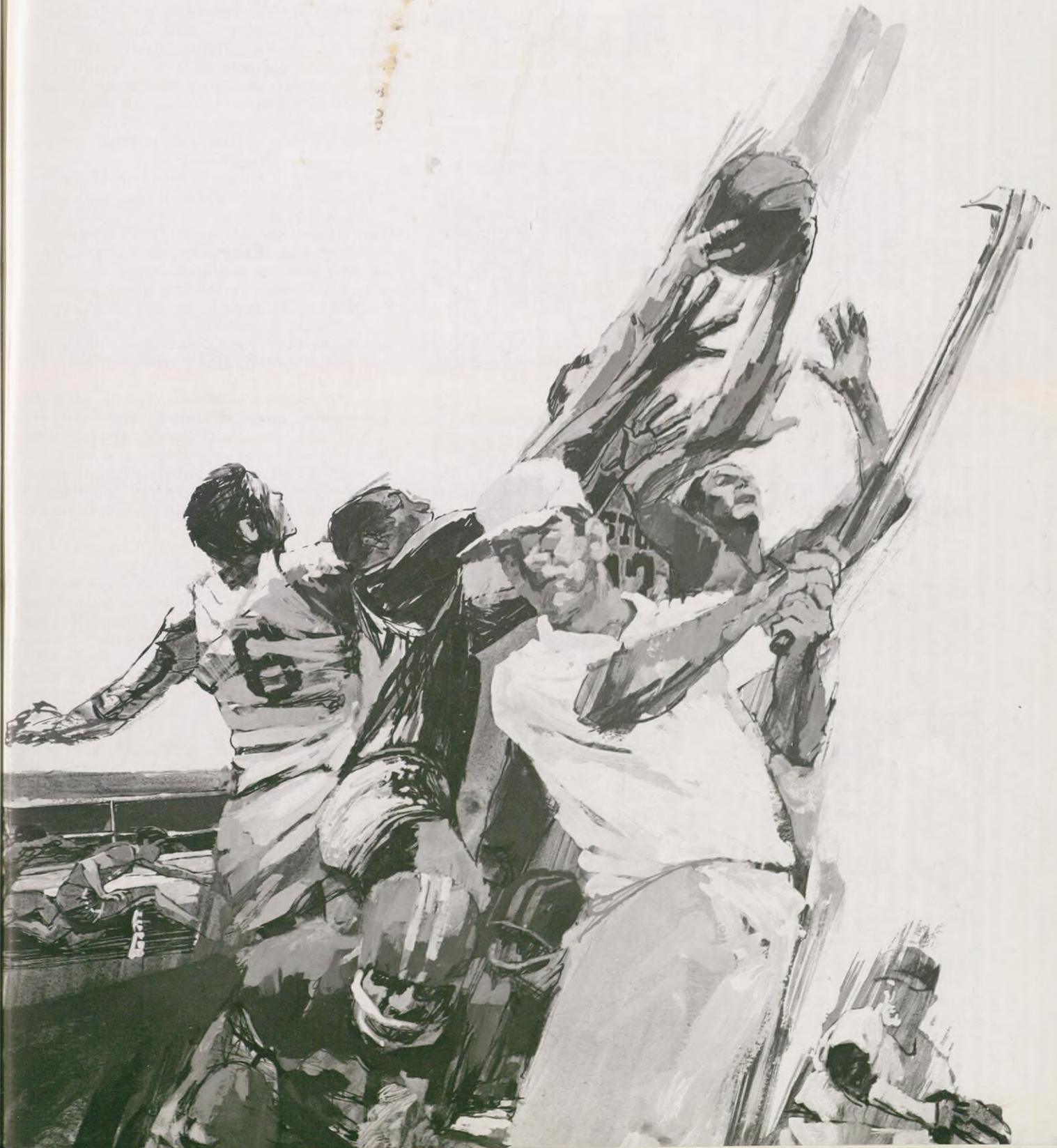


The University
of Houston
Alumni
Magazine
January, 1967

extra



King Wong



Warren McVey thrilled fans in every game last fall with his fancy footwork and brilliant breakaway. The camera follows him as he eludes his pursuer.

Editorial

Alumni were once caricatured as racoon-coated, banner-waving bunglers with rosy cheeks and bottles of bourbon descending on alma mater at homecoming to yell at the football team and whistle at the cheerleaders. They were seldom thought of as being interested in seminars, lectures, or things academic. Alumni magazines in turn were notorious for filling the pages of the monthly with the latest basketball statistics, recruiting information, and coaches' columns. And nary a serious article.

No longer. To keep up with the knowledge explosion, alumni are demanding that educational programs be strengthened from kindergarten to college and many alumni continue their education long after graduation. This is reflected in the changing programs offered by alumni associations and by the change in content in alumni magazines. *EXtra*, for example, has in the last few issues dealt with such topics as the poverty program, the new morality, value theory, and Arthur Miller. Sports reporting has taken its proportionate place.

But has sports really assumed its proportionate place in the minds of alumni? There is strong opinion on either side of the net. We get letters to the editor questioning the purpose of the University's athletic program — is it the physical education of all students, or is it getting 22 players into the Top Ten? The more cryptic critics suggest that collegiate athletics has gone professional. By that they seem to mean that methods of recruiting are immoral, that playing with an announced purpose of winning a bowl bid or conference championship automatically means that sportsmanship has been ignored, or that overemphasis on sports will necessarily mean a de-emphasis of academic studies. These high-minded men sniff that it is a perversion of the University's purpose to see private funds poured into athletic scholarships while important research goes begging.

And then there is the other bunch. They sneer at research projects entitled, for example, "An Investigation of the Properties of a Smoke Ring." Who knows, they say, that we have one of the world's foremost mathematicians or an internationally known chemist on our campus? Many Houstonians still refer to UH as Cougar High, they say, and they'll change their tune when we're in the Southwest Conference or have national rating. That we have a winning football team inspires these alumni more than knowing that our SAT requirements have been raised.

The editors of *EXtra* came to terms with the question after long thought and much discussion. This issue should bring into focus many of our conclusions.

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But let it be said straight-forwardly that we have no quarrel with the athletic department or the Cougar Club. We do not believe that an increased emphasis on athletics will destroy the academic reputation we are building. The average grades for all the athletes are higher than the all-school average. Moreover, for each of the past three years two of the Top Ten Students at the University of Houston were athletes.

In response to the charge that varsity athletes are exploited—that they have no time for social life or studies—it should be pointed out that athletes spend no more than three hours a day in practice. Nobody complains when chemistry students spend night after night in the lab bent over their research projects—that's just dedication. Certainly athletes cannot have the fullest social life, but, after all, this is the boys' choice. At UH, the athletes do participate in campus activities to an unusual extent. Athletes attend most campus dances and all fraternities open their houses to athletes. Several varsity players are Greeks. Films of out-of-town football games shown in Cullen Auditorium for all students are narrated by the players themselves, sitting cross-legged on the edge of the stage jokingly recalling plays and explaining strategy. Senior Week, an annual event held the week before homecoming, sees Greeks and campus organizations adopting football players and competing against each other to see who can best promote their particular hero. Athletes do have time for academics and for normal collegiate life if they do not have to work.

And there's the rub. Athletic scholarships and grants-in-aid are the most criticized of all aspects of the athletic program. But without them, only the rich would likely be able to participate in varsity sports. The days of "buying" athletes is long passed; NCAA regulations have prohibited it and few coaches would attempt it. An athlete's income from all sources—academic scholarships, athletic scholarships, and any other loans or grants—may not exceed his normal educational expenses. And coaches are not the only ones concerned with recruiting; every department of the University is after top students with scholarships, grants-in-aid, and every kind of incentive.

On the other hand, we deplore the kind of recruiting tactics that got the University on probation with the NCAA, and agree that funds for athletic programs must be placed in a reasonable proportion to the other needs of the University. As for prestige, those who still refer to UH as "Cougar High" are too stupid to be concerned with, and we should not plan our athletic programs to impress them.

In short, *EXtra* will continue to report sports news in its turn along with all the other important developments at UH. And your editors will be right there eating popcorn and cheering for McVea and Hebert and Hayes along with the rest of you.

Glenda Fuller

extra

The University of Houston Alumni Magazine

January, 1967

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The Game Breakers

Only eight teams in the country won more games than the University of Houston Cougars last fall.

You will not find the term "game breaker" in any edition of any dictionary. But it is one of those expressions, like "momentum," "hard-nosed," or "field position," that football coaches cuddle lovingly when the frost is on the pumpkin.

The term is, I suppose, relatively uncommon in the list of football clichés. That is probably because they are usually few and far between. A game breaker is a football player who can break a tight game wide open by executing just one play. Houston saw eight game breakers in the 1966 season.

Most teams are lucky to win by persistence and dedication, and forget game breakers. Only 53 of the country's 115 major college teams, for example, had winning records during the 1966 season. Only eight of them won more games than the Houston Cougars.

Game breakers usually break records, and practically every mark in Cougar annals was erased during the '66 campaign. Here are a few highlights.

Team Records:

Total Offense: 437.2 yards per game. This mark led the nation. Even the pros could not match this fantastic output.

Touchdowns: 44. Notre Dame tied the Cougars for the national lead in this important department.

Scoring: 33.5 points per game. This school record put UH second only to Notre Dame's 36.2 points per game.

Punt Returns: 16.0 yards per try. The Cougars were fifth nationally in this category.

Rushing Offense: 242.0 yards per game. UH ranked fourth in the country in rushing offense.

Pass Offense: 195.2 yards per game. Houston was 14th nationally in this department.

Rushing Defense: Cougar opponents gained only 94.3 yards per game on the ground to place the Big Red 15th nationally.

