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TIMES
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DR. JOHN S. ALLEN
PRESIDENT, UNIVERSITY OF SOUTH FLORIDA

Greetings from the UNIVERSITY of SOUTH FLORIDA

As a state tax supported institution, the University of South Florida is an agent of the people of Florida, dedicated to the higher education of the young people of the state, and more particularly to education of outstanding quality and high scholarship. At the same time, it must lead in the promotion of better ways of living throughout the whole community, through research, teaching and the continuing search for truth. As it leads, it must demand. It must demand of its students the intellectual determination and capacity to master what it offers.

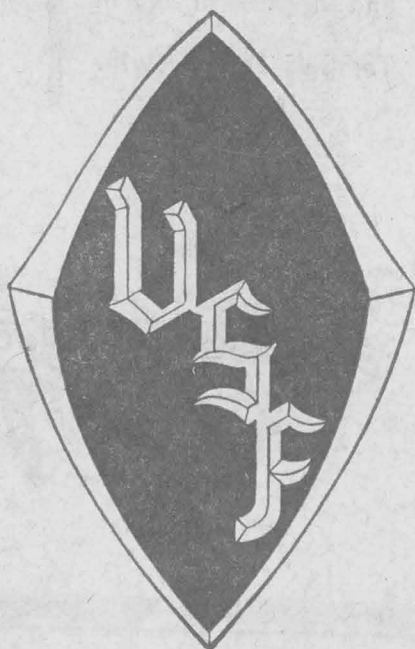
Among our objectives are the following: (1) We must be outstanding in the quality of our instruction and scholarship. (2) We must create a community of scholars dedicated to teamwork in the search for truth, exchange of ideas, and teaching. (3) We should provide a broad cultural and basic educational pattern for all students, together with

programs of liberal, pre-professional and professional studies. (4) Even though for administrative reasons we have divided the University into colleges, we must have an all-university approach and have unity in our educational program. (5) Even though we will be large, we must provide many opportunities for students to work independently and thus accelerate or enrich their programs. (6) We must create high intellectual and cultural tones and good social and community relationships.

This is a challenge that has brought many of our faculty to us. Because we are not bound by the shackles of tradition and a long history, we have an unusual opportunity to meet this challenge.

Our fondest hopes will be fulfilled if our students are stimulated by this same challenge.

John S. Allen
PRESIDENT





Administration Building:

Future students Sheila McClen and Cliff Howell look down from the balcony on the ordered beauty of the courtyard of the Administration Building. The slatted structure in right center is an outside stairway, one of the striking

functional design items that has attracted comment. Tony Pullara, of the architectural firm of Pullara and Watson, says there is no catch phrase to describe the style. "It's functional with modern treatment of materials," he said.

MAN ON THE COVER—DR. JOHN S. ALLEN

'Nearly' Educated Not Word at USF

"We think students should be broadly educated — not nearly educated."

You won't find those words engraved in stone, or printed on posters, at the University of South Florida campus, but they sum up the school philosophy as neatly as though they had been chosen as its slogan.

The words were spoken by Dr. John S. Allen as he outlined the concepts he, and the faculty, are putting to work in meeting one of the most exciting challenges educators could have: the creation of a new university from scratch.

Nowhere else in modern times have American educators had the chance that has come with the building of the new school at Tampa. That is the chance to profit by the experience of all other colleges, right off the bat, without the tedious job of trying to change practices or customs that have become entrenched.

Chief Policies Outlined
Allen, the tall, slim Hoosier who was chosen president of the new school before it had even a name, has moulded the USF outlook with care and firmness. What does he consider the most significant policies?

"First," he said, "being sure that we educate the whole man, and not leaving that to chance."

"Secondly, there is our emphasis on a faculty dedicated to the importance of good teaching."

"Then, there is our all-university approach—the insistence that everything we do contributes to education, in and out of the classroom."

"And finally encouraging individual effort, setting a pace, faster or slower, as the individual requires."

