additions have done much toward offsetting the shortage of classrooms, laboratories and other facilities. However, needs have only begun to be met. Much more will be needed if the University is to continue to meet the requirements of a growing community and to successfully educate increasing numbers of students in the coming years.



Houston's University

The following is taken from a four-part series on the University published in the Houston Post, July 6-9. It was written by the Post's education editor, Ron Moskowitz.

A letter from a small college in Japan recently arrived on the desk of Gen A. D. Bruce, chancellor of the University of Houston. It asked that "the richest university in the world" share some of its great wealth with this foreign institution by making an endowment grant.

The request was not a new one to the chancellor. A smile came to his sternly-molded face. For on his desk beneath the letter were bills which the university was finding hard to pay.

The University of Houston's reputation as a subsidiary of the Bank of America or as Hugh Roy Cullen's million-dollar toy has been kicked around the world since the philanthropist gave the institution \$16 Million.

What people have never realized — especially the residents of Harris County—is that slowly but surely the university has been going broke. During the last academic year of 1956-1957, the university lost \$231,977. This year it will lose even more.

The reason is simple.

Since its birth in 1934, the University of Houston, in the early days known as "Cougar High," has struggled upward from a mediocre junior college to its present-day status as a highly accredited university, second largest in the state.

But this long, tedious upward climb had to be financed. And not much money is now available.

Today, the University of Houston has a total permanent endowment slightly in excess of \$3 Million. This

is money which is invested, and which returns only 3 to 4 per cent interest a year in actual usable funds — about \$181,000.

Compare this figure with the permanent endowment fund at Harvard, which is more than \$500 Million. This sum, invested, yields about \$20 Million a year in usable funds.

Other usable funds are primarily received from student tuitions. This is true at any college.

The tuition at the University of Houston is approximately \$250 a semester—about the same as the tuition at Southern Methodist University, highest-priced in the state. If the University of Houston raised tuitions, it would not be competitive with other institutions in the state. State-supported colleges and universities charge only \$50 a semester.

Yet Harvard, where the income from the permanent endowment fund exceeds that of the University of Houston almost 100 times, charges more than twice as much tuition as the local institution.

And each institution has about the same number of students.

With these dollars received, the university must pay its bills. These include costs of maintenance and operations, supplies, library books, salaries for clerks, librarians and other personnel. But the largest and most important item is the payroll for educators.

In order to improve constantly the academic standing of the university, more and better instructors have been added to the payroll. But even after a recent series of pay increases, these instructors are among the lowest-paid educators in the state.

University officials would like to be able to raise pay again as soon as possible, especially since instructors of high caliber are becoming harder and harder to obtain. But they are having trouble meeting the payroll as it is.

Several years ago, accountants figured out that between 1956 and 1959, with overhead increasing and no new endowments in sight, the university would lose a minimum of \$1.8 Million.

This amount would have to be added to the till at the rate of \$600,000 a year if the books were to be kept in the black.

To whom would the university turn? Chief Benefactor Cullen decided that residents of Houston and the Gulf Coast area, who are chiefly served by the university, should start doing their part. He set up a Living Endowment Association and planned to make the appeal for funds himself. But he became bedridden from illness, and died before he could do so.

The job was taken over by James A. Elkins, a member of the university's board of governors. On Thursday, May 9, 1957, the campaign got off to a \$113,000 start from advance pledges. Last month, 78.3 per cent of the goal had been reached. The new chairman, W. Stewart Boyle, announced contributions totaling \$1,410,000 at

a luncheon meeting on June 3.

But he warned that the additional \$390,000 must be pledged by August, 1959, or the university will be operating in the red.

It was at this meeting that Joseph M. Jones, president of the board of administrators at Tulane University, announced that New Orleans residents were contributing freely toward a \$96 Million progress program for Tulane.

As Jones spoke, it became more and more apparent that Houston, the largest city in the South, either did not understand its responsibility to its university, or was still under the popular misconception that the university was and is wealthy.

Here was New Orleans, where Tulane's multimillion-dollar program was going off without a hitch. And here also was Houston, where the largest private institution in the state was being forced to beg to keep out of the red.