Individual Records:

Scoring: Kenny Hebert led the nation with 113 points.

Rushing: Dick Post was seventh nationally with 1061 yards.

Total Offense: Bo Burris was 10th in the country with 1846 yards total offense gained.

Touchdown Passing: Bo Burris was the nation's leader with 22 touchdown passes.

Punt Returns: Don Bean was fourth, but his average of 20.2 per try was the nation's best.

Attendance Records:

Home (Astrodome): 287,828 for an average of 41,118 per game. Both are school records.

Home and Away: 369,589. This is also a school record.

The eight boys who broke up the hopes of Cougar opposition would not really want to be singled out for recognition, because total team effort was the key to all of the Houston wins. But the following eight boys turned the key.

Quarterback Bo Burris began breaking up games as a junior, and, like wine, he got better with age. Burris is a

soft-spoken young man. "I've never been the bossy type," he says. He guided the nation's top offense with a sort of restrained confidence. His hobby of drawing cartoon characters of his teammates and coaches broke the tension before many games. To Bo there is no place like the Astrodome. It is only natural that a passer who had broken every Cougar passing record would want to play in perfect conditions all of the time.

Flanker back Don Bean was the surprise of the 1966 season. Nicknamed "Mouse" because of his 5' 8" 165-pound size, Bean thrilled Houston crowds with his long distance punt returns for touchdowns in the Tulsa and Utah games. "I just love to get my hands on that ball and run. Who wants a fair catch?" Bean beams. A native of Beaumont, Bean came to the University from Missouri Southern Junior College after finally convincing the coaching staff that he was big enough to play major college football. He will be a key man in UH plans for 1967.

"The greatest thing that ever happened to me was when the University of Detroit dropped football and I decided to come to Houston." That is the way Tom Beer wrapped up his UH career after the season finale with Utah. A great competitor, Beer suffered a broken hand during the Mississippi State game but did not miss a down in the games that followed. He caught four touchdown passes against Oklahoma State.

It is rare when a defender becomes a game breaker; the player that fans follow eagerly is usually a ball carrier. However, Carl Cunningham's consistently outstanding play at defensive end earned him the respect of his teammates and opponents and the love of the fans. His blocked field goal attempt and blocked extra point attempt carried the Cougars to a season-opening victory at Florida State. Blocked punts against Tulsa and Tampa were also key plays in those one-sided victories. A three-year starter, the Houston senior was a leader every year in playing time.

From the moment he scored the first UH Astrodome touchdown Ken Hebert's fame as a clutch player has been growing. An intense competitor, Hebert believes he knows no peer and acts accordingly. Head Coach Bill Yeoman agrees. "Kenny is a great athlete," he says. Hebert was the national scoring champion in 1966 with 113 points, and his return for the 1967 season will make the Cougars a constant scoring threat. His ability to come up with the big play carried over into baseball season. He led the Cougars in home runs, runs batted in, and stolen bases.

Warren McVea is a runner. And what a runner! And a pass receiver. And what a pass receiver! His 99-yard pass reception against Washington State, his 80-yard pass reception at Florida State, touchdown runs against Kentucky and Utah are just a few of the plays that broke open games



Leading the nation in total offense, scoring, and touchdowns, the Cougars were ranked 11th nationally.

last fall. As one opposing coach put it, "As McVea goes, so go the Cougars. The team seems to have confidence that any time he touches the ball it might be six points. They can be down, but never out when he is in there."

When Dick Post received the *Houston Chronicle* award as the "Player of the Year in Texas," Cougar fans were not surprised. The 5'9" 195-pound fullback set an example as team captain unparalleled in Cougar football history. He was married shortly after the season ended. "It will take a real man to fill Post's shoes," says Yeoman.

A sizzling 81-yard punt return against Florida State was Dick Spratt's game-breaking contribution for the year. Without that vital touchdown, a victory at Tallahassee could have been non-existent. A loss then would have had far-reaching effects on the entire season. Sidelined by illness later in the season, Spratt came back to play both offense and defense. His big play in Florida earned him a spot among the game breakers.

Post was not alone in receiving honors at the end of the season. McVea was a first-team All-America choice by the *Football News*, America's oldest football publication. Beer, Cunningham, Paul Otis, Burris, Tom Paciorek, Hebert, and Post all received All-America honorable mention. Center Barry Sides, Cunningham, Burris, and Beer all were invited to play in the nationally televised North-South All-Star game in Miami. Beer also was invited to play in the Hula Bowl in Honolulu. San Antonio citizens, extremely proud of Warren McVea's accomplishments, held a city-wide "Thank You, Warren McVea Day."

Everybody loves a winner.

Especially Coach Bill Yeoman. Yeoman, who came to the University of Houston in 1962, stated when he came that he would set his sights on a national championship for the Cougars. Questioned about it by a reporter from the *Amarillo Daily News*, he commented, "I've taken some kidding about that national championship talk. But the ribbing hasn't changed our ideas about it. That's what we want. It's the kind of program we are trying to have. We are not about to lower our sights."

He has held doggedly to that dream through five seasons. His debut as head coach saw the Cougars in a 7-4 season, including a 49-21 victory over Miami of Ohio in the Tangerine Bowl in Orlando, Florida. He moved the team to the Astrodome in 1963 and put them on national television the same season. He watched Houston climb this year to 11th in the nation in rankings.

Yeoman came to UH from an eight-year stint at Michigan State University as Duffy Daugherty's top assistant. Earlier, in 1949 and 1950, he had served as assistant coach under Col. Earl "Red" Blaik at West Point. Though he was born in Elnora, Indiana, and was an All-American center at West



Tony Turbeville



King Wong



Next year the Cougars will play Michigan State, Wake Forest, Georgia, North Carolina State, Idaho and other power houses; in 1968 they will play Texas University.

Point, Yeoman has strong ties to the Southwest. He graduated from an Arizona high school and attended Texas A&M as a freshman. His wife, the former Alma Jean Vance, is a University of Texas graduate. Her father, Harold Vance, headed the petroleum engineering department at A&M for 18 years and was later a vice-president of the Bank of the Southwest in Houston.

Yeoman has an outstanding athletic background. He was an all-state football player and basketball star at Glendale High. He lettered in both sports at A&M as a freshman before receiving his appointment to West Point in 1946. A three-year letterman for Col. Blaik at Army, Yeoman captained the 1948 team and was a second-team All-America pick at center. Following his graduation from the Academy, he assisted Blaik for two seasons.

He joined Daugherty's staff after two years of active duty in Europe. He became the Michigan State defensive backfield coach in 1957. He took over the offensive backfield in 1959, which was his title at the time of his resignation at the Michigan school.

That five of Houston's eight game breakers have completed their eligibility is enough to worry Yeoman until next season's opener with Florida State in the Astrodome. The schedule is getting stronger. It is conceivable that

against next year's lineup a team as good or better than last fall's could not equal the 1966 win total. Next year Michigan State, Wake Forest, Georgia, North Carolina State, and Idaho will join holdovers Mississippi, Mississippi State, Florida State, Tulsa, and Memphis State on the University of Houston schedule.

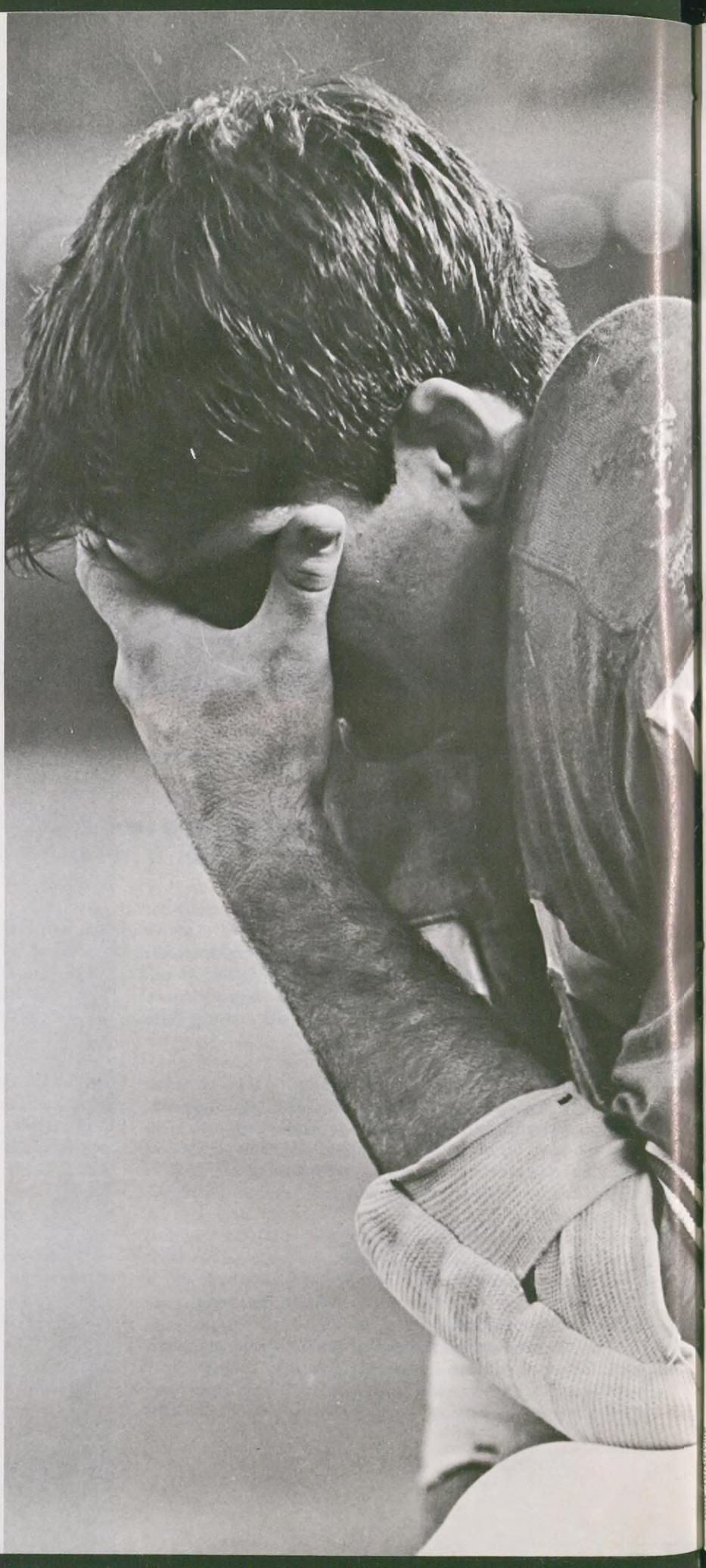
Returning in the fall will be halfback Warren McVea, flanker back Don Bean, and split end Kenny Hebert. Seniors who won't be back and who may go on to pro ball are Tom Beer, tight end; Bo Burris, quarterback; Dick Post, fullback; Dick Spratt, defensive halfback; and Carl Cunningham, defensive end. These five will be replaced by players like Royce Berry, defensive end; Gus Hollomon, defensive halfback; Tom Paciorek, defensive halfback; Paul Gipson, fullback; George Nordgren, fullback-halfback; and Dick Woodall, quarterback; among others.

