

EXTRA

JUN 13 1963

JUNE 1963

Alumni Association • University of Houston



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THE COVER

Orville Cochran, KUHT engineer, is one of the old timers helping celebrate Channel 8's tenth anniversary. See page four for EXtra's picture story.

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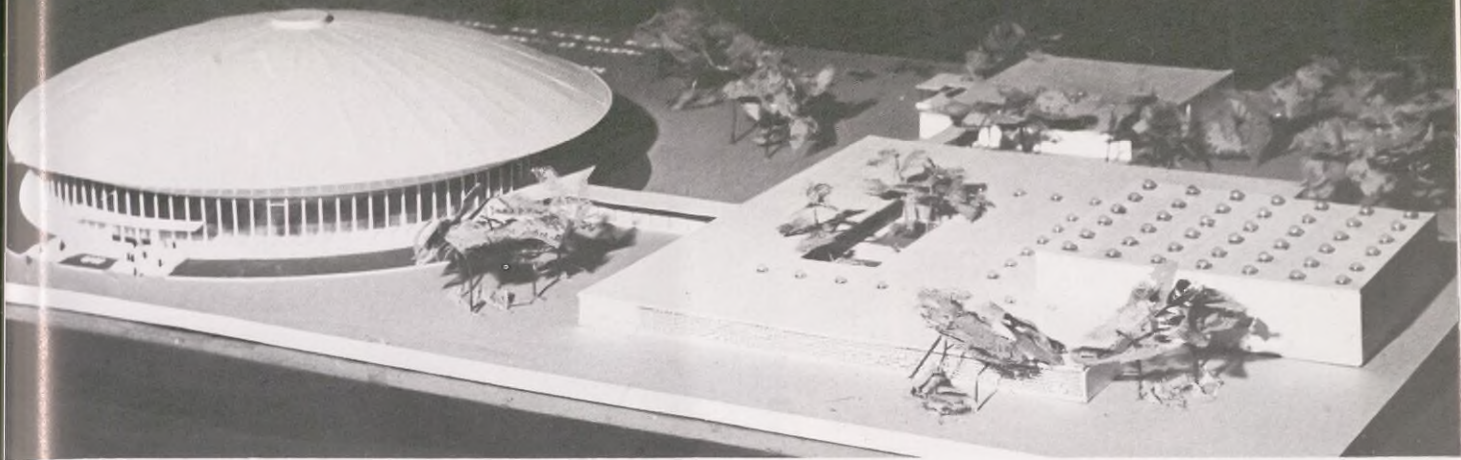
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EXTRA



Published 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.



HIGH HOPES—Cougar Clubbers want to buy Jeppesen Stadium and build this new field house for the University.

Families Too!

The Cougar Club is pushing an all out drive to back a gigantic project.

So you want a football stadium or a field house on campus. You can have these and many more greater things in the future. It's really easy. Just join the Cougar Club and get your friends to join. It is that simple.

The purpose of the club is to unite students, faculty, alumni, and friends of the University and then buy and remodel Jeppesen Stadium and construct a field house.

Some misinformed people might think that all of these problems will be solved after the University is under state control. This is not true. No state funds will be used for athletics.

Probably the most important result of a large, strong Cougar Club will be intangible. It will be the fact that for the first time, the students, alumni, and friends of the University will be united. The tremendous pickup in campus spirit will also be evident.

Other events besides athletic contests will be held in the stadium or field house. For the first time, an adequate place, indoors or outdoors, will be available for graduation exercises. Student conventions, dances, intramurals, and exhibitions will make use of the facilities. Jeppesen Stadium's parking facilities will no longer have to be rented for daytime student parking.

For the first time, there will be a place on campus where a meeting of the entire student body can be held.

In athletics, teams will be able to schedule outstanding opponents anytime. UH will no longer have to wait until other teams or groups fill their schedules and then take what is left.

UH will no longer have to pay rent, lose additional income from parking or concessions, and play away games in Houston.

Cougar Club activities have been planned so that the entire family can enjoy each function. Special emphasis has been placed on spirit, unity, and fellowship.

Membership cards admit the entire family to the Red and White varsity and freshman pre-season football and basketball games. Each member family is mailed a football weekly, The Cougar Club News, with highlights, statistics, and photos of each game. The paper, published monthly after football season, also features the other sports as the seasons begin.

Movies of each out-of-town game are shown to members on campus and at downtown luncheons.

Members and their families are also invited to the big Get Acquainted Party each September to meet all of the University's incoming freshman athletes.

The annual Varsity-Alumni football game is also a Cougar Club event and admission to this big game is free for Cougar Club members.

Additional functions are open to "10-men". A "10-man" is a member who sells nine or more additional memberships.

Bob Rule, sports editor of the Houston Press, recently wrote, "... the UH sports program is the equal of any in the Southwest Conference and superior to 75 per cent of the SWC schools."