Liberal Education Hurt
Dr. Allen thinks that professional training has made such in-roads into liberal education that "we've lost something." Too much has been left to chance in providing students with an extremely

wide range of elective courses. That has led to students who are "nearly educated." He said:

"So we have organized in our basic studies a program to be sure that every student is educated for living. We don't leave it to chance. There will be seven courses. Every student must take six and will be encouraged to take all seven."

Allen, who was born 53 years ago at Pendleton, Ind., says, of education, "What was good enough for us—or for our parents — is not good enough for us anymore."

"When my father went to college, he got to calculus in his senior year. I went to the same school, 40 years later, and got to calculus in the sophomore year. Youngsters now will be getting elements of calculus in the senior year at high school."

"The whole curriculum has been pushed downward. We expect more of kids these days."

Help 'Late Bloomers'
At the University of South Florida, more will be expected and every opportunity will be given to those students ready and able to produce more. At the same time, the greatest care will be taken to encourage the "late bloomers"—those who mature a little later than others do. "We will keep the door open," Dr. Allen said. "If there is any prospect of their succeeding, we want to give them a try."

Allen was educated in the public schools of Indiana and at George School, Pa. He received his bachelor's degree, in math, at Earlham College, and his masters, in astronomy, at the University of Minnesota. His doctorate was awarded by New York University.

He began teaching astronomy at Minnesota, and then taught it for 12 years at Colgate University, where he also held a series of administrative posts, including dean of freshmen. From 1942 until 1948, he was director of the

division of higher education in the New York State education department.

Allen came to Florida in 1948, as vice president of the University at Gainesville. He served as acting president from 1953 to 1955, and then as executive vice president until 1957, when he was appointed president of USF, and moved to Tampa to begin the mammoth planning operation in a borrowed office in the county courthouse.

The USF president has written books in the field of astronomy and veterans' education, as well as 70 or more articles.

Study On Aging
With his life dedicated to the education of our young people, Dr. Allen has found himself in the forefront in the study of the problems of the aged, a subject of special concern in Florida. He helped organize the first Southern Conference on Gerontology 10 years ago, and the Institute of Gerontology. He is a member of the National Committee on the Aging, as well as various state groups dealing with the topic.

Just to list other activities takes many words. "I'm no coffee break man," the president smiles, but he sighs slightly in thinking about the Canadian vacation retreat he and his wife built back in the days when "three months seasonal unemployment every year" was normal for a professor. A place to swim, to sail and to write was the intention. They managed to get there for a few days this year.

The three years of concerted effort in planning the new university's physical facilities, formulating its policies, drawing together its faculty, has left little time for relaxation.

It doesn't bother Allen. "Sometimes I try to break away, and not take my briefcase home at night or for the weekend," he said, "but actually, when you feel what you're doing is important, you just live it."

Subject for Months of Bickering

What's in a Name? Just Try Picking University Title

University of South Florida rolls easily off the tongue these days, but it was no easy thing to decide on that name for the school.

State officials bickered for months over just what to call the new school. At one time, back in 1957, the State Board of Control had more than 100 proposals to choose from.

The suggestions ranged from All State University through most of the alphabet

to Western Hemisphere University.

Some suggestions were based on names. For example, among the proposals were Florida DeSoto University, Ponce de Leon University and Osceola State University. Collins College and Collins Temple University of Florida sought to honor Gov. LeRoy Collins.

Then there were Henry B. Plant University, Dan Mc-

Carthy State University and Richard K. Call State University.

One suggested name was "Professor Ludwig W. Buchholz University," after a long-ago Hillsborough County school superintendent, according to the advocate.

Some people resisted the idea of making the Tampa school a university. Suggested names included College of the Sunshine State, Gasparilla College and Tampa Bay College.

On the list of proposals were Excelsior University, Flamerica University, Florida Tropicoast University and International University.

The Board of Control twice recommended University of Southern Florida, and the idea was rejected both times by the Cabinet Board of Education.