"Those seniors will be hard to replace," Yeoman admits. It took him five years to round up this bunch. However, though he has a new five-year contract, he doesn't think it will take five years to produce another good team.

Neither do the fans. Season tickets are already in demand. They obviously expect to see a few more game breakers next year.

by Ted Nance

**Should the
University
of Houston
be in the
Southwest
Conference?**



In May 1914, representatives of the major universities of Texas, Oklahoma, Arkansas, and Louisiana met and created the Southwest Conference. Athletic programs at these institutions had come a long way since 1893, when Texas University won the first football game played by any of the Southwestern schools.

In those earlier days, the game was rough and crude. The field was marked off with smudgy chalk lines. There were no stands, and tales are handed down to us of excited fans pushing over into the end zones so that players could hide in the crowd to receive touchdown passes. Even getting teams from Arkansas or Oklahoma to Texas over the muddy trails or blazing plains was no trivial feat in the 1890's, nor in 1914 for that matter.

But athletic competition has been a common mark of every civilization, and nothing seems to have deterred those hardy Southwesterners from their infrequent football contests. So a college sports association seemed to be appropriate; therefore the Southwest Conference was formed.

A few more schools later joined and others dropped out. By 1925 seven of the eight schools now in the Conference were the only remaining members. However, games between Texas and A&M, TCU and Baylor, SMU and Rice, and Arkansas and any of them were eagerly supported and stubbornly fought. The Conference began to receive national recognition, and in 1929 Wear Schoonover of Arkansas and Marion Hammon of SMU were named All-American—a first for the Southwest Conference.

The reader will note that the University of Houston was not even in existence at that time. Its predecessor, Houston Junior College, fielded its first teams in 1928. Coached by John Bender, who was a Washington State Cougar and gave the Houston teams the same nickname, the football team had an undistinguished first season of one win, three ties, and four defeats. This looks a bit better when one knows that Coach Bender had only sixteen players from which to choose his starting eleven. The basketball team posted a better record, winning 14 of 22 games. The University of Houston was not recognized by the NCAA until 1951, when it joined the Missouri Valley Conference, playing Tulsa, Oklahoma A&M, Detroit, and other fine teams.

But UH fans longed to see the Cougars contest the big boys of their own area—Texas, Rice, Arkansas, and others. The administration of the University agreed, and in 1956 sought membership in the Southwest Conference. They were summarily rejected.

Chagrined UH alumni muttered among themselves about the "aristocrats" of the Conference, who, they said, seemed to think that because UH was so recently created and so little refined it was not worthy of membership. UH athletic directors were more realistic, admitting that the Conference

schools had valid reasons for the rejection. Therefore they continued to work and build and improve. UH kept playing A&M, Baylor, and Arkansas in football and TCU, A&M, and Baylor in basketball, winning about half the games in football and most of them in basketball. In golf, tennis, track, and other sports, the University began to make itself known.

Then in 1963, the University of Houston became a part of the Texas state system of colleges and universities. The elderly aristocrats watched in amazement as enrollment, standards, and achievements at "Cougar High" began to equal, rival, and surpass their own. As Harry Fouke, athletic director at Houston, is fond of saying, "It doesn't take as long to do anything now as it did in 1890—build a house, a bridge, or a fine university." No one could have been surprised when in March 1964 the University's Board of Regents announced publicly that the University of Houston wanted in the Southwest Conference.

The Texas press was overwhelmingly in favor of the bid for membership. Bob Rule said in the *Houston Press*, "The University of Houston, over a period of years, has built its case carefully and along sound lines. Instead of saying, 'let us in and we'll meet your standards,' the University has built up to Southwest Conference standards on all counts and now respectfully asks admission—on merit." His attitude was typical.

To get in the Conference, Houston needed a sponsor and the vote of six of the eight members. Representatives from Rice University contacted UH president Philip Hoffman immediately after the announcement of the Board of Regents, saying that Rice would be the appropriate one to sponsor Houston and asking that Hoffman reject offers of sponsorship from any other Conference school until Rice administrators had time to make a decision. Hoffman agreed. Everyone seemed optimistic.

Then, a few days before the scheduled Southwest Conference meeting, Rice's Dr. Pitzer informed Dr. Hoffman that Rice would not sponsor the University of Houston for membership in the Southwest Conference.

When this decision was made public, the reaction was immediate and largely hostile. Clark Nealon said in the *Houston Post*, "The University of Houston has every right to bitter disappointment at Rice's decision not to sponsor the Cougars for Southwest Conference membership and, it seems here, Rice has cause to be concerned about its public image." Most other sportswriters agreed.

Even the Rice student newspaper, *The Thresher*, stated in an article by John Durham, "We believe that the University of Houston should be admitted to the Southwest Conference."

UH students held a rally and sang, to the tune of "Puff, the Magic Dragon," "Oh Rice, the magic college, lived by the zoo; but Sammy Owl,

In golf, Houston teams have won the national collegiate championship for nine of the past eleven years, the greatest record in the history of the NCAA tournament.



T. E. Ryan

he threw a foul to the Cougars of Houston U."

Some Cougar fan took the unfortunate step of painting in huge letters on Rice's wall "UH want in." His painting was better than his grammar, and he didn't help matters any; the University of Houston student association and administration formally apologized to Rice officials and offered to remove the paint, but Rice refused the offer.

At the Southwest Conference meeting held shortly thereafter, in what was reportedly the most stormy session of its history, the Conference finally voted unanimously for a statement which read:

"Regardless of the academic and athletic qualifications of other institutions which might be recommended as potential Southwest Conference members, the following may be stated. The maximum Conference membership of eight is excellent. A larger number would be unwieldy, particularly in football."

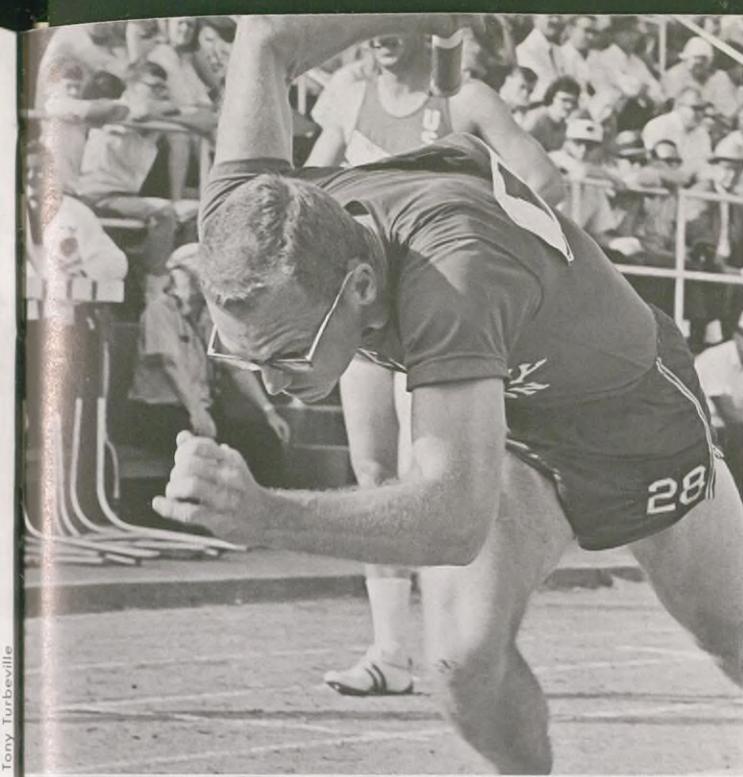
The same reasoning had been offered in 1954, when Texas Tech was refused membership. But Tech fought back with every weapon at its disposal—by putting pressure on the state schools through the legislature and on the private schools through prominent donors, and by having thousands of alumni cancel credit cards and close accounts in Dallas where the Southwest Conference offices are located. Tech was soon a member of the Conference, and eight instead of seven became the ideal number.