The Cougars have a first-class athletic program to go with a first-class academic program. The next step is first-class facilities.

The Cougar Club needs you. You need the facilities. The school needs both. Buy a Cougar Club membership today and sell some to your friends.

For more info and membership blanks contact Coach Dave Williams at the Athletic Department, CA 4-1681, Ext. 720.



KUHT Celebrates An Anniversary

For a decade Channel 8 in Houston has led the nation
in pioneering educational television.

*Eleanor Roosevelt is one of many notable persons to appear
on University Forum, the oldest continuing ETV program.*



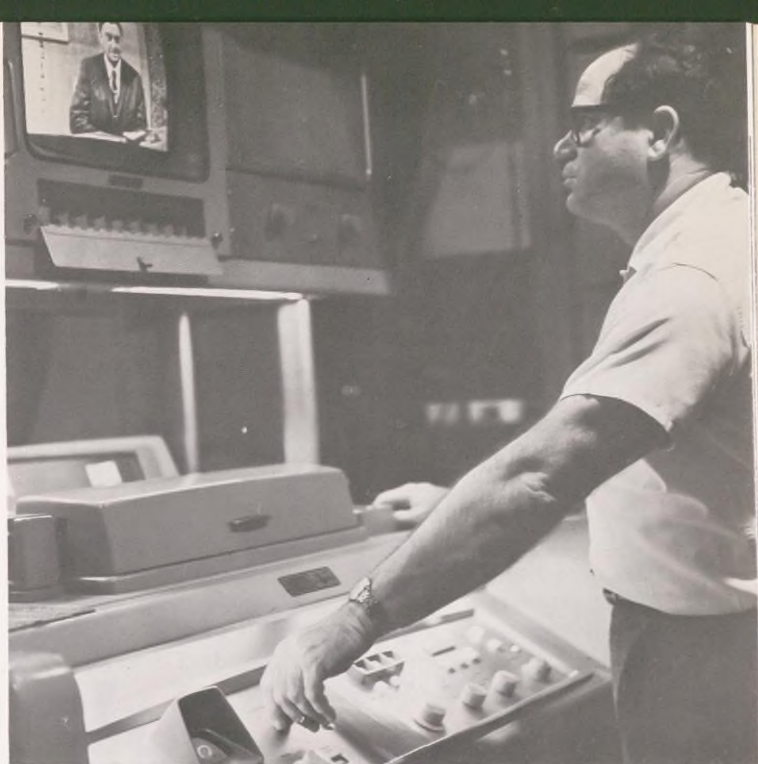


On May 25, 1953, the University of Houston television station, KUHT, went on the air and made history as the first operational educational television station in the United States.

With the nation looking over its shoulder Channel 8 began airing college classes for credit, creating an infinitely large classroom out of the thin air of the airwaves.

Skeptics scoffed and supporters raved. KUHT put its small but determined shoulders to the wheel and began to push. Today, ten years later, KUHT is still pushing with the same determination but with the broader shoulders of a decade of experience.

Over 40,000 students have gained at least a portion of their education from KUHT. The Harris County



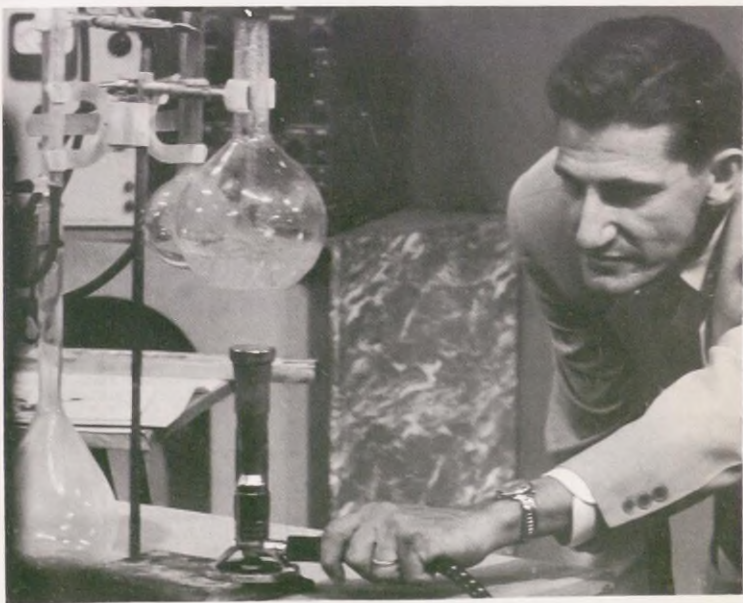
KUHT's lone Video Tape Recorder gets a continual workout.

School Board and the Houston Independent School District find it their most direct route to the public.

And a small but solid group of viewers find the cultural programs of drama, music, foreign affairs and philosophical discussions a welcome oasis in the "vast wasteland" of commercial telecasting.

Ten years ago there was one ETV station on the air. Today there are over 80. All signs indicate an acceleration of this growth in the next decade. KUHT, our own pioneer on this new frontier, promises to be up in the running with the leaders.