The name hassle continued through much of 1957, and on Sept. 19, committees from the Board of Control and from the Board of Education announced they had agreed to narrow the choice down to two names:

Florida Gulf Coast University, or University of Southwestern Florida.

When the Cabinet met on Oct. 16, however, both those choices were thrown out. Gov. Collins threw in two more names, University of Florida at Temple Terrace or Florida Temple Terrace University. The rest of the Cabinet refused to go along with that, and the whole matter was thrown wide open again.

"Poor John Allen," said Secretary of State Robert A. Gray, referring to the president of the unnamed institution, "We don't even know how to introduce him."

At long last, on Oct. 22, the Cabinet board of education officially named the new four-year institution the University of South Florida, with Gray refusing to vote.

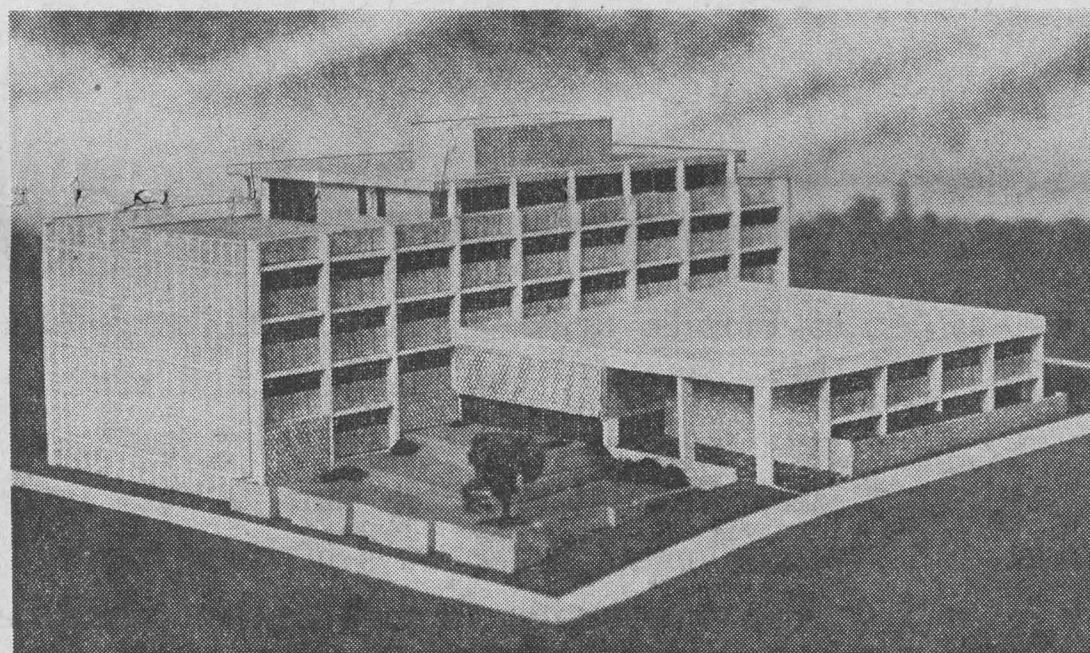
The decision set off a fresh round of protests from the Lower East Coast of Florida, which knew it was to have its own university later. Among the complainants was recent gubernatorial candidate Bud Dickinson who declared the title a "misnomer," because, he said, Tampa is in "southwest Florida."

But after all the consideration, deliberation and argumentation, there were no further changes. The University of South Florida it was to be.

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It's Time To Take The Bows

The University of South Florida will be dedicated and the first students will attend classes in the state's fourth tax-supported university on Sept. 26.

The five men pictured are expected to be up front and center taking the bows for a job well done along with Gov. LeRoy Collins, members of the state cabinet, legislators, congressmen and other officials and dignitaries of the State of Florida.

J. J. Daniel, chairman of Jacksonville; James J. Love; Quincy; Frank M. Buchanan, Miami; Dr. Ralph L. Miller, Orlando, and S. K. Guernsey, Jacksonville, are the Board of Control over Florida's state universities.