Soon after Gen Bruce took over at the university, he casually mentioned a plan he had been thinking about to raise \$100 Million so that the university would have a large enough endowment to receive a substantial income each year.

His plan was greeted with red faces and laughter. It never got any further.

When the school's officials first saw the deficit coming up, they thought of asking for \$15 Million instead of the \$1.8 Million. This \$15 Million could be invested and would offer an annual return of \$600,000, which in three years would net the \$1.8 Million needed and would keep netting the \$600,000 each year thereafter.

Under the present plan, when the \$1.8 Million is gone, that will be the end of it.

But the deficit will return each year.

II

The financial operation of a large university is as complicated as that of any business which spends more than \$5 Million a year.

The reason why the University of Houston is operating in the red is very simple.

It spends more than it takes in.

It has to do so if it is to provide the type of education which has changed a junior college into a university of nation-wide recognition in less than two decades.

During the last fiscal year on the books — 1956-57 — the university spent \$5,615,414. The books show that it took in exactly the same amount.

Actually, however, there was a deficit of several hundred thousand dollars. The reason why the university was able to balance the books was that money from the new Living Endowment Fund was added to make up the deficit.

The year before — 1955-56 — the university showed a deficit of \$406,617. This deficit was added to the deficit of the following year, but both were balanced

with funds from the new drive — a drive to raise \$1.8 Million just to keep the university in the black until 1960.

During the 1956-57 fiscal year, the university allotted 57.6 per cent of its expenditures for direct instruction. This amounted to \$3,232,971. The next largest expenditure was \$920,656 or 16.4 per cent for administrative and general salaries. More than 12 per cent was used for operation of the physical plant.

Other expenditures included those related to extension and off-campus projects, organized research, library operations, sales and services and activities related to instruction.

To offset these expenses, the university takes in money — from its tiny endowment fund, from its students, from state aid, from its research projects, sales and services — and because it is broke — from the Living Endowment Fund.

During the 1956-57 fiscal year, most of its income came from tuition and fees. This amounted to 69.7 per cent of the total income, or a whopping \$3,911,328. Of this, \$59,940 came from veterans.

Another large sum, \$645,520, or 11.5 per cent, came from state junior college aid, which is allotted to the university for its junior college program. The state also gave some vocational reimbursement, amounting to \$35,648 or 6 per cent of the total income. Total state aid received during the period was \$681,168.

The endowment fund brought in only \$181,000. Of this, only \$80,633 or 1.4 per cent was from the little more than \$3 Million invested in the permanent endowment fund. The remaining \$10,367, or 1.8 per cent, was from an oil working interest given the university by the late Hugh Roy Cullen.

The Cullen Foundation, after its present commitments to the University of Houston are paid off, will give to the University a sum equal to one-half of the foundation's net income each year. It is estimated that this will be approximately \$500,000 a year; but it will be 10 years before the foundation pays off the commitments on the Ezekiel Cullen Building, the projected Cullen College of Engineering and other physical improvements.

An oil working interest differs from an oil royalty income in that a person who owns a working interest shares in the expenses of the lease site and maintenance. Therefore, income from this gift varies not only according to amount of production, but according to the amount of profit.

Organized research brought in another \$192,524, or 3.4 per cent. Sales and services from such things as the book store maintained by the school reaped a gross of \$22,530, or 3.9 per cent. Miscellaneous income brought in \$128,720, or 2.3 per cent.

Gifts brought in the rest, a total of \$300,114, or 5.4 per cent.

continued

Except for these special gifts — specifically the \$1.8 Million which is due to come in by 1960 — the university would have continued to go in the red each year. A business which cannot pay its bills soon loses its stature, its customers and its reputation.

Houstonians and residents of the Gulf Coast area, who receive directly and indirectly the benefits of this institution, do not want this to happen to the University of Houston. They have watched the university grow. They have seen Cullen pouring money into its campus.

