

THE EXtra

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

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1955 FUND DRIVE LEAPS AHEAD

New Fund Chairman, Sherrill Has Served UH For Many Years

Bill Sherrill, 1955 Alumni Foundation chairman, has been "Boostin' the U of Houston" as a graduate and undergraduate for nearly ten straight years.

Bill has been a director on the Alumni Board for three years. He is chairman of the office procedures committee, and holds a 1950 BBA from the UH, plus an MBA from Harvard graduate school of business administration.

Married to the former Marilyn Sue Poer, also a UH grad, the personable young executive is still boasting about his first-born, a daughter.

Bill's full time occupation is that of Administrative Officer for the Houston Civil Defense Department. In addition to serving on the board, he finds time to serve the ever growing UH Sideline Coaches Association as their head coach.

As undergraduates both Bill and Sue compiled a record in student activities that could easily fill this page. For example, Bill was president.

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BILL SHERRILL

CULLEN SAYS U. H. NEEDS \$

The University is seriously in need of financial assistance, H. R. Cullen, chairman of the board of regents, told a group attending a Career Day luncheon on campus earlier this year.

"I am sure that when the good people of this area learn the true picture, they will come to our assistance," Cullen, one of the school's chief benefactors, said.

"I have given the University somewhat over \$11,000,000. Aside from this, I have given the school an oil royalty interest which has earned, up to the last statement, \$1,700,000. This fund has been applied against the indebtedness of the dormitories," he added.

Cullen said he also has given the school a working interest in leases which so far has netted \$954,000.

Statements made by press and radio about his wealth and the great amount he has given have been misleading, Cullen said. He stressed the fact that he will be able to give the school only modest financial support in the future.

FOR CONTRIBUTING MEMBERS ONLY...

1. The right to hold office in the Association.
2. The right to vote on candidates and policy.
3. Swimming Pool Privileges.
4. Library Privileges.
5. Special Publications.
6. Special consideration on University and Alumni functions.
7. The glow of pride that comes through your Alma Mater.

HELP WANTED

This special issue of the EXtra covers as completely as possible the aims and needs of the Alumni Foundation, and the reasons behind it. Only through united effort can we hope to attain our goals.

We need your contribution, large or small, and we solicit your assistance in jogging your Cougar friends to join us also.

Remember that the percentage of Alumni who participate is as important as the total money raised.

You will find

**A Postage - Free
Envelope
Enclosed
Please Use It
Today**

Maximum Participation Is '55 Theme; Assn. To Pay For Special UH Projects; Need For More Small Gifts Stressed

Optimism has found a home in the minds of Fund Chairman Bill Sherrill and his staff. With the 1955 drive only 16 days old, 11 Exes have answered their Alma Mater's call. This figure represents 22% of the total contributors in the 1954 campaign.

"The battle is not won," Bill said, "but if our Exes maintain the pace established in the early returns we will surely make our goal."

The "goal" this year is not an arbitrary sum of money. Instead, the Foundation is seeking to double the number of contributors.

Last year 906 Alums contributed for a percentage of participation score of 7.2%. The aim of the '55 drive is to raise that percentage to 15% or better. This means that over 1,800 must respond to the fund appeal, Sherrill says, "This is an attainable goal—especially since the stress is being placed this year on the number of gifts and not on the dollar value of individual gifts."

Fund Chairman Sherrill points out that nearly every great University looks to its Alumni for the financial assistance it must have. Tuition fees are never adequate to cover the cost of maintaining and expanding a truly great institution.

Continued growth of the University of Houston is not just a desire; it is an actual need of our community and its sphere of influence. Increased cultural and indus-

trial demands can be served only by the products of a sound educational system.

Your Alumni Association is part of current and long-range plans for the University, and has come a long way since its inception in 1947. At that time the late Dr. E. E. Oberholtzer authorized a budget of \$5,000 to get the organization started. Johnny Goyen was named executive secretary and was furnished a small office in the old Recreation building. Later the office was moved to a trailer behind the Rec. Still later a small room in the new Ezekiel Cullen building became the Alumni home.

The final move put the Association in two large offices directly across from the University President's office.

During these years of growth and movement the Association expanded in scope and accomplishment. The mailing list jumped to more than 12,000 names. Systems were devised to keep track of our ever-growing alumni. Numerous brochures, magazines and a monthly

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Color Film Big '55 Project

A film, in sound and full color, is one of the projects the Alumni Foundation will provide for the University this year. The need for such a film was brought to the attention of the Alumni Board by President Bruce during a personal visit with the group.

The film would run approximately 14 minutes, and would be designed to give an outsider an insight to the University's philosophy, its goals and its accomplishments.