The University of Houston, for whatever reason, did not follow Tech's example. That same year UH started playing football in the Astrodome. The same year football Coach Bill Yeoman, who came to Houston in 1962, began to recruit boys like Warren McVea. Basketball coach Guy Lewis landed lanky Elvin Hayes and Don Chaney. The golf team kept right on as number one in the nation. Although disappointed, UH was not distraught as it might have been.

The next year the Cougars went on national television for the first time and to the national NCAA basketball tournament again, and picked up another All-American.

And now in 1967, an outstanding football season has just ended in which the Cougars led the nation in scoring and total offense, and smashed 110 school records in one season. Another winning season of basketball is underway, and golf is still to come. The Cougars have the Astrodome, and a gigantic new physical education facility is soon to be constructed. Next year the football boys will play Michigan

In cross-country, Houston is the only team in the Southwest that has ever won the national collegiate championship, and is the only school in Texas that has produced two national individual champions.



Tony Turbeville



Ray Blackstone

In tennis, Cougar teams are one of two in Texas that have finished as high as seventh nationally at least three times since 1956.

State, Georgia, Wake Forest, and other powerhouses. In 1968, Houston will play Texas. As schedules get tougher, and teams get stronger, attendance and national recognition increase, and some Cougar fans now look cockily at the Southwest Conference, and say, "Who needs them?"

Even Harry Fouke says that the University isn't begging anymore. "We don't have to," he comments. "Nothing stands in the way of progress, and this is progress. Sooner or later someone in the Conference will wake up to the fact that UH draws more interest and attendance when it plays in College Station or Waco than Rice or TCU does. It will dawn on someone one day that UH's overall record surpasses that of every team in the Conference. However, although we aren't in any desperate need or rush, we still want and expect to join the Southwest Conference one day."

Why? Why should the University continue to seek membership in the Southwest Conference? Why not another conference? Why not stay independent?

Fouke is thoughtful and quiet when he weighs these questions. His eyes harden a little as he gazes through his office windows over the green practice field outside. It is as if the question has been buried somewhere under layers of achievement and planning, and must be brought out again slowly and carefully.

But Fouke is a realistic and honest man. He is therefore aware that, both for the Conference and for the University, membership would be a good thing. His reasoning is sound.

First, he says, any good member should bring benefits to a conference. UH is now capable of contributing much to the Southwest Conference. Its program is well balanced and strong. Its record is surprisingly outstanding.

In baseball, for example, the Cougars and the Longhorns are the only two Texas teams that have played in the NCAA district playoffs three or more times in the past ten years. In basketball, UH and SMU are the only major teams in Texas that have played in four post-season national tournaments (NCAA or NIT) since 1956. The Cougars have posted an all-time record of 154 wins and only 47 losses against Texas-based opposition in basketball. In cross-country, Houston is the only team in the Southwest that has ever won the national collegiate championship. UH is also the only Texas team that has produced two national individual champions. In football, only the University of Houston and the University of Texas of all the major teams in Texas have

In baseball, University of Houston and Southern Methodist University are the only major teams in Texas that have played in four post-season national tournaments since 1956.



In track, UH is the only team in Texas in the past decade that has finished among the nation's top 15 teams four times, winning the U.S. Track and Field Federation National Championship in 1963.

had 10 or more winning seasons during the past 16 years. In golf, of course, Houston teams have won the national collegiate championship for nine of the past 11 years. Houston's record in golf is the greatest in the history of the NCAA tournament. In tennis, Cougar teams are one of two in Texas that have finished as high as seventh nationally at least three times since 1956. In track, UH is the only team in Texas in the past decade that has finished among the nation's top 15 teams four times. Houston also holds the all-time record for the most points scored by a Texas team in the NCAA championships. Overall, the University, since 1956 has produced 13 NCAA individual champions, more than any other Texas school. Cougar teams have won 10 NCAA team titles, more than all of the other Texas schools combined.

It may be that Bob Rule is right in saying, as he has in the *Houston Press*, that the real reason some schools don't want UH is that they are afraid of Houston's potential.

But the Conference wants and needs strong members who can attract interest and attendance. UH is such a school. Possibly it would not win a conference championship now, but it would be a stronger member than some present Conference teams have been.

One of the chief reasons for excluding the Cougars is that the Conference maintains a round-robin schedule (with every Conference team playing every other team) and each school still adding three non-conference teams to its schedule. Playing UH as a conference member would reduce the non-conference scheduling to two. But a look at the teams scheduled should convince anyone that UH would outdraw most of them. It is not as if UH were Toby Business College, which they all once played in the good old days. As the Rice student paper observed, "What's so glamorous about Tulane or Tulsa?" They don't draw overflow crowds.

Another unspoken objection to UH's membership is the fear that a fierce competition between UH and Rice would be harmful to all concerned and would split attendance. Yet competition is at the heart of all sports events. UH-Rice competition would only add to such existing grudge matches as the Texas-A&M or Rice-LSU games. Moreover, Houston has cooperated with Rice for several years in presenting the Bluebonnet Classic basketball tournament. Houston is certainly large enough to support two teams; most other major cities do, such as Los Angeles which maintains UCLA and Southern California, both strong teams. Scheduling could be arranged, as it is now, so that when one team is away the other is in town, and Houstonians could see a game every week.

And what would UH get from all of this that it doesn't have now? "Let us be honest," says Fouke. "We'd get an equal chance for recognition and recruiting."

Southwest Conference membership automatically insures

state-wide and national news coverage. Humble Oil and Refining Company sponsors Conference games on state-wide radio, and last year sponsored Conference basketball on state-wide television. The Conference maintains its own publicity office in Dallas, where the wire services pick up all Conference scores and news for the national press. Houston has no such advantage, no matter how good the team or the record may be.

In the matter of ratings, sportswriters naturally vote for the team they have heard or seen. Only two reporters in Houston can vote in the AP poll. Since Houston does not play in Austin, Dallas, or other Southwest Conference cities, and their games are not heard state-wide, sportswriters in these cities can hardly be expected to vote for Houston.

Then there is recruiting. A kid in Odessa can hear Southwest Conference games on the radio, but not Houston's. If he goes to a Southwest Conference football team, he is assured broader recognition and the strong possibility of a Cotton Bowl bid. Although UH has the Astrodome and the benefits of being located in metropolitan Houston and a broad curriculum from which students may choose, it does not have these advantages.

Then there are the little things. Like pride. Humble service stations give away Southwest Conference schedules, banners, and glasses. Even in Houston, where the vast majority of their customers attended UH! They have nothing against Houston, of course, but just happen to sponsor the Southwest Conference. Such little matters are frustrating to Cougars.

But apparently not frustrating enough to do anything about it. Although one Cougar supporter ran out of gas on the freeway recently rather than stop at an Humble station, few alumni have joined his crusade.

What then are the prospects for Houston in the Southwest Conference? At the present, not too promising. There is no organized movement afoot to bring pressure on anyone—pressure which probably will be the necessary lever. Many Southwest Conference spokesmen say privately that they would welcome UH, but worry about what would happen in a year or two when Arlington State wants in, and the next one wants in, and so on. This is the most sensible reason for shutting UH out.

But Cougar fans can take comfort from other facts of life. The Southwest Conference must ultimately want and need strong area teams that pay their own way in wins, recognition, and gate receipts. UH now has such teams. As Fouke puts it, in typical Southwestern terms, "Nothing will stand in the way of progress."

And meanwhile the University of Houston can go right on building and boasting. It has no reason to cringe before the aristocrats any longer.

by Glenda Fuller

Size Isn't Everything- Heart Counts Too



Laughhead Photographers

A personal glimpse of UH Alumnus Guy Lewis and his basketball boys as they are known to their chipper little team manager they fondly call Howie.

For a guy who never heard of the University of Houston until six years ago, Howard Lorch has become the University's foremost authority on the Cougar basketball team.

Better known as just plain "Howie" to UH coaches, players, students, and alumni, Lorch is a part-time philosopher, coach, public relations man, psychologist, and the full-time team manager.

He first heard of the University from Faustin Baron, a high school friend who had come to UH on a track scholarship. A letter from his Linton High School coach to Guy Lewis landed Howie the manager's job. Howie left Schenectady, N.Y. in 1962 and has never regretted his move to UH.

"It's been a great experience. I'll always be indebted to Coach Lewis for giving me a chance. I'm looking forward to paying back the University for my education someday as a contributing alumnus," Lorch explains sincerely.

Howie is finishing work on his student teaching and his degree in speech and education this year. He plans to return next year to work on his master's and to manage the team for one more season.

"I couldn't miss the UCLA game," he laughs. Lorch and thousands of others are looking forward to the January 20, 1968 game in the Astrodome between UH and UCLA.

Though he is his roommate, Howie says he is not playing favorites when he rates Elvin Hayes as the greatest player he has ever seen.

"Of course, I haven't seen that many college players. I'd have to put Jim Walker of Providence and Oscar Robertson next to Elvin. I'm sure that Lew Alcindor will be in that group. But, I haven't seen him since I was in high school.

"Lew was a 9th grader my senior year in high school. We beat his team 86-80. Alcindor was already 6'-10" and weighed 200 at that time. You could tell then that he was going to be great by the way he moved."

Hayes is not the first All-American basketball player that Howie has been associated with since entering the managerial business. The Cougars' Lyle Harger was his first collegiate All-American. As a high school manager, he took care of Barry Kramer and Pat Riley. Kramer later starred for New York University and Riley is currently an All-America choice at Kentucky. Kramer was a two-time All-America player at N.Y.U.

"Though they are all different types of players, I'd rate Elvin the best of all of them," Lorch smiles and says, almost reluctantly, "he's still improving, too."

Howie figures that he puts in 36 hours a week as a team



Dick Kenyon



Dick Kenyon

Next year
Houston fans
will see
the Cougars
play UCLA
in the
Astrodome.