When he made the first donation to the school for a building to commemorate his son, Cullen said at the dedication:

“There is only one stipulation in the contribution, and that is the University of Houston must always be a college for the working man and woman. If it had been just another rich man’s college, I wouldn’t have been interested. But as it is operated now, I think it is one of the most deserving institutions in the country.”

It is still a “working man and woman’s college” and is operated much as it was then.

Shortly before his death, Cullen asked that the Living Endowment Association be formed so that citizens of Houston would have an opportunity to contribute to the university. He was going to carry on the campaign himself, but fell ill and died shortly thereafter.

He knew that many still thought of it as a richly endowed institution, with enough money to carry it for many years to come.

But he died before he could correct that misconception. The misconception lives on.

III

It is obvious that many a Houston or Gulf Coast high school graduate would never have had college-level training if there had been no such institution in the community. This would have been a severe loss both to the students and the community.

For when these students are graduated, most of them stay in this general area and are hired by local or regional firms. They make their homes in this area, are paid by employers in this area, and spend the money they make in this area.

As a rule, they not only make good students, but good employees and good citizens as well.

Until now, the university has been able to do all these things without asking for outside help. The physical plant in which the university is located was provided at no cost to the taxpayers. Most of this was due to the contributions of Hugh Roy Cullen.

But the university has grown — not only physically or in the number enrolled — but also academically.

The expansion has cost, though. It has cost more than the university has. Last year, the institution lost money. This year, it will lose even more. The deficit will con-

tinue to climb as the number of students and academic standards continue to rise.

To keep these academic standards high, the university’s greatest problem is keeping salaries attractive enough so that it can maintain a good faculty. Right now, salaries for professors and instructors at the university are among the lowest in the state — running as far behind as \$1,000 a year for a full professorship compared to salaries in the 18 fully-state-supported colleges and universities.

They are also critically low when compared to the national average, which brings the \$1,000 shortage up to about \$3,000. The plight of the instructor is brought more clearly into focus when it is pointed out that many of the higher-paid educators live in non-urban, lower living cost areas.

The current campaign of the University of Houston Living Endowment Association is designed to raise the estimated \$1.8 Million which will be lost during the years 1957-1960. What has not been told is that this deficit — estimated at \$600,000 a year for the period — will continue to increase after 1960.

What the university actually needs is not only money to meet immediate expenses to keep out of the red. It needs extra money — about \$25 Million within the next few years — to invest as a permanent endowment.

This money should rightfully come from the persons who obtain the most benefits from the university’s location — Houstonians.

At present, for instance, the university provides more than 50 per cent of all primary and secondary teachers for not only Houston but the entire Gulf Coast area.

Businessmen realize, too, that they must be conscious of whatever tends to raise the level of the economy and provide better standards of living. A university degree adds on the average \$150,000 to the amount a person will earn during his lifetime. Think of the added millions in purchasing power provided by the University of Houston, especially since more than 75 per cent of its graduates remain in this community!

Endowments are nothing new. The Ivy League schools could not exist without them. Harvard, for instance, has an endowment with a book value of \$275,718,000. Compare this with that of the University of Houston — slightly in excess of \$3 Million.

Closer to home at Tulane University, the book value of its endowment is already \$29,457,699. Yet a successful campaign is being waged among the citizens of New Orleans to raise \$96 Million to add to this fund so that the money invested will yield more usable funds each year.

The University of Houston must have more endowment if it is to survive.

Tuitions cannot be raised again, for they already rank among the highest in the state. More state aid is out of the question at this time.

The support must come from the people.

Stadium section for Alumni

A special section of Rice Stadium—the best seats in the house — have been offered to Alumni season ticket buyers by Harry Fouke, University athletic director.

The section was assigned last year at the request of the Board of Directors in order that the Alumni could have more unity as well as preference in location.