The president pointed out that many Texans, even Houstonians, do not know that the UH is assuming prominence in many fields. The film will do much to show that the University has not only had a spectacular physical growth, but has at the same time built up a faculty and standards unexcelled.

The film will highlight some of the internationally - known faculty members of the UH staff. It would also point up some extraordinary records set by graduates in Law, Psychology, Education, Engineering—to name just a few.

This type of film is particularly important to a University which attracts most of its students from one municipality. We tend to be little that which is "home-grown", while that which is distant seems more desirable.

Many schools are already putting similar films to good use at meetings of various Social, Civic and Career groups. The 14 minute length also makes it suitable for

presentation on television, for maximum viewing.

OBERHOLTZER PORTRAIT IS ALUMNI GIFT

Pictured at the right is tangible proof of the Alumni Officers' confidence in the success of the 1955 fund drive. Eager to present this portrait of the late President Emeritus, Dr. E. E. Oberholtzer, at Commencement time, several officers and directors signed a bank note to make the purchase possible.

The portrait, a special Alumni project for '55, was presented during ceremonies attended by seven members of the Oberholtzer family, and nearly one hundred former students and faculty friends of the late President.

A son, Dr. Kenneth Oberholtzer, expressed the family's appreciation for the honor, indicating that the gift was doubly significant coming from Ex-students of Dr. Oberholtzer's era.

The Foundation draft enclosed lists the Portrait as one project to which you may dedicate your contribution. It is hoped that all our Alumni will recognize the importance of this presentation as readily as do the University's administrators.



DR. E. E. OBERHOLTZER

HONOR ROLL

The names listed are all those we had on hand as the EXtra went to press. All contributors will be listed in future issues, as the campaign progresses. The listing is according to the order received, without regard to the size of the gift.

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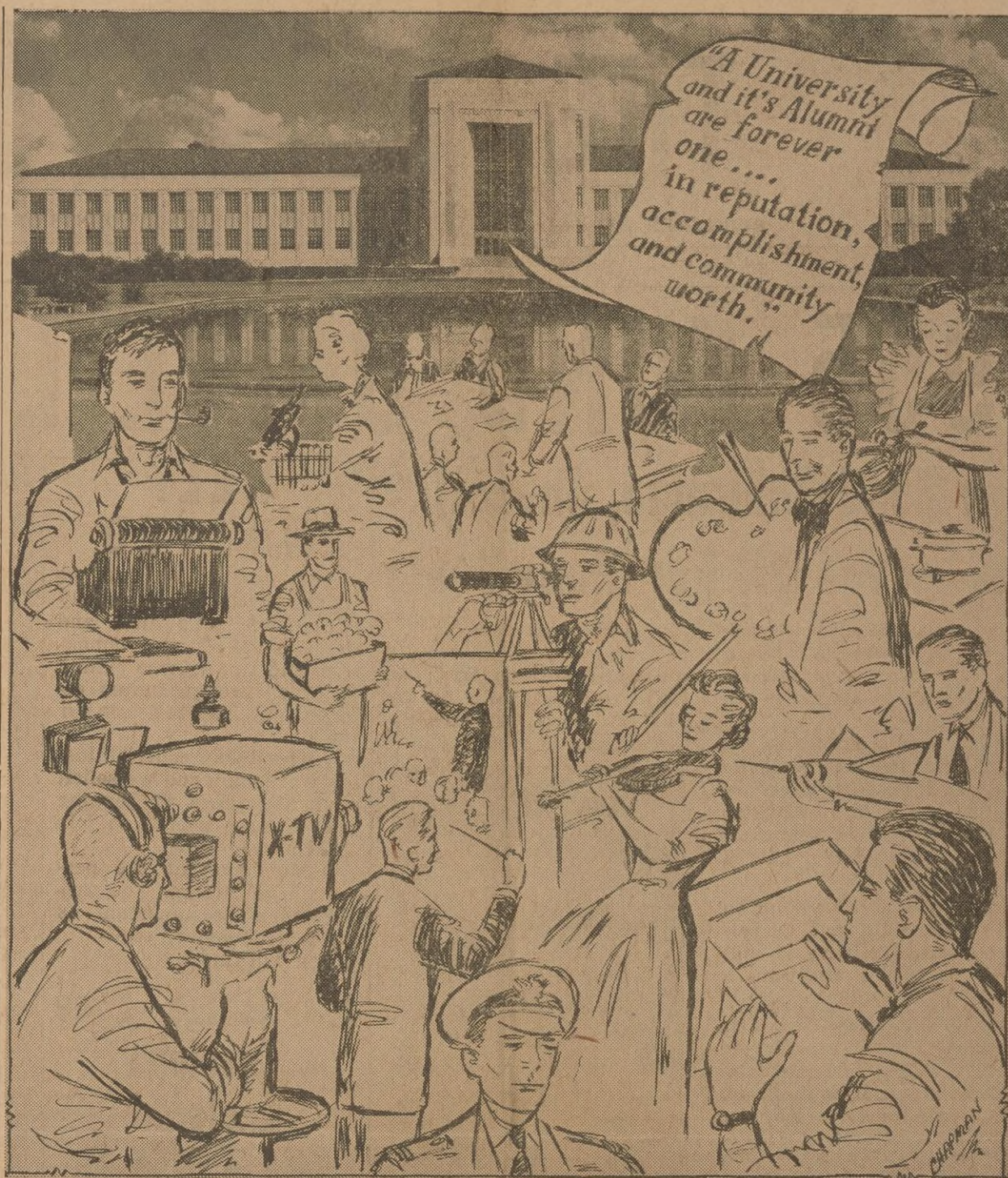
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E. Ann Gibson
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MAXIMUM PARTICIPATION—