Dick Kenyon



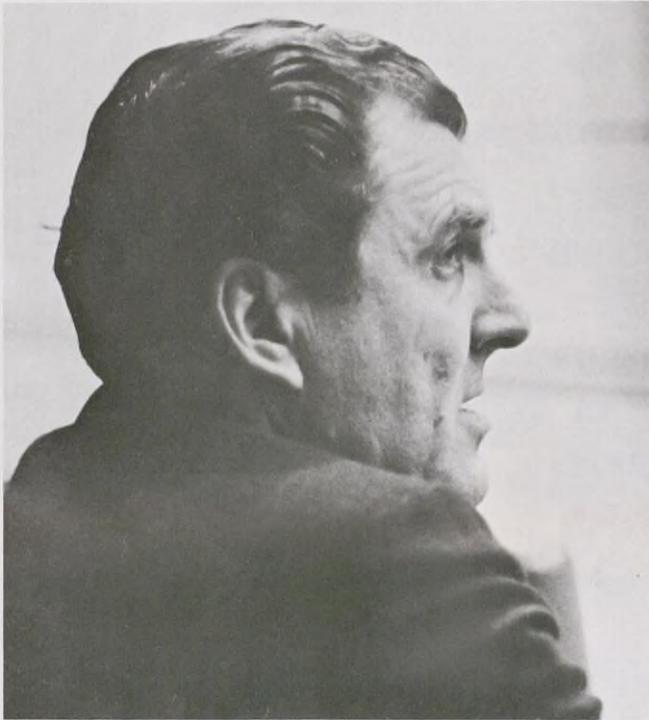
Dick Kenyon



Tony Turbeville



Dick Kenyon



Dick Kenyon

Head Coach Guy Lewis was the first UH alumnus to hold a coaching position at the University. Four of his last six Cougar teams have played in national post-season tourneys.

manager. In return, he is given an NCAA room, board, and tuition scholarship.

On a normal game day, he checks into Delmar Gym at 4 p.m. to begin setting up for the 6 and 8 p.m. games.

"It's usually 10:30 p.m. by the time we leave. Then I go back to the athletic dressing room to wash uniforms. We usually finish up about 12:30 a.m."

Lorch got one of his biggest thrills last season when freshman coach Harvey Pate was out of town and he coached the freshman team. He's probably the only undefeated coach in the history of collegiate basketball. The frosh beat the alumni by nine points. Howie loved every minute of it. He even threw a towel, jumped up and down at official's calls, and most of the other things that coaches do during ball games.

The one game that really stands out in his mind since he has been at the University was the NCAA playoff game with Notre Dame in 1965.

"Notre Dame had beaten us 110-80 in Houston at Delmar

Gym earlier in the season. No one gave us a chance to beat them in the NCAA playoff. We won 99-98 in overtime. That proved to me what a team can do regardless of the odds.

"That also showed that size isn't everything in basketball. Heart and desire and pride won that game for the University. I'll always remember that one."

After five seasons, Howie has become a pretty good judge of Cougar players and coaches as people. Here is how Howie sees the team and coaches off the Court.

"Coach Lewis is one of the fairest men I've ever known. He treats everyone the same regardless of his ability or position. He is a very sincere person. And he can really fire up a team before a game or at halftime. He hates to lose and it carries over to his players. His major interest is the team, not his personal coaching career. He is also a very understanding person, one you can take your problems to and he will sincerely try to help you out. He must drink 20 nine-ounce cups of water at a ball game.

"When you've met Coach Pate for the first time, after a few minutes you feel as though you've known him for your whole life. He can adjust to any situation. That's what makes him such a good recruiter. He also hates to lose. To be a successful coach, I guess you have to have that winning attitude.

"Melvin Bell is a very mature sophomore. He keeps pretty much to himself off the court. He is respected by the entire team because of his strength and ability. He has his heart set on making All-America. He's in pain almost all the time because of his bad knee.

"I don't see Andrew Benson too much because he's married. Being married he has more responsibilities than the rest of the boys. He doesn't complain and could do a good job coming off the bench. "Ben" is also a very likeable guy.

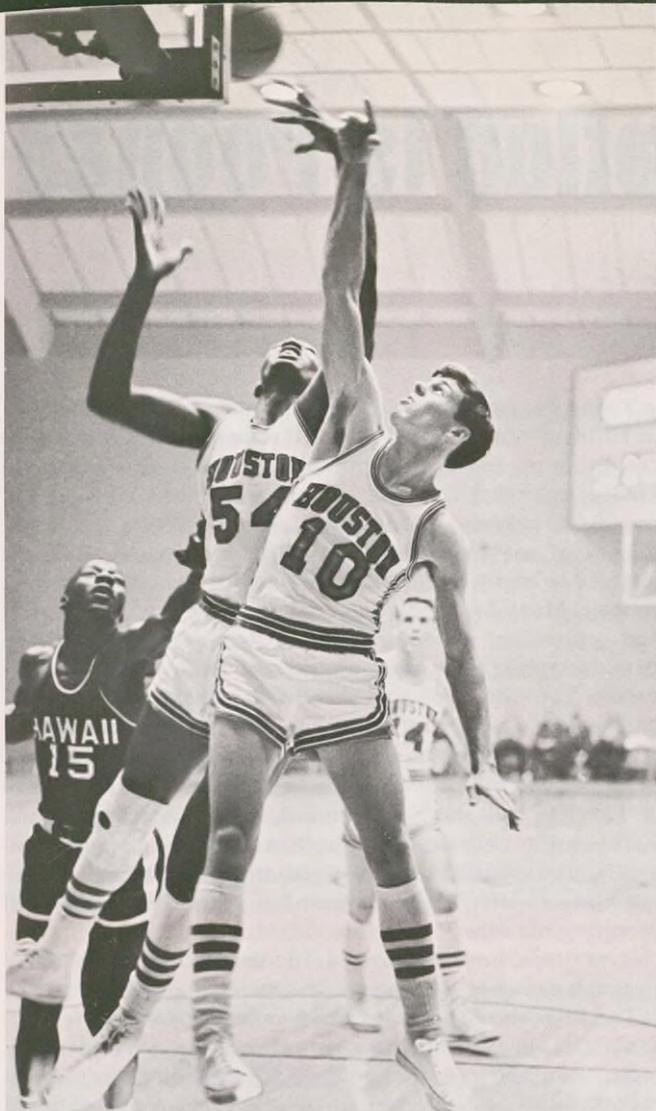
"Don Chaney is pretty quiet. He gets along with everyone. His seven-foot arm span (second only to Hayes) helps him get those steals. Don goes steady with a UH coed. He likes records and spends much of his spare time with his girl.

"Team captain Gary Grider is the type of kid that being married has matured. Gary married former UH cheerleader Dora Friedman last summer. He hates to lose and has a very fiery attitude. He fights right on to the end.

"Niemer Hamood is a hard guy to put down on paper. He gets along well with the players, but it is not easy to get to know Niemer. He is the type who will improve each season. He is similar to Joe (his brother who played for the Cougars last year) in many ways.

"Elvin Hayes is not a demanding person. He is a guy who doesn't ask for much out of life and is happy to have what he has and appreciates it. He loves kids. Elvin goes out of his way to be nice to kids. He likes to watch television and to see his steady girlfriend when he's not in practice.

"Don Kruse is a very good example of a team man. He is



Dick Kenyon

The coach's son, Vern, has earned the admiration of his teammates and the fans. Here he gets all the way up there with Big E.

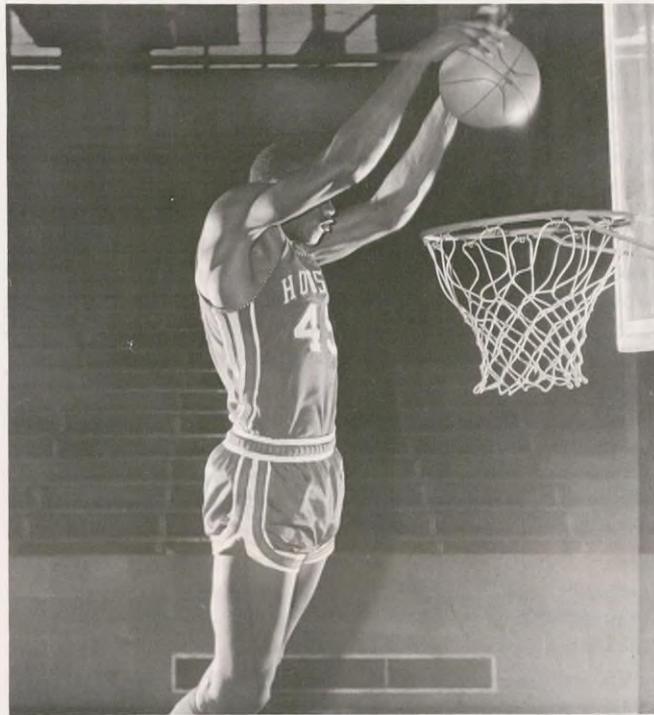
not interested in making points or setting records unless it will help the team win. He often yells the loudest from the bench for his replacement. Don is married. Hunting and fishing occupy most of his spare time.

"Theodis Lee is a very active person. He always seems to be doing something. Very likeable, Theodis enjoys being around people. He collects travel posters to decorate his dormitory room and talks about travel a lot.

"I don't think Leary Lentz ever gets rattled. He is a very mature individual. He is a good captain.

"You don't even realize that Vern Lewis is the coach's son. He has done a tremendous job of handling that situation. He has a great drive to win and the ability to fire up other players. Vern is very well-liked.