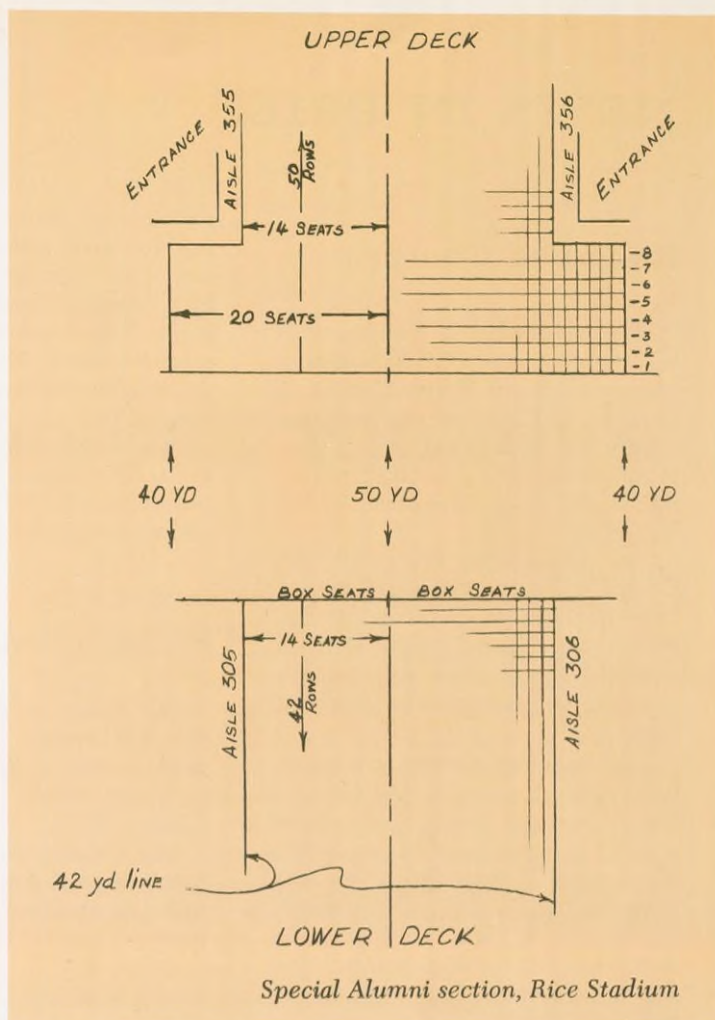
No seat in the lower stands will be more than 14 seats from the 50-yard line, and no seat in the upper deck will be more than 20 seats from the 50.

These tickets will go on a first-come first-serve basis. All tickets and options will be handled in the same as other seats in the stadium. The only preference shown will be to present option holders who would like to improve their seating by moving into the Alumni section.

The seating arrangement gives Exes an opportunity to get together with their friends in a block. Season tickets for groups, a problem in the past, can be secured if action is taken immediately.

Some of the Alumni organizations are joining forces to sit in blocks. The Graduate Engineers Society plans a 160-seat section and other groups are making similar arrangements. Fraternity and sorority Alumni should have their chairmen start working on group seating as soon as possible, the athletic office advised.

The special section will be reserved strictly for Alumni. Seating for the student body and visitors has been rearranged so that the special Alumni section



might be reserved.

Options will be held in the name of the individual Alumnus and are renewable each year. The athletic office will attempt to meet specific requests as nearly as possible. The office will begin filling orders at the first row down from the box seats and at the bottom row of the second deck.

All seats in these sections are membered outwards from the 50-yard-line. For example, in the upper section, row one, seat 20, aisle 355 would be the seat on the aisle on the lower left of the diagram for the upper section. Row one, seat 20, aisle 356 would be on the aisle at the lower right of the diagram. On the lower deck the top row is 42, immediately under the box seats.

This year's schedule includes some of the nation's great teams. Texas A&M will be out in force with a new coach. Miami will be seeking revenge for their 7-0 defeat last year. Other powerhouse opponents will be Oklahoma State, Tulsa and Texas Tech.

Options are getting scarce and will be more so as the season draws near, particularly with the offense minded Lahar teams. Coach Lahar and his colleagues are signing some stand-out youngsters.

For further information concerning season ticket options, call or write the Alumni Association at the University.

Season tickets will \$17.50 each which includes admission for five home games: Texas A&M, Wichita, Oklahoma State, Tulsa and Texas Tech.