Happy birthday, KUHT, all we alums wish you every success in the future.



Telecourses give all students a front row view of the lecturer's demonstration.

Another step in Houston's emergence as one of the nation's major centers of technology has been taken by forming a major research institute, with the University of Houston as a major investor and a prominent decade-old research and engineering firm as the nucleus.

The firm, Houston Research Institute, Inc., has been organized out of Prengle, Dukler & Crump, one of the southwest's largest professional engineering organizations. While the University of Houston is the only school formally affiliated with the institute at the outset, the institute is designed to utilize top talent in the fields of physical sciences and engineering from all nearby educational institutions.

The chairman of the board stressed that the participation of the university is not a philanthropy but that the institute is a "profit-seeking, tax paying company. It will engage in applied research and development, engineering and scientific design, product development, and marketing and management services."

NEWS IN BRIEF

"The Lonely Ones," a film on juvenile delinquency produced by the University of Houston Film Center for the Greater Houston Action for Youth Project, has won top honors in a national competition.

At the Alpha Epsilon Rho national honorary radio-television fraternity convention in Kansas City April 18-20, the film was awarded "The National Award in Television for 1963." The production was directed by Jim Bauer, director of the University's Film Production Center, with Dr. Richard I. Evans, professor of psychology, as executive director.

This award winning motion picture was aired on all three of Houston's commercial stations several months ago as the first in a series of programs depicting the problem of juvenile delinquency in the Houston area.

The National Science Foundation has granted \$69,210 to the University of Houston for the support of an "Advanced Science Seminar in the Use of Computers in Engineering Education."

Participants in the Institute will utilize the I.B.M. 709, a giant digital computer at Texas A&M College; the analog computers at Rice University and Electronic Associates, Inc., and the I.B.M. Corp's. 1620 digital computer, as well as the University computing center.

The computer institute at the University of Houston will be the only one of its kind to be held in the U.S. this summer.

Ten University of Houston students have been awarded over \$72,000 in pre-doctoral fellowships by the National Aeronautics and Space Administration.

The fellowships will run for three years with the student's work being reviewed annually. The basic stipend of \$2400 for the first year may be increased as the student progresses.

Fellowship winners in chemistry are Edward C. M. Chen, William S. Gleason, Sidney Jules Ladner, and Harry Blaine Skewes.

In chemical engineering are Richard Neal Houze, Joseph J. Phillips, and Frank C. Worley.

William A. Klos and Joseph Talvage are recipients in electrical engineering with Barbara Page Nettle receiving the award in physics.

This is the first NASA fellowship program to be established in cooperation with the University of Houston. Additional programs will be added in the future.

The promotion of 32 University of Houston faculty members was approved at a meeting of the Board of Governors Tuesday.

Promoted to professor are Dr. Ralph S. Becker, department of chemistry; Dr. E. O. Bennett, department of biology; Dr. Darrell B. Carter, College of Optometry; Dr. C. J. Huang, department of chemical engineering; C. R. Lively, College of Architecture;

Dr. E. I. Organick, department of chemical engineering; Dr. John F. Oro, department of chemistry; Dr. Glen E. Peterson, department of biology; Dr. Stanley E. Siegal, department of history; and Dr. Albert Zlatkis, department of chemistry.

Promoted to associate professor are Myron C. Anderson, College of Architecture; Arnold M. Barban, department of marketing and advertising; Dr. L. C. Eichberger, department of mechanical engineering; Vernon L. Engberg, department of transportation; Harold O. Lee, department of accounting; H. W. Linnstedter, College of Architecture; Dr. H. C. McCleskey, department of political science; Dr. Will McLendon, department of French;

Dr. Richard Pertel, department of chemistry; Elizabeth J. Seuffer, department of secretarial administration; George Shackelford, department of art; Dr. Martin M. Shapiro, department of psychology; Dr. Dayne E. Wentworth, department of chemistry; James H. Wright, College of Law.

Promoted to assistant professor are Hallie Barrow, library; Harvey Blatt, department of geology; Robert S. Brownlee, department of music; Moreland Kortkamp, department of music; Madelene Nabor, library; George C. Taulbee, Sr., department of psychology; Malcolm Veuleman, department of accounting.

Promoted from technical instructor to instructor is Eric Sinkkonen, drama department.



Half of a book could be devoted to Morriss' track records, but a few of his most outstanding performances include:

1928—U.S. All-America team; 1929—Set the world record for the 70-yard indoor hurdles in New York's Madison Square Garden; 1932—Named to the U.S. Olympic team; 1933—Won the national A.A.U. hurdle championship in the American and world record time of 14.3.

It was during this post graduate period that Morriss began teaching and coaching at Abbeyville, La., High School. His collegiate coaching career started in 1936 while he was at L.S.U. working on a master's degree.