After all the ribbon cutting and speeches on dedication day, the consensus of the board as expressed by Daniel on a tour in January will still be applicable: "It's something to be proud of."



DR. RALPH L. MILLER
... Orlando



S. K. GUERNSEY
... Jacksonville

★ IN TAMPA

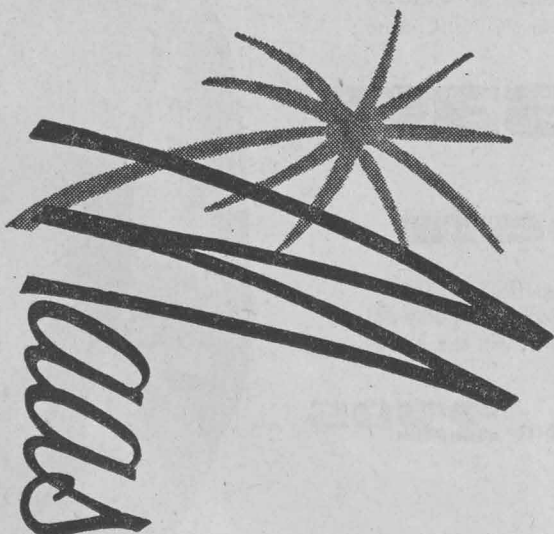
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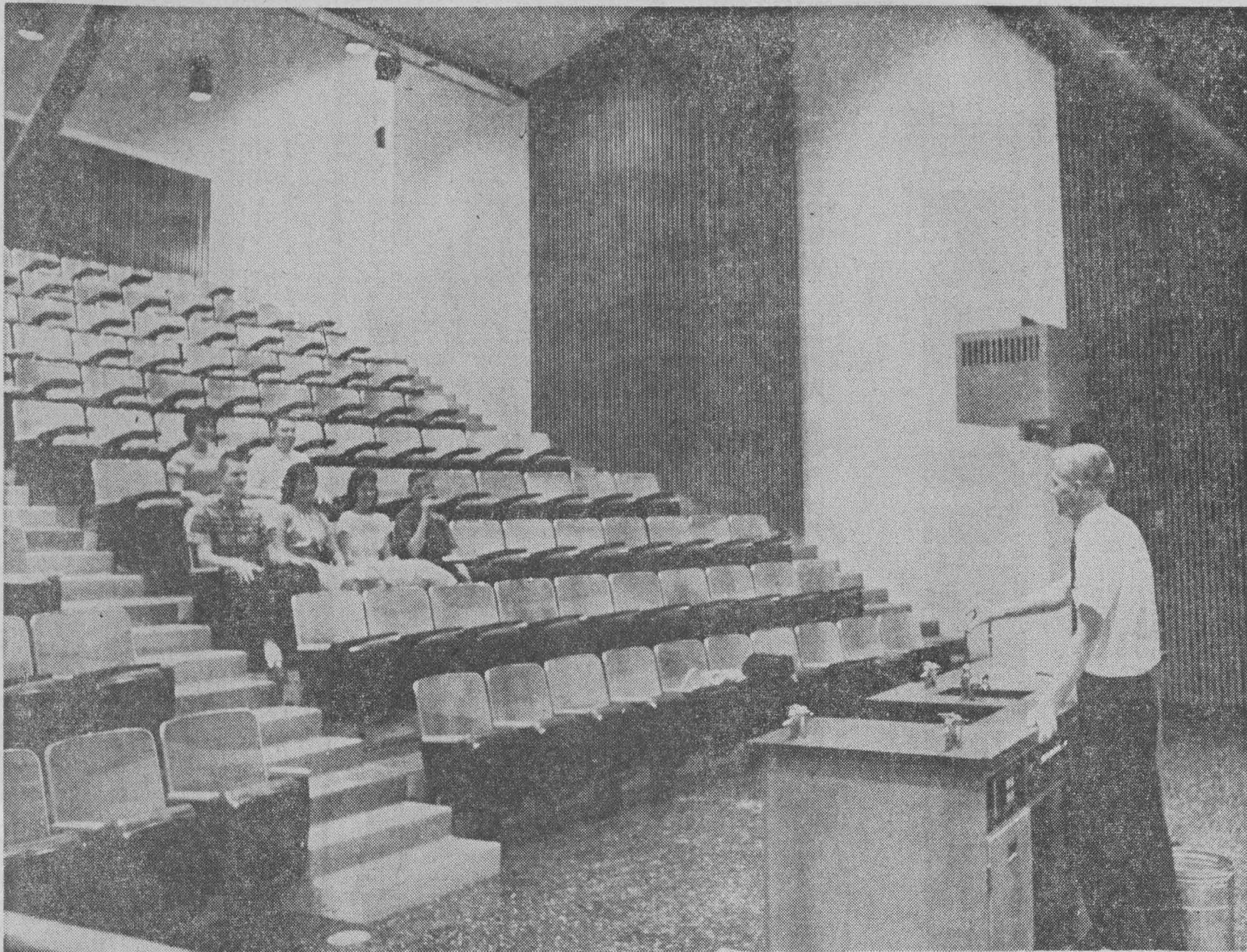
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Science Classroom:

This is a lecture-demonstration room in the Science Building at the University of South Florida. This building is equipped with closed-circuit television to permit beaming

science demonstrations to large auditoriums like this one and to 16 classrooms. The photograph was made while prospective students toured the campus.

Records Keeper Never Loses You

There may be an international flavor to the University of South Florida's student body right off the bat.

Registrar Frank Spain reported, in an interview a few days before actual registration began for any students, "We've had inquiries from several foreign countries—from potential students in Canada, Cuba and Colombia."

As registrar, Dr. Spain is one of the first of the officials with whom prospective students have contact, and it's a contact apt to be maintained long after the student's graduation.

The office starts a file on each individual student as soon as an application is received, and the file is kept "forevermore." Dr. Spain said, "You'd be surprised how many former students 10 or 12 years later find a need for a transcript of their record."

Work in 4 Phases

The registrar sees his work broken into four phases—admissions, the registration process itself, records, and, threaded throughout all those phases, statistics.

Dr. Spain, a native of Henderson, N. C., received bachelor and master degrees from North Carolina State, after World War II service as a bombardier in B17's and B29's. He earned his doctor's degree in education at the University of Florida; has taught at both high school and college levels, and has served as assistant registrar at N. C. State and registrar at Wesleyan College, Ky.

The 36-year-old registrar said, "If there has been anything unusual in the job here, it has been the acceleration in the cycle of interest. The staff has been unusually eager to get as much data as possible about our first students, in order to complete the faculty and so forth. And there has been tremendous interest and enthusiasm about the university from potential students and parents."

Look to Future

Dr. Spain said that inquiries have not been limited to students ready to enter college in September. "We've had letters from boys and girls who say they are planning to enter college in 1962, or 1963 or even 1964," he reported.

The admissions phase of the registrar's duties includes actu-



DR. FRANK SPAIN
... registrar

Anyone who applies by Sept. 6, will be processed for admission, although by that time many students will have registered and been assigned to classes. Dr. Spain said, "The earlier you establish contact, the better service we can give you on this."

Another reason for pushing for early action by students is the need to level off the peaks of registration activity. Prospective students are being brought to the campus in groups of 150 during the latter part of August, in order to ease the load of the registration process and avoid having to hire an excess number of temporary personnel.

Dr. Spain said the pre-registration program probably will be continued, semester by semester, for the same reason.

Highlights of admission and registration regulations are these: all persons wishing to enter the university must submit an application to the registrar. They will be advised when the applications are approved.

Counseling Sessions Open

Summer Counseling Conferences, set up through the registrar's office, began yesterday. The two-day sessions, during which actual registration is accomplished, will be held in series through the remainder of this month and the first two days of September.