NEWS IN BRIEF

Religious Center

The University of Houston will ask the estimated 700,000 church-going citizens of Harris County to provide \$500,000 for a Religious Center to be located on campus, it was announced recently by General A. D. Bruce, chancellor of the University.

The chancellor said that the Center is being proposed because "The University of Houston believes very strongly that religion must have a central role on the campus, as part of the student's daily life."

The Religious Center is particularly needed, according to General Bruce, because the student spends a large percentage of his daily life on campus during formative, impressionable years. A Religious Center, it is felt, will provide maximum daily opportunity for religious participation and activities.

Denominations throughout Harris County are being asked to accept quotas for the Center based primarily on their overall membership.

The project has won wide support from prominent clergyman and lay leaders.

Honors program

Recognizing a responsibility to the superior student, the University is beginning an honors program for exceptional students this fall.

The program, one of a growing number of honors plans at the University, will offer the superior student the opportunity to pursue his studies in special sections designed to provide a more extensive learning experience than is normally possible in the average class.

Students participating in the whole curriculum will register for

five courses plus a seminar. Classes for the first year's plan include American literature, American history, biology, foreign language and logic. The seminar will be held once a week to correlate and integrate information acquired in other classes.

The honors curriculum will lead to a BA degree. The graduate's transcript will note that he studied under the special program.

Elliott elected

Bill Elliott, a 1951 graduate of the University's College of Law, won election to the office of County Judge in the second primary, August 23.

The 32-year-old Pasadena attorney served for six years in the State Legislature before running for the chief county office.

Building completed

Official dedication ceremonies for the University's new Fred J. Heyne Building will be held September 28. The building was completed on schedule in time for the opening of the fall semester.

The \$1.5 million structure is a gift of the late Jesse H. Jones and Mrs. Jones through Houston Endowment, Inc. Construction began in the summer of 1957.

The new campus addition, located next to the Roy Cullen Building near Cullen Boulevard, provides modern quarters for the College of Business Administration and College of Pharmacy.

The three-story building has 31 classrooms, three laboratories, faculty offices, meeting rooms and numerous other facilities including a television studio.

The Heyne Building is wired for two-way closed circuit telecasts to classrooms. When funds are available for equipment, the two-way

circuit will enable instructors to lecture to two or more classes at the same time. Monitors in the classrooms will allow the instructor to see and hear his students as well as making possible student participation in discussions.

API project

Officials of the American Petroleum Institute and the University of Houston broke ground recently on campus for a complex \$48,000 nuclear logging calibration facility to be used as an experimental laboratory for industry and education.

Principal purpose of the project, which is being financed by the API, is to standardize radioactivity logging instruments for the entire domestic oil industry. The instruments are used in probing into the subsurface formations of oil and gas wells.

The facility, to be located on a three-quarter acre tract on the northeast side of the campus, will include gamma ray and neutron calibration pits, a building, job crane and other equipment.

Ecuadorian mission

Dr. F. M. Tiller, dean of the University's Cullen College of Engineering, is completing a six-weeks assignment in Ecuador as a consultant in engineering and scientific education at Central University, Quito.

While in Ecuador, Dr. Tiller has visited Cuenca and Guayaquil and conferred with officials of the country including Galo Plaza, a former president who is now minister of education.

The assignment came through the Fulbright Commission. The dean performed a similar mission to Brazil in 1952.



Coach Harold Lahar

Football roundup

The 13th round of the battle that has been the Cougar football story is about to begin, and unlike Cut and Shoot's first citizen, the University of Houston will answer the bell.

And if you're confused about Cougar prospects after reading the pre-season football magazines, don't let it bother you. At this writing we have five of them scattered across the desk, and Houston is picked all the way from 15th in the nation to fourth in the conference.

If you think its crazy, how do you think we feel? We supplied every one of them with the same purple poop sheet.

But the mid-summer slicks shouldn't be dealt with too harshly. What more can you expect for thirty-five cents when they collect their data in March, edit in May, and publish in August on subject matter that never makes sense until November.