Morriss left L.S.U. to become track coach and assistant football coach at the University of North Carolina. His track teams there promptly won four indoor and

High Gear Only

Coach Johnny Morriss has only two speeds,
fast...and faster.

University of Houston Track Coach John W. (Johnny) Morriss has two speeds, fast and faster. The enthusiastic Cougar coach thinks fast, acts faster, and then starts again on something new. Speed is part of his life, on or off of the track.

His thoughts rarely stray from his favorite subject, track and field. And, for the past 40 years, that subject has been part of his daily routine.

Morriss, who has done more than anyone in recent years to advance track and cross-country in the Southwest has been a perpetual man in motion since coming to the University in 1955.

When he hasn't been coaching track, he has been talking track or planning new track meets. For instance, he originated the annual "Meet of Champions," now the Southwest's top national track attraction. Morriss pioneered the development of cross-country in this area. He was one of the founders of the Texas Senior College championships. He brought indoor track to Houston. His latest accomplishment consists of bringing the first national championship meet of the United States Track and Field Federation to Houston's Jeppesen Stadium, June 7-8. Chances are good, the story goes, that Morriss will be the first person to promote a track meet in space.

A native Houstonian, Morris was born July 23, 1908. Six years later his family moved to Midland, La. After his graduation from Lafayette, La., High School in 1926, Johnny went on to national fame as an athlete at Southwestern Louisiana Institute in Lafayette.

While on his way to being selected as S.L.I.'s "outstanding athlete," Morris lettered in track, football, basketball, and golf.

four outdoor Southern Conference championships. His next stop was three years in the U.S. Navy.

A two-year hitch with the Spalding Athletic Company in Chicago followed Morriss' Navy hitch.

He then returned to his alma mater to coach track and football in 1947. After winning three Gulf States Conference titles and being named coach of the year twice, Morriss moved up to the head track job and assistant football coach at the University of Arkansas. Johnny added the Southwest Conference cross-country championship to his fast-growing collection three times while in the Ozarks.

Still on the move, Morriss headed for East Lansing, Mich., to become assistant athletic director at Michigan State University. His heart was still in the Southwest and in track, however.

Anxious to return to coaching and his native Houston, Morriss turned down an offer to become director of the famous Drake Relays to take over as UH track and cross-country coach in 1955, three years after his appointment at M.S.U.

At Houston Morriss' teams have won the N.C.A.A. cross-country championships (1960), three national A.A.U. cross-country titles (1959-61), one national Federation cross-country title (1962), and three Missouri Valley track and cross-country crowns.

The Cougar track team is the only team in the Southwest that has finished among the nation's top ten teams for three of the past four seasons.

In 1958 Morriss was selected as track coach for the U.S. team that toured Japan during the summer. His 1959 UH team scored more points in the N.C.A.A. meet than any Southwest team had ever scored in

(Continued on page 13)



Saners Lou, Shirley, and Sandy , and Sandy Cryer take care of announcing and judging. An unidentified pick up man in the background takes a break from his duties to get a better view.

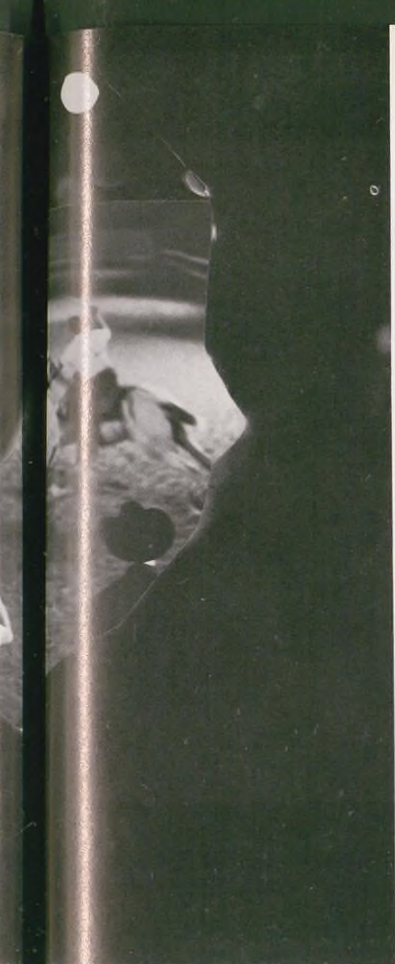


Rodeo

The wild west's venue
has had a full swing on

A Brahma and a bull-headed student lock horns
for some fast action in the refurbished rodeo lot.





Judges watch the seconds tick by
as a UIH cowboy swings his loop
in the first student rodeo since 1958.

reverse circus
ring on the campus

photos by Ray Blackstone and James Gaston



Not members of the Society for the Prevention of Nudity
in Animals, just coeds in the laugh filled calf dressing
contest.



Dee Karraker, pharmacy junior,
took rodeo queen honors.





Governor John Connally presented bronze medallions to each member of the board as a tribute for their service.