Students not participating in summer conferences will be expected to register on Sept. 23 and 24. All students are expected to attend the first convocation at 9 a.m., Sept. 28, and classes will begin at 10:30 that day.

al recruiting of students. Heading up this phase is Cecil C. Brooke, who is director of admissions and assistant registrar.

This past year, Dr. Spain said, all the university's early-reporting staff and faculty members joined in this operation, visiting high schools in a 50-mile radius and others as far away as Miami on invitation, to tell seniors about the new university. As time goes on, that duty will narrow more and more to the admissions office itself.

Because it is a new school, USF set what is considered a "late" cut-off date for receiving applications from students. That date is Sept. 6, and Dr. Spain noted that the University of Florida, for example, set Aug. 1 as its cutoff date this year.

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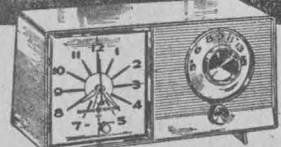
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QUICK SUMMARY OF STATE EDUCATION

USF 4th Tax-Supported University for Florida

TALLAHASSEE, Fla., Aug. 16 (AP) — The opening of the University of South Florida will mark another historic step in the more than 100-year march of public-supported higher education in Florida.

USF is the fourth of Florida's tax-supported universities.

Two others are programmed. The Legislature has authorized a new institution to serve Southeast Florida at Boca Raton and one to serve industrial West Florida at Pensacola.

The Board of Control, which supervises the state university system, now is preparing plans that will form the basis for a request to the 1961 Legislature for money to construct the first buildings of the Boca Raton institution.

The board has set 1968 as the target date for opening the new institution at Pensacola.

1851 Start

The state university system had its beginning when the 1851 Legislature provided for the establishment of two seminaries to be supported by tax money. One, the East Florida Seminary, was to be located east of the Suwannee River, the West Florida Seminary west of the Suwannee.

The East Florida Seminary came into being two years later, in 1853, in Ocala. The West Florida Seminary did not become a reality until 1857 when it was set up at Tallahassee, the state capital.

Immediately after the War Between the States the East Florida Seminary was shifted from Ocala 37 miles to the north at Gainesville. A state-supported Florida Agriculture School was established at Lake City in 1884.

Bright Student Can Get Ahead Fast at USF

The University of South Florida won't hold back the quick-to-learn student.

Some of these will be permitted to take final examinations in courses in which they do not enroll. Those who score a "B" or better will receive full credit for the course.

If they score a "C", they will have achieved the requirement of taking the course, although without academic credit. Should the final examination grade be less than a "C" then the student must enroll in the course.

Green and Gold

Green and gold are the official school colors of the University of South Florida.

Dr. John Allen explains that the green symbolizes the spring-like greens of Florida's lush landscapes and the gold symbolizes the life-giving heat and light of Florida's sunshine.

During the 1885 constitutional convention, there was much discussion of the need for tax-supported institutions to train additional teachers for the public school system. Nothing was written into the Constitution.

State Normal

But the 1887 Legislature followed through by creating two State Normal Schools, one for white students at De Funiak Springs and one for Negroes at Tallahassee.

At this time state funds also were helping to finance the operations of the South Florida Military and Education School at Bartow and the St. Petersburg Normal and Industrial School.

In 1901, the West Florida Seminary at Tallahassee changed its name to Florida State College.

Two years later, in 1903, the Florida Agriculture School at Lake City adopted the name University of Florida.

At this time, tax money was being spread among seven institutions of higher learning, and there were demands from many sections for additional state-supported colleges.

University System

The 1905 Legislature, taking the view that education would suffer if state support was spread among a dozen or more small colleges, limited in facilities and staff, passed the Buckman Act, which set up the university system as it now is known.

Under the Buckman Act, the Board of Control came into being as the supervising agency for all state supported institutions of higher learning.

And the Buckman Act decreed there should be but three tax-supported institutions — a university of white men students, a college for white women students and a Negro college.

The new Board of Control merged the old Florida Agriculture School with the East Florida Seminary at Gainesville and gave the new men's institution the name adopted by the Lake City college, University of Florida.