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news paper have come from the Alumni presses.

Included in the Association projects are Homecoming, Corral Day, Spring Football game, Lettermen's Banquet, Sideline Coaches, Spring Banquet, and a hundred other items such as out-of-town clubs, job placement help, alumni records for information and location, assist-



Annual Dues vs. Voluntary Gifts

The argument about "Alumni Dues" vs "General Membership" is one that has continued for many years. Under the dues system it is possible to balance the books more easily since only dues-paying members are served.

The UH Alumni Association philosophy has been to incorporate all of our Exes into the Association, and to serve and be served by a maximum membership.

We do not wish to eliminate a Grad from our list for mere financial reasons, as the dues system would. As long as it is feasible, we will continue to serve each name on our Alumni list, in the belief that every Ex is an important part of our loyalty total.

For these reasons, the 1955 fund drive is stressing the importance of small gifts. If we are to continue our "maximum service" program, both to the school and to our Exes, we will need the support of every Ex who is able to send even a token of his feelings toward his Alma Mater.

ance in organization of career groups, establishment of athletic and scholastic awards.

As Association activities expanded it was necessary to keep pace equipment and procedures. Physical equipment of the Alumni Association is now valued at nearly \$10,000.

General Bruce has indicated the University's need for Alumni assistance, and has shown his faith in our ability to provide that assistance. The '55 drive, with your help, will prove to the General, to our locality and to the nation, that UH

Artist and Alumnus John Chapman here illustrates the fact that, regardless of your current occupation, the University of Houston looms large in the background.

It is inevitable that the reputation of the University will reflect upon you, and it is inescapable that your deeds reflect on your Alma Mater.

It is imperative that we all pull together continually to improve our great university.

Small Contributions Will Form Backbone Of 1955 Fund Drive

A University scientist has estimated there are 207,614 drops in the average bucket of water filled to the brim.

Every drop is an important one, for without it the bucket would not be full.

The same is true of small gifts to the Alumni Foundation.

Let's face it—Ours is a young school and our grads, with rare exceptions, have not yet found themselves financially. But, collectively, UH Alumni are worth millions of dollars.

This year small gifts will play a most important role in the success of our fund drive. The need is NOW, and small amounts this year have just as great a significance as a larger amount at a later date.

Beyond the dollar value of the 1955 contributions is the spirit reflected in the unity of many Exes giving what they can to show their pride in the University of Houston.

Alumni are capable and willing to do the job that loyal Exes can accomplish.

NEW FUND—

(Continued from Page 1)

dent of his freshman, junior and senior classes, and Sue was class secretary those same years. Both were elected to Student Assembly, both made "Who's Who" on campus, and both were active in a number of clubs and service groups.

Bill did not permit these extracurricular activities to interfere with his grades. In fact, you can find his name on the honor roll for each of the years he attended. And, his degree from Harvard is also "with honors."

The new Chairman's ability to get things done is well illustrated by the story they tell on him at the CD office. Bill was assigned a job as a "saboteur" during a mock bombing attack, and detailed to simulate blowing up the phone company.

With faked credentials Bill bluffed his way into the vital nerve center, planted his imitation bomb and left the scene. Outside, he bumped into a newspaper reporter who needed a story. So, Bill repeated his escapade, smuggled in the newsman and camera, and came up with what is probably the first piece of "sabotage" ever documented so completely.

The story is doubly impressive considering the fact that the telephone Headquarters was one of the most heavily guarded buildings in Houston.

Bill said, "Last year the fund drive doubled the previous total. We've got to redouble that total this year."

You can bet that Bill Sherrill will give it that old Cougar try.