Tribute to the Board of Governors

Editor's note: On April 4 the University honored its retiring board of governors at a reception in the Petroleum Club in the new Humble Building followed by a dinner at the Houston Club.

Governor John Connally, who will select a nine member Board of Regents to replace the Governors when state aid begins in September, presented each member with a bronze medallion as a remembrance token of their service.

The following tribute is extracted from the program for the event.

A few months more than six years ago the Board of Governors of the University of Houston held its first organizational meeting. The events of the years since then cause all of us now to remember with pride and great satisfaction the many accomplishments that have taken place.

Today we honor this splendid group of public spirited citizens who were in the forefront in the planning of policies and the providing of the financial assistance that was so necessary to the developments of the period.

Many distinguished names, families, foundations and business firms are and have been rep-



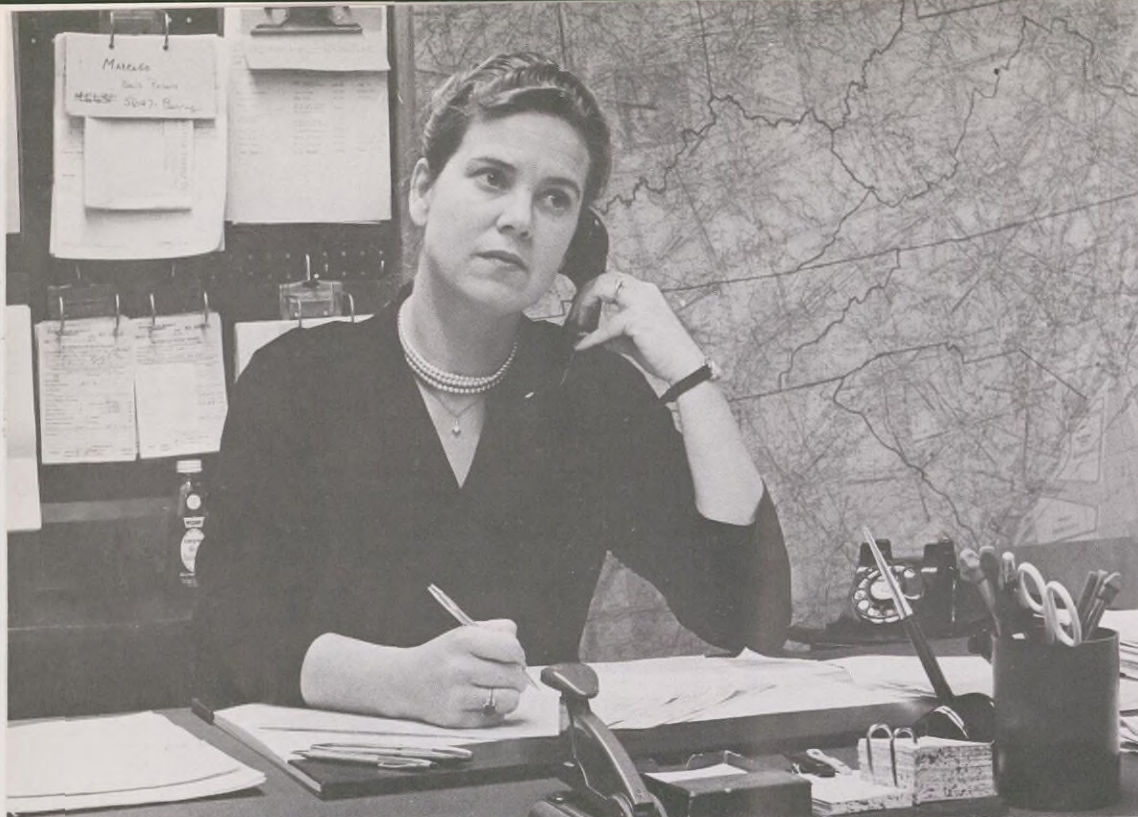
Charles F. McElhinney, University vice president and treasurer, chats with board members and their guests at a reception in the Petroleum Club in the new Humble Building.

resented on this board and they all have helped to bring the University of Houston so rapidly to its present position. They and many others have provided us with a judicious blending of continuity and progress which has been a unique source of strength.

This strength has been clearly evident in the past few years during which the University has been subjected to more than its normal quota of stress and strain. These events have included the internal adjustments and the larger political developments connected with emerging state-university status; the substantial changes in administrative organization; and involvement in the definition of our role and scope within the state system. The fact that these steps were all taken in stride is a tribute to the stability and maturity of our entire University family, including, most importantly, our Board of Governors.

As the University of Houston moves on to a new status and to new challenges, the solid foundation that has been provided by this board will form the basis for future progress.

This is why today we feel such profound appreciation for this great body. To all of its members we are sincerely grateful.



Hazel "Boots Merritt" Teegarden—equally at home at her desk or on the job

Lady Road Builder

A UH grad is paving her way to fame . . . literally

by Philip F. Clifford

Courtesy of Sunday, The Indianapolis Star Magazine

Motorists, inching past southern Indiana road construction projects frequently do a double take.