"Elliott McVey is the team's top student. He is in the Pharmacy College and spends much of his spare time hitting the books. He is a team man and doesn't resent the fact that he plays little in regular season games.



Roy Blackstone

Elvin Hayes — Big E to his fans — was All America last year as a sophomore. He is matching last year's record again this year with the Cougars.

"Ken Spain is a very articulate young man. He likes to hunt and to travel. I think he is the adventurous type. I predict that he will work hard and improve every season.

"David Starks is engaged to one of the school's beauties. Most of his spare time is spent with her. Snuffy, as he is called, is a very popular team member.

"Don't forget Robert Smith. Robert has been the team trainer for three years. He is very conscientious and does a lot of research trying to improve himself for the future. He's a big help to Coach Lewis in many ways."

As you have no doubt been able to conclude from Howie's evaluation of the team, the Cougars are one big happy family.

They have the physical and mental attributes that are required of a good team and they have the desire to excel.

Don't be surprised if the Cougars travel to a national tournament this spring for the fifth time in the past seven seasons. Howie won't be.

by Ted Nance

The Pepsi Generation is Pooped

The ancient Greeks had it that physical prowess was as much to be admired as was the intellect. Obviously they meant it. Their sculpture idealizes the well-developed beautifully-coordinated body and, according to their literature and histories, their philosophical genius was matched by their physical feats. Down through every civilization since, the concept of physical fitness has received a lot of lip service, but since the Greeks, few people have actually believed or practiced the credo that the body is as important as the mind. President Kennedy did ask his countrymen to consider their flabby muscles and tried to set an example for them, in spite of his bad back, and for a while it seemed that he might get somewhere. Touch football and the 50-mile hike were certainly among the symbols of the New Frontier. But if we are ever to get back to the Greek ideal, something must be done to improve the physical education programs of most colleges and universities.

At the University of Houston the problem seems puzzlingly contradictory—on the one hand, many students don't want to take the required physical education courses, and on the other some students say that there is not enough opportunity to participate in collegiate sports.

Students at the University are required to take only two hours credit in physical education. They may take field sports, weight lifting, handball, golf, volleyball, swimming, dance, bowling, archery, tennis, or a variety of other sports. The instructors and coaches are excellent and thorough. But they are handicapped because of lack of equipment, lack of space, and lack of cooperation.

Time after time practice fields are turned into parking lots or building sites. The new physical education center will help the situation enormously but there must still be adequate funding provided to obtain equipment to meet the needs of the 20,000 students at the University.

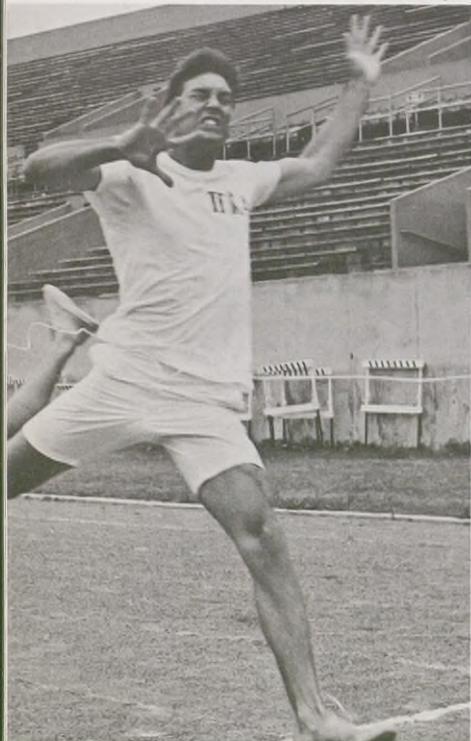
Lack of equipment is not as disturbing as the attitude fostered by many faculty members toward physical education courses. Many brilliant students have to be dragged kicking and screaming, so to speak, from their dark labs into the dazzling sunlight to play, would you believe it, soccer or tennis. They maintain that this is a waste of time that could be spent in research or study. Until enough people on the faculty—excluding the p.e. instructors—begin to point with pride back to the Greeks again, these students are likely to continue to look down their noses at the athletic program.

Those who have said that there are not enough opportunities for participation have been pleased with the changes taking place at UH during the past few years. The intramural programs, financed by a \$17,000 budget from Student Association funds, have improved dramatically both in scope and in involvement of students.

The intramural program plays an important role for students unable to participate in varsity sports but desiring more than the required courses by providing them with opportunities to take part in several types of recreational competition.

The intramural program, under the direction of R. T. Dickinson, has added softball, cross country, golf, badminton, and other sports in the past two years, and has seen all of

T. E. Ryan



Tony Turville



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them eagerly received by the more than 3500 students who participate in intramurals.

"Some people say that there is not enough participation," Dickinson comments, "but they forget that the University of Houston is located in the middle of an exciting metropolis. Houston has a lot to offer students, and students do not feel the need for intramural sports as much as, for example, A&M would. But any Sunday afternoon, you can walk around the practice fields and see as many as a thousand youngsters involved in football, basketball, tennis, and other contests. One Sunday afternoon there were 28 football teams, with 20 boys on each team, playing at once, at the same time that a tennis tournament and a basketball tournament were underway. Participation is improving."

The statistics bear him out. Participation in three major sports—football, basketball, and softball—has jumped from 820 in 1956 to 3,339 in 1965. Volleyball and bowling have had 50 percent increases in the past year. Forty-four participants constituting 14 teams competed in cross country this first year it was offered at the University.

Not all of the sports in the intramural program are team sports. Handball, tennis, badminton, golf, free throw, and billiards give students the chance to compete individually. Participation in both handball and tennis has almost tripled since these two sports were first introduced in the program in 1963. Golf and badminton were added last year, and both had more than 150 participants. More than 380 students were on the swimming teams last year, and 412 ran track.

It seems obvious that for those students who are interested,

there is a wide variety of offerings. There are even a few clubs on campus which have been organized independent of either the physical education department or the intramural department, such as the karate club, the soccer club, and the rodeo club, all of which are active.

The varsity is still the special dream, and to make the varsity is not as simple as many students would like, but more and more there is an opportunity for all students to harken back to the good Greeks' advice.

The sad fact is that not enough do. Just 3500 participants of 20,000 enrolled is a pitifully small percentage. And this is fairly typical of other colleges and universities, particularly metropolitan schools. Students may be finding such recreation off campus, but not likely. While many are demonstrating their physical abilities in the frug, the monkey, or the watusi, the majority simply aren't interested.

And here is the real problem our physical education departments face—the flabby lethargic lack of interest in the bold, brave adventure of physical stamina and performance. This may be merely a lack of vision and a loss of imagination. If our p.e. instructors could somehow hold before their students the captivating picture of health and of vigorous youth, of the wind and the sea spray, of the gay abandon of the steeplechase, of the shock of a perfect drive down the fairway, of the stinging cold of the ski slope, of warm rosy cheeks after a race across a green hillside, the Pepsi generation might yet come alive and take an interest in the sports programs of our universities.

by Glenda Fuller

E. Ryan



T. E. Ryan



billboard

alumni news

Architecture

Edward Brooks, '50, and David George Brooks, '50, of Brooks and Brooks, won the National Grand Prize in a competition for the design of a community educational and recreational center by the Houston architectural firm.

David Edwin Williams, M. Arch. '65, and Thomas Maddock, '64, received degrees from Harvard University during the summer session.

Art and Sciences

Dr. William H. Yates, '49, has been promoted to regional medical director of the Gulf Oil Corporation.

E. E. Milner, '50, has been promoted to assistant area manager for the Texas Gulf Coast area for Johnston Testers.

Mr. and Mrs. Ward S. Albro III, '62, have moved to Kingsville, Texas, where Mr. Albro will be a history professor at Texas College of Arts and Industries. He is to receive his Ph.D. in history from the University of Arizona at mid-term.

Dr. George W. Miller, Jr., has been appointed as one of the youngest chairmen of a philosophy department of any major university. Dr. Miller officially stepped into his new post at the University of Cincinnati on September 1.

Air Force Major George Glenn Duke was killed in Thailand July 24. He was a career Air Force officer with 13 years' service.

Jerry L. Asher, '63, has been appointed as a management intern with the Navy Department. The program was established to develop executive leadership in the Navy's business administration.

Thomas D. Reynolds, '65, has been appointed advertising manager of the National Lead Company in New York.

Jack E. Wilson, '50, past alumni president at the University of Houston, has been named president for planning and promotion and a member of the board of directors of the Jamaica Corporation.

Business

Robert Clark Shirley, '65, is the 1966-67 recipient of the William Laufman Memorial Scholarship. He will be working toward his Master of Business Administration degree.

Ronnie R. Lohr, '66, has accepted a position with Armstrong Cork Company in Lancaster, Pennsylvania as a marketing trainee.

B. Wade Morse has joined the faculty of Northeastern Louisiana State College in Monroe, Louisiana as an assistant professor.

Education

John J. Carney, '60, has been promoted to director of personnel for Continental Oil Company's international operations. Mr. and Mrs. Carney reside in Lincoln Park, N. J., with their two children.

Charles Thomas Fairchild, '62, has joined Science Research Association Inc., a Chicago educational publisher, as a staff associate. Fairchild taught in the Houston Independent School District for nine years.

Jack P. Risher, '60, received a scholarship and partial travel grant to attend the eighth summer institute on Asian studies at the University of Hawaii. Risher is a world history teacher at McCallum High School, and has done graduate work at the Universities of Vienna, London, and Texas.

Milam Rowold, '61, joined Science Research Associates, Inc., a Chicago based educational publisher, as a field associate in Texas. Rowold is a former teacher and counselor in the Texas school system; he is a member of the Texas Personnel and Guidance Association.