If there is a reason behind the widely scattered reports on Houston's potential, it more than likely stems from the fact that if the Cougars win their third straight conference title, they will have to beat better football teams than they whipped in 1956 and 1957.

Cincinnati, who the Cougars play on October 4 at Cincy, could be a better football team than any one of those generally considered to be UH's big three opponents — Texas A&M, Ole Miss, and Miami. The Ohio delegates to the Missouri Valley Conference lost only seven players from their first three units of a year ago when Houston won only 7-0 while taking its worst physical licking of the season.

Then there is a Tulsa University team to contend with that will be the best since the Golden Hurricane blew into the Gator Bowl in 1952. While Tulsa may be as good as Cincinnati, they do not quite hold the schedule advantage that is enjoyed by the Ohioans. Houston must travel to Cincinnati just a week after the big home opener against the single winging Texas Aggies. Tulsa will have to come to Houston after the Cougars have rested through an open date.

Two prime reasons why it will take a better team to win the '58 are rather obvious. For the first time since two-platoon football, there are no new faces within the ranks of MVC coaches. Therefore, all teams will be better organized and coaching systems will be allowed their full impetus. Secondly, there is better

player personnel throughout the league than there ever has been since Houston became a member in 1951.

Houston is the defending champion and pre-season favorite, and we'll not argue with that. Assuming those rankings to be accurate, there are still those Saturdays when the opposing coach seems to have a magnetic power on the bounce of the ball. There are others when the gentlemen in striped shirts with the veto power just don't seem to agree with a thing you do. And on that type of night, there isn't a team in the conference without the type of personnel — particularly running backs — than can make Houston the ex-champ on a single routine play.

Ask any football coach what kind of team he is going to have and chances are you'll get one of two stock answers: "I don't see how we can get through the schedule"; or "I think we could be a pretty good football team." Point the question at UH's Harold Lahar and you will get the latter. And the patron saint of college football (whoever that may be) couldn't be more honest in this case.

Because Lahar is a card-carrying member of both of the two extreme fraternities in coaching circles, namely the "haves" and the "have nots".

Halfbacks he has. Don Brown, Claude King, and Harold Lewis are possibly the three finest ever to serve on one UH team.

Fullbacks he has not. That is to say, "proven" fullbacks he has not. Two of the top three fullbacks are untested sophs, and the third is a junior college grad.

And so it goes throughout the eleven positions, until at the end of an examination, Hal might be able to answer "have" as many as seven times. On linebacking and quarterbacking, he might not answer at all since the jury is still out on the quality of those two spots. On two other big issues, overall depth and team speed, he would be able to answer affirmatively only on the latter.

But on September 27 all of these factors of evaluation will fade into the background and the one and only major strength test will be determination to win. On that one, you can mark down a big, bold "have" by the name of Harold Lahar, his staff, and the 1958 squad.

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What Sociologist David Riesman thinks about academic freedom ("Rarer and rarer is the old-style professor who simply slashes out and devil take the consequences...")

How Philosopher Jean-Paul Sartre regards the war in Algeria ("If we want to put an end to these dismal, filthy cruelties, we have only one way...")

What Anthropologist Gregory Bateson has learned about communication with schizophrenics ("He tells us 'no-doze tablets are reasonable'. And we are left hanging... You have got to remember that 'reasonable' is an insult word. It's what Mother asked him to be.")

These and other thinkers writing in FORUM, the University of Houston quarterly—and writing not for the specialist but for the general reader—bring an amazing variety of points of view to bear on a wide range of subjects: rattlesnakes and existentialism, the Middle East and current films, motivation research and Machiavelli.

FORUM's first six issues have contained exciting work by such noted writers as James Collins, Robert Rein'1, W. E. Garrison, Lewis Coser, Walker Percy, Ira Progoff, James V. Baker, Peter Yates, Radoslav Tsanoff, Irving Howe, Maurice Natanson—coupled with illustrations by Robert Andrew Parker, Jimmy Ernst, James Boynton and Ben Shahn.

FORUM gives you something to think about... and the cost is slight (two dollars for a one-year subscription). Try it and see.



ECTION