There is something strikingly different about the job.

Here is a crew of husky men, manning road graders, bulldozers, pavers, and the like, being bossed—and obviously liking it—by a 5-foot 2-inch package of energetic and unmistakable femininity.

This unique road crew boss is Mrs. Hazel Teegarden, better known to alums during her campus days in 1940-43, as Boots Merritt.

Boots is a housewife, mother, top echelon official of the Columbus Asphalt Corporation in Columbus, Indiana, and the undisputed on-the-job boss of any state or Federal project contracted by her company.

Although she holds no degree in engineering she can whip out a slide rule and come up with the answer to a problem faster than most highly trained men. And a point of irritation among some of the men with whom she does business, is the fact that she's never wrong.

Take for instance a recent day when a veteran engi-

neer stopped by her office for a chat. "Just for kicks" he tossed her a hypothetical problem. Before he could reach for his own slide rule, nestled in an inner coat pocket, Mrs. Teegarden had hers from the depths of a voluminous handbag, made a few moves, and happily announced, "Seven per cent."

"Durned if she's not right again," the engineer admitted as he sheepishly replaced his ruler.

But don't get the idea Mrs. Teegarden overworks her feminine prerogative of gloating over a bested male. Quite the reverse. She is modest about, even reluctant to discuss, her acknowledged success in a here-to-fore all-male province.

Because of her boundless energy and inquisitive mind, Hazel Teegarden soon found that the role of a Columbus housewife didn't keep her busy enough. At her insistence Paul Teegarden, her husband, gave her "little clerical jobs" to do in the company's office. Since she is not one to stand still, she lost no time in setting out to learn all there was to know about the highway and paving business.

By hard work, observation and questions, she eventually found herself on solid ground; she could discuss important and complex construction problems with the understanding and know-how of a veteran. She used this same method in learning the mysteries of the slide rule.

While Paul still handles the groundwork in securing contracts for the Columbus-based firm, it is Hazel who "rides herd" on the work crews.

It is arresting enough to see this diminutive feminine dynamo, her tiny feet solidly planted in the roadway, arms akimbo giving a husky truck driver plenty of what for because he "goofed" or was caught "boondoggling," but it's really her "uniform" that gets you.

Regardless of temperature she always wears Bermuda shorts topped by a long sleeved sweater.

"I find this a very practical outfit," says Mrs. Teegarden, whose dainty knees have been scorched by blistering sun, and "blued" by icy blasts. I need plenty of freedom of movement when I'm out on a construction site. One minute I'm climbing up on a grader or paver to discuss the project with the operator. Then again, I might have to hop onto a pickup truck, or high up on a bulldozer. Slacks, I have found, can be something of a peril. They are liable to snag around the cuffs on a piece of machinery. And dresses . . . well!"

At season's peak she might have as many as 35 truck drivers taking orders from her. And, strangely enough, none resents her presence on a job. To a man they all have the highest regard for her as a lady and as a boss "who knows what she's doing."

Formalities are few in the road construction trade. All her burly truckers call her "Hazel." Not only does she know how to handle her men she also knows how to handle the equipment they use. In a pinch, she supposes, she could operate anything from a pickup truck to a gargantuan bulldozer. And she's done it all, too, "just to get the feel of things."

One Indiana state highway engineer who has known her "for quite a spell," says, "Hazel isn't just another woman who happens to be around dabbling in things." "This gal," he offers with a tinge of envy, "is a real blockbuster. She's an engineer, attorney, gourmet, mother, expert accountant and mother confessor. She

takes as personal all the problems of her men; they rely on her to come up with the right answer in many of their personal troubles."

But kudos for accomplishment are not for Hazel. With a shrug of her trim little shoulders, she says, in effect: "Baloney." But not quite that way. "It's just all in a day's work; it's something you have to do," she says.

Despite an occasional "hard nosed" attitude she must assume when things get out of kilter on a project, Mrs. Teegarden has the bearing of the truly genteel person she is. And from this you'd assume her literary tastes would run toward Byron, Keats, Shelley or Browning. Nothing, however, could be farther from reality. At the hint of interest she'll zip through Robert W. Service's "Spell of the Yukon," and give you "The Shooting of Dangerous Dan McGrew" for dessert. And she recites them with an intensity that keeps you spellbound.

Hazel Teegarden is also something of a paradox. Ordinarily, you'd think that a gal with her zest and capacity for life, and the boundless energy she pours into the business world, would be a natural joiner. But she isn't.

Her only interest outside of her home and career is her membership in Zonta, an international service organization composed of distaff leaders in the world of the arts, professions, business and industry.

The path to her success in the roal construction world was not lined with roses. The mere fact that she was a female invading what still is considered a strictly all-male preserve, was enough to arch eyebrows in some quarters.