Therese Marie Slivka, '63, received her Ed.M. from Kent State University.

Frank L. Meyer, '66, has joined the Shell Pipe Line Corporation as an engineer in the firm's head office technical services department.

Ollan Cassell, '61, has been appointed AAU track and field director by the president of the Amateur Athletic Union of the U. S. Cassell has been ranked among the top sprinters and quarter-milers in the world for the last nine years. He will retire from active competition to concentrate on his new assignment.

Engineering

Air Force First Lt. Gerald A. Lentz, '63, was awarded the Air Medal for Meritorious Achievement during military flights in Southeast Asia, the Far East, and the Pacific.

Dr. Robert D. Finch, assistant professor of mechanical engineering, was awarded a \$24,200 grant from the National Science Foundation for research in "Cavitation in Liquid Helium."

Allen F. Rhodes, '50, has been promoted to vice-president at Rockwell Manufacturing Company's research and development center at Pittsburgh. Rhodes attended Rice Uni-

versity and holds a bachelor's degree in mechanical engineering and a master of letters from UH.

Law

Philip A. Donisi, '62, is associated with Philip A. Masquelette in the practice of law.

Bob J. Davis, '66, was the first place winner of the Clyde B. Aitchison Essay Contest award.

campus news

Cole Porter's Review to open new University Center.

The smash Broadway show, *Cole Porter's Review*, was one of the many highlights of the Open House held February 20-24 for the opening of our new University Center, the new 'Hub' of the campus. It's facilities include bowling lanes, a grand ballroom, and the beautiful new book store, plus a new double-line cafeteria.

The renowned sculptor, Bob Fowler, was present Friday, February the 24th, to discuss his sculpture, which stands in the glazed courtyard.

The Center's tri-level modernity is simplicity in the extreme, and will be a unique experience for visiting alumni.

Proposed new UH plan envisions campus of the 1970's

The Board of Regents of the University of Houston has received a comprehensive new plan for the University envisioning a substantially different campus designed for an estimated enrollment of 32,000 in the mid-1970's.

President Philip G. Hoffman emphasized that the study, underway since 1964 with cooperation from representatives of the governing board, administration, faculty, students, and alumni, was presented to the regents for their consideration and review. He predicted that the plan, by Caudill, Rowlett & Scott of Houston, would be under study by the Board of Regents and by the University faculty and staff for some time.

The principal changes contemplated by the planning report are:

Seeking to acquire Jeppesen Stadium from the Houston Independent School District.

Closing Cullen Boulevard between Elgin and a proposed realignment of Wheeler Street to connect with Blodgett Street; this

would allow the University's primary needs to be met on one unified piece of property. (Cullen Boulevard has already been removed from the list of major thoroughfares by the City Planning Commission because of studies indicating that the extension of Cullen south over Brays Bayou would create increasing traffic congestion in the University vicinity, already burdened with almost 10,000 student automobiles daily.)

Concentrating undergraduate facilities in the existing central core with some expansion west of the present quadrangle.

Moving professional schools north and east of the central core, with a Continuing Education Center and College of Technology also on the periphery.

Keeping administrative and library functions in their present locations, but moving service and maintenance functions to a 14-acre tract which the University owns just north of Elgin.

Expanding housing westward, with unified and expanded physical education and athletic and recreational areas to the northwest.

Resolving parking problems, a major headache for urban universities, through the acquisition of Jeppesen Stadium, building still more surface lots on the periphery of the campus, and resorting to multi-level structures.

The creation of nine or more permanent parks of varying sizes, some of them in existing wooded areas, others by new planting.

Under the proposed plan, 13 existing buildings would remain in place. Added to these would be 11 other structures in various stages of construction or planning, many of them scheduled for completion in 1967 and all by 1969. Another eight major buildings are proposed by the mid-1970's, some of them within the 1969-1972 time span.

The rerouting of Wheeler, a major part of the proposals for the University of Houston of the future, would involve curving a new street from approximately Rockwood through the very fringe of a residential area, thence over University property to join with the foot of Blodgett as the latter street now exists.

The plan proposed to the regents Tuesday involves detailed study and use of matching materials, plazas, gates, drives, and plantings. Landscaping is based upon forested areas, new trees, perimeter plantings, and the planting of screens, ground cover, and grass.

The campus plan includes an alternate.

This is based upon abandonment of recommendations regarding land acquisition, the closing of Cullen Boulevard, and rerouting of Wheeler into Blodgett.

The planning consultants, who faced the moving of a river and a major highway in reshaping Ohio State University, devote relatively little space to the alternate recommendation. They explain that it is a possible solution, but an almost wholly unacceptable one which would critically hamper the proper development of the University of Houston now and in the future, while ringing the campus with six-story parking garages.

Technology professor uses literature as teaching technique

A three-hour class on Friday night is not always too popular. And when the attendance rate remains high there must be some strong attraction. LeRoy Wilkie, recently retired as training supervisor for Humble Oil & Refining Company and now a lecturer at the University of Houston, provides just such an attraction. He makes assignments in literature as a teaching aid in an industrial management technology course.

He assigns plays and parts of various books, including the Bible, and brings tape recordings, movies, and articles from industrial publications to class. The dual purpose of this procedure is to illustrate points as they relate to business and industry to provide students with a broader base of understanding, and as an exposure to some of the outstanding literature of the world.

One reason for the assignments from the Bible is to help show the progress of the superior-subordinate relationship, and to show that many of the problems exist today that did centuries ago, but just in a different setting.

During this semester Wilkie is also making assignments from such books as "My Life in Industrial Relations," by Clarence J. Hicks; "Wealth of Nation," by Adam Smith; Paul Monteaux's "Outline of the Industrial Revolution"; Toulman Smith's "Guild System"; and excerpts from "Principles of Organization," by Mooney and Riley.

Wilkie explains that he began to get the idea for this technique while participating in a Great Books discussion group. About the same time he had an assignment from Humble to present the history of the labor movement to the company supervisors.

Being bored with the old style academic

discussion about what supervisors should be, and realizing how hard it is to duplicate situations in the classroom that would face supervisors in actual work situations, Wilkie devised this concept to get company supervisors reading.

They began by reading short biographies of famous men in history and their philosophies, and discussing what would happen if today's leaders used similar methods.

Wilkie applies the same concept to his instruction at UH. By reading these materials, plus some original historical documents, one begins to get insight into his heritage, he explains. This leads to other principles that bear on the whole problem of living.

This is the first time this procedure has been attempted to this degree in this particular course, according to H. E. McCallick, dean of the College of Technology. In the past, speakers have been brought in from industry for specific discussions.

"This is one example of what we are trying to do in technology," explains Dean McCallick, "in exploring various approaches to broaden the teaching of technology courses."

UH scientists to build moon surface analyzer for NASA

University of Houston scientists plan to build a prototype instrument package that will pick up samples from the moon's surface, analyze it on the spot, and telemeter the information back to earth. A grant for \$195,943 was awarded the University by the National Aeronautics and Space Administration for the project. Hopefully, the moon package will be ready within the year.

The moon surface analyzer is to be built under the direction of Dr. John Oro, professor of chemistry; Dr. Ralph S. Becker, professor and chairman of the department of chemistry; and Dr. Albert Zlatkis, professor of chemistry.

Dr. Oro has said that the instrument, a small compact package, would be a multi-purpose one that could be softlanded on the moon and operated by remote control or used manually by pioneer astronauts once a manned landing has been effected.

The UH scientists' concept of the moon analyzer is for a three-component instrument. The first unit would acquire samples of moon rocks and heat them. The second would be a chromatographic unit that would analytically separate the gases or vapor

released by heating the sample, and the third unit would be a mass spectrometer that would measure the molecular weight and structure of the material. Control of the instrument would be handled by commands from earth in much the same manner as was Surveyor I.

An additional \$12,375 has been awarded by NASA for study of the F-corona of the sun. Directed by Dr. Natalie Kovar, UH astronomer and assistant professor of physics, this research will concern itself with devising simple experimental chronographs for possible use in the upcoming Apollo program. Chronographs on board an Apollo spacecraft would measure the brightness and polarization of the sun through the "haze" of space particles between the space ship and the sun.

Dr. Huang presented Professional Achievement Award in New York

The Chinese Institute of Engineers has bestowed its highest professional recognition on a University of Houston professor. Dr. C. J. Huang, professor of chemical engineering and co-director of NASA-ASEE faculty institute at UH, was awarded the Professional Achievement Award at the annual CIE convention in New York.

The award is in recognition of Dr. Huang's scientific and technical contributions to interphase mass transfer theory. It was presented at a banquet in the Waldorf Astoria Hotel by Admiral Arleigh Burke, former Chief of Naval Operations and former member of the Joint Chiefs of Staff.

The previous award winners include two Nobel Laureates, Dr. T. D. Lee of Columbia University and Dr. C. N. Yang of the Institute for Advanced Study. The award has also been presented to I. M. Pei, the architect who is designing the J. F. Kennedy Memorial Library at Harvard University; and Dr. C. H. Li of Berkeley, a pioneering biochemist in isolating the human growth hormone.

Dr. Huang, an international authority in his field, was honored by the American Institute of Chemical Engineers, South Texas section, last month with its annual Best Publication Award, making him a three-time winner of this coveted chemical engineering award in the southwest.

A naturalized U.S. citizen, Dr. Huang was born in Taiwan. He received his B.S. degree in chemical engineering from the National Taiwan University, and a M.A.S. and a Ph.D. from the University of Toronto.

He has been with the University of Houston since 1955, and served as chairman of the department of chemical engineering for three years.