The State Normal School at DeFuniak Springs was abolished and the West Florida Seminary at Tallahassee became the Florida State College for Women.

The State Normal School for Negroes remained intact as the legally-sanctioned tax-supported institution of higher learning for colored students.

In 1909, the Legislature changed the name of the State Normal School for Negroes to the Florida Agricultural and Mechanical College for Negroes. The 1953 Legislature, recognizing the development of the Negro institution, raised it to university status and changed the name to Florida A. & M. University.

Co-Educational

The flood of returning military personnel after World War II brought a major change in the two white colleges. The 1947 Legislature made the all-male University of Florida coeducational and the all-women Florida State College for Women coeducational with a new name, Florida State University.

Florida's mushrooming growth during the fabulous 50's brought new problems of providing ade-

quate facilities to meet the needs for higher education.

The Board of Control created a Council for the Study of Higher Education in 1957 to recommend a solution. The Council of nationally-recognized experts forecast that 170,000 young men and women would be knocking at the doors of the state univer-

sities by 1970 and recommended that new universities be established to serve the Tampa Bay area and the Southeast Coast.

The Tampa Bay area was deemed the most critical need. After a vigorous and at times bitter fight, Tampa won out as the location of the new university.

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"If we set great expectations for our young people, they are more likely to grow and mature and live up to them. If we set great expectations for the university, it is more likely to be of real significance to the community it serves. If we set great expectations for the community, it is more likely to rise fully and completely to the support of the university program."

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Lack of Space, Money Spawns New Systems

Wanta Book? You Might Get Film

Libraries are no longer made up of just books and periodicals.

The University of South Florida, for instance, will have a room where students may listen to records, both the musical and speaking kind.

It will also have an art gallery, and a department where students may check out reproductions of paintings to take home for a couple of weeks.

Even books themselves are not always books any more.

When a student asks for a

certain book this fall, he is apt to be handed a small package of cards, the size of regular 3x5 index cards, and directed to the proper film projector.

Because of space and expense, more and more publications are being reduced to film these days. Newspaper files are on rolls of micro-film for instance.

Books on Cards
Library Director Elliott Hardaway displayed a stack of the small index cards about one inch high. "This is a 16-volume set of books," he said.

"On a shelf, the books would stretch three feet or so."

Each card contained a number of little film patches, representing about 100 book pages per card.

Other publications on film are on micro-sheets about the size of regular business stationery.

Libraries don't buy the books and other publications in many cases—they simply buy the cards or micro-sheets.

Hardaway says, "This is marvelous. University libraries double every 10 years, and space becomes a real problem. The University of Florida has 800,000 volumes, and when that is doubled 10 years from now, they will have a critical problem."

Art and Music
The extension of art galleries and music rooms to libraries has been a normal development. "Students come to the library to study books on music or on art," Hardaway says, "and as they get deeper into the subject, they want to hear the music or see the pictures."