But being the kind of person she is, she figuratively rolled up her sleeves and went to work. She asked no quarter and gave none.

"I met them on their own terms and retreated not one inch. But we're all kind of buddy-buddy now. They know I can dish it out to them in spades."

Paul Teegarden does a rather poor job in concealing the pride he holds for his tiny wife's capabilities. His confidence in her ability is such that he has named her vice-president and secretary of Columbus Asphalt.

To all this Hazel Teegarden simply says, "I owe it all to Paul's teaching and understanding."

(Continued from page 7)

that meet.

More honors came Morriss' way this season. He was elected president of the U.S. track coaches and named referee of the Drake Relays.

Two years ago Morriss was voted into the track Hall of Fame.

Despite all of these honors, Morriss continues his daily rapid pace, working harder than ever to promote UH track and area high school track. And, speaking of high school track, his son, John, Jr. is one of Texas' best prep track and field men. He won the state high jump championship last spring as a soph at Jones High

School. Morriss and his pretty wife, Nona, live near Jones. They have two other children, married daughters Judy and Peggy, who live in Houston and Detroit, Mich., respectively.

Morriss could also qualify as the number one "Cougar Booster." Since joining the school's athletic staff, he has never missed a football or basketball game, except when track or cross-country trips caused a conflict.

"He is the only man I know," says a friend, "who can start talking about football, basketball, or anything else and wind up talking about track."

That's Johnny Morriss.

David C. Wilcox, BA '57, has been named methods accountant in St. Louis, Mo., for Southwestern Bell Telephone.

Albert L. Jacobs, BS '57, has been promoted to chief clerk in charge of the reproduction department at Humble Oil's Baytown refinery.

Terry M. Berry has entered the USAF navigator training program at James Connally AFB, Texas.

Air Force Capt. Carl R. Erickson, BS '50 has received the silver wings of the Viet Nam Airforce at Tan Son Nhut Airfield, Viet Nam. He is one of the group dubbed the "Dirty Thirty" to be honored for their contributions to the Vietnamese fight against communist aggression.

George W. New, former Houston newspaperman and editor of Business Week magazine, has accepted the position of public relations director for the Rives, Dyke and Co. advertising agency in Houston.

Calvin R. Jackson, BS '61, has been promoted to the position of purchasing agent for the Petreco division of Petrolite Corp.

Second Lt. Frank E. Binniwell, Jr., BS, has completed the USAF technical training course for communications officers at Keesler AFB, Mississippi.

Clarence F. Miller, BAS, has been hired by the engineering services department of Monsanto's Texas City plant.

Army Second Lt. Robert A. Goodwin, '62, has completed a nine week officer orientation course at the Ordinance School, Aberdeen Proving Ground, Md.

Army Second Lt. Fred F. Groke, '62, has completed an officer orientation course at the Infantry School, Fort Benning, Ga.

Gene F. Presley, '47, has been appointed attorney for the southern region of Gulf Oil Corporation's domestic operations.

Emory J. Walker, Jr., BS '53, has moved to the Eli Lilly and Company's Indianapolis headquarters to assume the post of staff assistant to the executive director of pharmaceutical production and production services.

Army Pvt. Richard H. Karafa, Opt, '62, has completed basic training at Fort Knox, Ky.

USAF Captain Gerard W. Pavlu, BA, has been selected for promotion to the rank of major. He is now stationed at Ent AFB, Colo.

Lt. Col. John T. Babcock, ME, '53, retired from the Army in February after 30 years of service.

BILLBOARD

Army Second Lt. Ernest B. Braren, '62, has completed the engineer officer orientation course at the Engineer School, Fort Belvoir, Va.

Airman Third Class Lowell W. Hill, BBA, has completed a special course for medical service specialists at Gunter AFB, Ala.

Jean Ross Arnold, BFA '59, has returned to Houston from Waco to become a staff announcer at radio station KODA.

Thomas Bazile, BFA '60, has been chosen production coordinator for commercials at ABC-TV, West Coast, in Hollywood.

William T. Branblett, BS, industrial engineering, '56, has joined Monsanto's Hydrocarbon Division Chocolate Bayou plant in Alvin, Texas.

W. L. Ellis, BS '49, has been appointed South Texas Division Sales Manager for Acme Brick Company.

J. E. Bixby, BBA, is among three recently elected to vice presidencies of the Texas Transmission Corporation.

Air Force Second Lt. Harold G. Smith has been awarded the silver wings of a USAF navigator following completion of his training at James Connally AFB, Texas.

J. B. Westmoreland, vice president and loan manager of the Center Savings Association, has been elected to the board of directors of that organization.

Army Second Lt. Edward M. Kelley, '62, an intelligence officer in the Fort Bliss Headquarters Battery, bowled in the Guided Missile Group tournament there. The Army did not see fit to release his score. Perhaps it's a military secret.

Peter C. Owen, BS '61, has joined the Chicago office of Erwin Wasey, Ruthrauff & Ryan, Inc., as an account executive.