Break-through in chemistry achieved

Scientists may be studying more and more the photochemical processes that take place within plant life for possible new ways to provide some of man's needs as a result of the research of a University of Houston professor of chemistry.

Dr. Ralph Becker has succeeded in isolating a reversible photochemical reaction commonly involving a non-colored and colored compound that occurs in plant life. This reaction is termed photochromism.

The uniqueness of this reaction compared to general ones is that this process is reversible; it can go from a non-colored to a colored compound with light, and then back to the colorless state with the introduction of heat, or light.

Commonly the compounds are in solution although it is possible to obtain similar reactions in the solid state, such as in crystals, Dr. Becker explained.

The process can also be performed by having the compound distributed in a plastic. Dr. Becker stated that the reactions can involve such processes as bond-breaking, bond-making, atom transfer, as well as the formation of compounds with different geometrical shapes.

An important application of this reaction, according to Dr. Becker, would be the automatic modification of intensity such as would be desirable in sun glasses and house windows. In intense light, the color would be deep but in less intense light, the glass would be almost clear.

the top chart

Your Alumni Federation exists to support the University of Houston academically, morally, and financially. Toward this latter end, Mr. Don Tomasco, who heads the architectural firm of Tomasco and Arner, has become Chairman of the Alumni Division of the University of Houston Foundation Excellence Campaign.

Mr. Jack Valenti, a distinguished alumnus of our University, Mrs. Jeanette Jackson Hunnicutt, Mr. Granville Knight, Mr. Gene Hammons, Mr. Don Wilhelm, and Mr. Bob Kindrick have each accepted re-

sponsible positions in the Alumni Division to assist Mr. Tomasco.

"The enthusiasm of the volunteer chairmen and their workers in these early organizational meetings is amazing, and will propel our campaign to an all time high. The fervor with which the students have accepted this challenge and the zeal with which they are attacking it is an inspiration to all our alumni. We can only succeed with this momentum behind our campaign." Mr. Tomasco alludes to the anticipation displayed in the Student Section, one of six sections in the Alumni Division.

Mr. Max Levine, past Chairman of the Board of Foley's, Inc., is again General Chairman of the University's Excellence Campaign. He is being ably assisted this year by his Vice-Chairman Mr. Frank H. Newnam, of Lockwood, Andrews and Newnam, and a team of other prominent Houston businessmen. These men have no difficulty envisioning the future of this University. They need only consider its close relationship to NASA through our Biology Department; the prestige of the Business College; the quality of our engineering, architectural and law alumni; the eminence of our Pharmacy and Optometry Colleges; the predominance in Texas of school administrators from our College of Education, and the cooperation of our College of Technology with the Federal Government in providing professors to work in Asia and Africa to teach and demonstrate technical advancements to residents of the countries visited.

Mr. Levine, as do most of the businessmen who work in those divisions other than Alumni, has no particular tie with the University; but he is expressing his interest and appreciation for the service the University of Houston is giving Houston and the Southwest by lending his time, talents and dollars to our campaign.

Won't you join him?

new books by faculty and alumni

Heaven Beguiles the Tired: Death in the Poetry of Emily Dickinson, Dr. Thomas W. Ford, University of Alabama Press, \$6.95.

While vehemently denying that Dickin-

son's poems are morbid, Dr. Ford develops his belief that the principal controlling factor in her thought and poetry was death.

Dialogue with Erich Fromm, Dr. Richard I. Evans, Harper & Row, \$4.95.

This edited transcript of Evans' filmed conversations with the famous psychologist gives new insight into Fromm's thought and reveals that some of his opinions have changed since his early works were written.

Tales of Frontier Texas, 1830-1860, Dr. John Q. Anderson, Southern Methodist University Press, \$5.95.

Sixty-five legends of frontier Texas are used to reveal and interpret the origins of those colorful and peculiar traits characteristic of all Texans—past and present.

Banked Fires, Once Stirred, Mabel A. Stewart, B.A. '55.

This first collection of poems stirs into old legends and familiar scenes with fresh insight and mild melancholy.

The Galveston That Was, Howard Barnstone, Macmillan and Co., Ltd., \$12.95.

This architectural history was named one of 15 winners in the 18th Annual Writers' Roundup.

Overseas Management, Dr. Ted R. Brannen, McGraw-Hill, Inc., \$6.95.

The dean of the College of Business applied modern management techniques and social science to the problems of overseas management in the development of pre-industrial areas.

The Treaty of Frankfort: A Study in Diplomatic History, September 1870-September 1873, Dr. Robert L. Giesberg, University of Pennsylvania Press, \$7.50.

Dr. Giesberg describes negotiations during and after the Franco-Prussian War.

If All the Rebels Die, Dr. Sam B. Southwell, Doubleday & Company, Inc. \$5.95.

This entertaining novel of international politics and adventure raises a few frightening questions about loyalty and honor.

Concepts of Modern Mathematics for Parents and Teachers, Dr. John L. Cresswell, Teachers Supply Inc.

A useful and readable guide in relating the old to the new.

letters to the editor

To The Editor:

I am most grateful for the copies of the February, 1966 *EXtra*. I had heard the tapes of Dr. Evans' conversations with Miller just after he returned from the interview a year ago, and I listened to them again in your studios the other day. It is undoubtedly the best interview that Arthur Miller has ever given—he reveals more of himself here than anywhere else—and I think it will be of extraordinary importance to literature students. Incidentally, Miller's first novel, *Focus*, which treats at length his "trademark" theme, the nature of identity, is about a man who finds that his purchase of new glasses makes him look Jewish, the irony being that he is the personnel officer of a company which will not employ Jews and eventually loses his job because in business the appearance is the reality. Thus, those spectacles at the beginning and end of your editing of the article, with Miller himself looking out of his spectacles at us from the photograph, were the perfect "quotation" for the interview's premier.

I am teaching most of Miller to a class here at Rice, about twenty-five members, and I am wondering if there will be any way for me to purchase copies of this issue of *EXtra* for each of them.

Sincerely,
Gerald O'Grady

To The Editor:

I was particularly impressed by "A Search for Universal Values" which appeared in the October 1966 issue. I would like to use this for material for a discussion group and would appreciate your sending me ten *EXtra* copies.

Eva W. Levy

To The Editor:

The reading and graphic presentation of the April issue are a real portrait of the wonderful work of that renowned University!

Pedro Cadmon
President of University
of Brazil

To The Editor:

Although I am still a student at the University of Houston, I recently had the opportunity to read a copy of *EXtra* containing an article which purports to discuss "University policy and procedure and their effect on student values." Although the article never quite reaches its announced subject, it is inoffensive and, I suppose just the fare for UH alumni.

One statement in the article, though, caused me first to laugh and then to wonder. As a student I know more about the UH courses than the faculty can be expected to know, of course. But I had no idea that the faculty was quite that ignorant about the student body. Sol Tannenbaum compared *Personality and Poise to Marriage and Family*. I agree that the *Personality and Poise* course is not of exactly vital need but evidently Mr. Tannenbaum does not know what the *Marriage and Family* course is.

When I took the *Marriage and Family* course I was amazed at the abysmal ignorance of college students. During the question and answer period in this class such questions as, "Can I get pregnant if I have intercourse while standing up?" were asked. Evidently there is a great need for the *Marriage and Family* course. Obviously this is the first sex education of any kind for some of the students.

Next time Mr. Tannenbaum feels called upon to comment on the needs of the UH student body ask him to check with some of the students first. And please, next time you feel called upon to print the opinions of faculty members on the needs of the student body, allow the students an opportunity to defend themselves.

Kay Kiekhoefer, 093140
Journalism Senior

To The Editor:

I am a former student at U of H graduated from College of Architecture in 1964 and practicing as architect in Bangkok, Thailand.

It would be appreciated very much if you could kindly send me some alumni magazines to the above address. (Since I left school I never get any magazine from alumni at all.) I still think of Houston and like to come back again. Kindly say hello to the Dean of College of Architecture for me.

Sincerely yours,
Capt. Tara Savarapredi



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Houston, Texas 77004

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John Hoff Memorial Scholarships Established



John Hoff

When *World Tennis Magazine* awarded University of Houston Tennis Coach John Hoff the June Marlboro Award, *Houston Post* sportswriter Jack Gallager wrote:

"It is safe to say that Marlboro Award winner John Hoff wears a soft white shirt instead of a stuffed one. As chairman of the University of Houston civil engineering department, he will never be mistaken for the stiff, formal, unbending, perfectly proper concept of the prim professor. In fact, the only tennis coach Houston has ever had abhors conventionality.

"If they measured a faculty member's status in championships, John Hoff might never have to work again. In the ten years in which Houston, which now competes as an independent without conference affiliation, belonged to the Missouri Valley Conference, Hoff collected eight team championships. Students and faculty members at the fastest-growing school in Texas know him for his warmth and friendliness and his ability to shape and mold character rather than for the trophies

he added to the glass-lined case.

"Tennis is a labor of love with John Hoff, who has served all these years as the unpaid tennis coach because to accept money might endanger his amateur standing."

John Hoff died December 8, 1966, after a long illness. At the first memorial service ever held at the University of Houston for a faculty member, students, faculty, administrators, alumni, and friends of John Hoff overflowed the chapel of the Religion Center. He was eulogized by UH President Philip G. Hoffman as a man who lived for others.

Two John Hoff Memorial Scholarships have been established at the University. The engineering scholarship is sponsored by the Cullen College of Engineering Alumni Association, and the tennis scholarship by friends of John Hoff. Those wishing to make contributions to the scholarship funds may contact Mrs. Georgia Robinson, Loans and Scholarships, University of Houston, 3801 Cullen, Houston.

John Hoff will long be remembered at the University of Houston.