Air Force First Lt. Joe D. Franklin, BS '55, has completed the USAF course for chaplains at Lackland AFB, Texas.

Air Force Lt. Col. John T. Horrocks received the USAF Commendation Medal, for meritorious service as a staff officer in the office of the deputy chief of staff for operations at Headquarters, USAF, Washington, D.C. He has previously been awarded the Army Commendation Medal and the Air Medal with six oak leaf clusters.

Gene Hammons, BBA '55, and **Cab Link**, BS '58, formerly with the downtown office of Rauscher, Pierce and Co., Inc., have assumed charge of the company's recently opened branch office in Houston's Fannin Bank Building.

Late news from THE CAMPUS

US 16 - THEM 13 was the final tally in the Varsity - Exes game in case you didn't catch it. Here goal bound Claude King of the Exes is about to break away from Varsity line backer, Rocky Hernandez for the second Exes TD. King is currently with the AFL Boston Patriots.

Just a reminder, Cougar Clubbers can get free passes to this game every year. Are you a booster yet?



OKLAHOMA CITY EXES hosted Coach Bill Yeoman at their annual banquet in the Lakeview Country Club April 20. Current officers for the group are George D. Sullivan, Jr., President; Dr. R. C. Camp, vice president; Jim Parrish, secretary-treasurer; Herman Eklund, reporter; and Dr. Morgan Lee, special events. Editor's note to Herman: Send ID's with the pix next time. Y'all will have to find yourselves this time.



The 1963 University of Houston football games are on the air! Co-sponsors for radio coverage of this seasons games on KTHT will be Luke Johnson Ford Company and Harrisburg National Bank.

Present at the contract signing were Luke Johnson, Luke Johnson Ford, Inc.; Bill Yeoman, Head Football Coach, University of Houston; E. L. (Jim) Garringer, Executive Vice President, Harrisburg National Bank; Charles Brunt, General Manager, Radio Station KTHT.

The first game of what promises to be the most challenging season in U of H football history will be September 21, against Auburn.

RETURN REQUESTED

KUHT—its future

Ray Barthold, station manager, takes a backward and forward look at the position of educational television at UH.

First, let us say that we have no nostalgia for most of those ten years. Memories of the early days of ETV operation are cherished only because we know positively that we will not have to re-live them.

Educational television was a wispy idea which needed to be wrapped in coaxial cable and studded with \$1000 camera tubes to bring it to life and to judgment. It had no form and no agreed definition. Many people doubted that television could be adapted to formal education or to programs of specific interest to comparatively small audiences. Conversely, a few well-intentioned "friends" forecast an immediate revolution of EDUCATION and a mass communication of CULTURE—and expected us to fulfill their predictions forthwith. Those breathless expectations were sometimes as burdensome as the mechanical breakdowns, the program frustrations, or the professional inertia of some educators at all levels.

Ten years have not solved any problems completely, but most of them have been alleviated. More important, educational television is taking form—creating its own definition and philosophy by trial and error. Its role in formal education is firmly established and expanding; it is continually probing areas in which it can contribute to conscious citizenship and effective cultural transmission. More than 40,000 University of Houston students have received the lecture portions of some courses by broadcast television. On a broader level, we know that the effective range of ETV extends from the basic education of illiterates to post-graduate updating for the professions.

ETV in 1963 is 76 stations dealing with local needs under local conditions in 76 different ways. Most of them have contributed ideas to the others, and most of them participate in a national program service which draws from the many resources of the local stations and from those of commercial and foreign production agencies.

KUHT is proud to have been the nation's first ETV station—the first to translate into reality the nebulous concept of a more effective academic economy through selective use of television. A pioneer in ideas, especially those affecting long-established professions, encounters hazards more formidable than the Indians and drought suffered by early settlers of the Old West. The University of Houston deserves credit forevermore for early recognition of the potential of television as an expansion of campus facilities both for registered students and for the community at large.

However, we cannot crouch beneath our 1953 laurels and depend on National Education Television (NET) and our overworked videotape recorder to maintain Channel 8 as a dynamic force in the community. An ETV channel can be a vital communications link in a community which harbors both illiteracy and the sophisticated technology of the space age. It can be a Town Hall for a "town" of a million population; it can augment by ten or a hundred fold the availability of local cultural and intellectual resources.

But, the bitterest lesson of ten years with Channel 8 has been realization that adequate performance of these functions simply cannot be budgeted by a university or a school system. A broader base of organizational and financial support is necessary to activate the 50% unused potential of KUHT—in program areas perhaps more vital to the community than any that have been dealt with in depth so far.

This is our frank evaluation of the status and prospects of Channel 8 now—a statement of the basic problem of financing non-instructional programming on an ETV station. We must deal with this problem decisively in the next few months, and we will need cooperation from interested individuals and organizations, and from business and industry.

—Roy Barthold, Manager