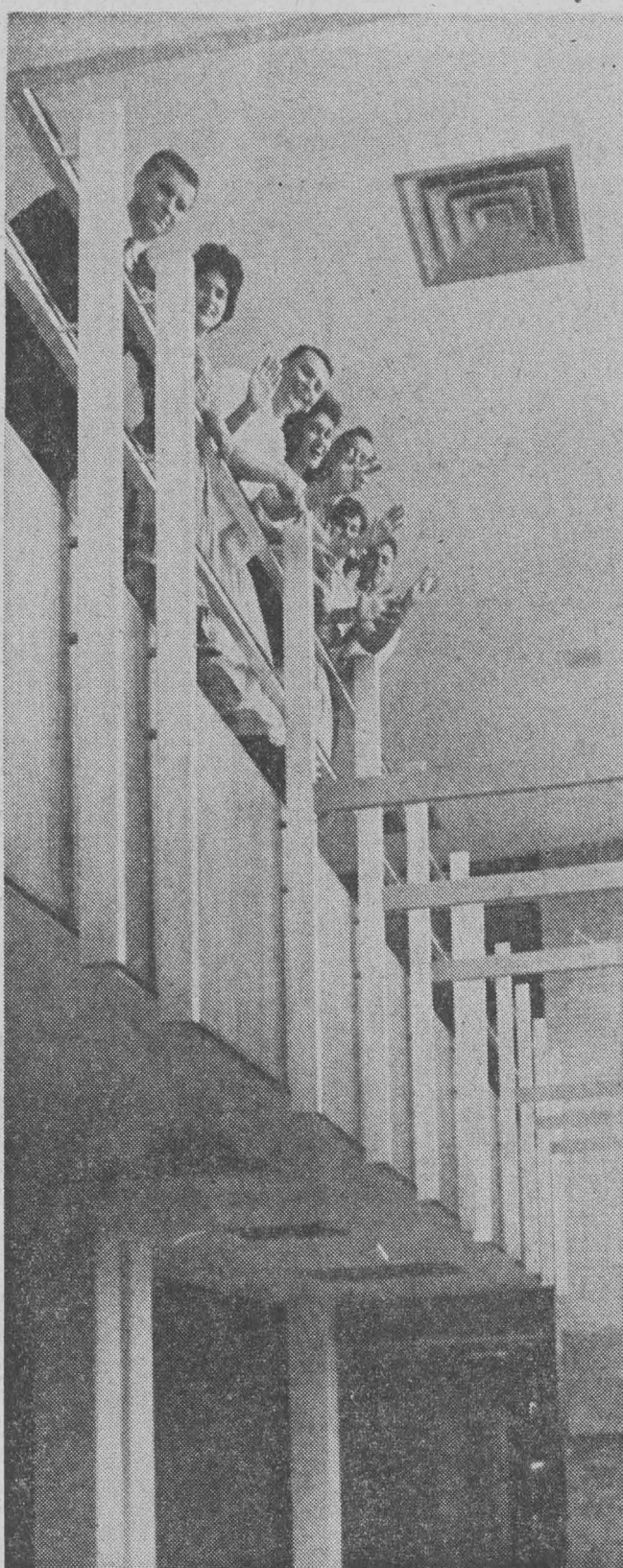
There will be one listening room in the still-abundant library at the University of South Florida where music will be played softly at all times.

Along one wall will be sound-proofed listening booths, where students can hear records or tapes of their choice.

The student will put in his order, and be assigned to a booth. An attendant will play the record on a master console, plugged into the assigned booth.

For Speech Students
Records will include music and speaking. There will be such things as Robert Frost reading his own poems, performances of Shakespeare, records of such master public speakers as Winston Churchill or Franklin D. Roosevelt for speech students to hear.

The library will also have framed reproductions of famous paintings to lend out just as it does books. Hardaway recalled, "The University of Florida has several hundreds of these, and the demand for them is terrific."



University Center:

Eight touring students-to-be at the University of South Florida ham it up for the photographer from the second floor balcony of the University Center. Their movements were recorded throughout their pre-registration inspection of where most of their mental and physical efforts will be concentrated for the next four years, beginning this fall. Note the straight lines and built-in lighting (under balcony), characteristic of the spacious, uncluttered effect in current architecture.

It's Possible for Student To Win Night School Degree

Night school at the University of South Florida offers a chance for a college education to students who must work during the day-time.

About 50 courses, from all four colleges, are being offered in evening and Saturday sessions.

They can count toward earning a degree, but they are also open to persons who are not working toward a degree.

The courses are identical with those offered in day sessions in content and instructional staff. In some cases, the evening session faculty

will be supplemented by practicing experts from business and education.

Dr. Charles N. Millican, dean of the College of Business Administration, is coordinator of evening sessions.

While it would be possible for a student to take almost a full schedule of four or five courses in evening and Saturday sessions, this usually is not advisable. The recommended load for students working during the daytime is two courses, requiring two evenings a week on campus.

Registration for evening courses will be held on three days: Sept. 19, 4 to 8 p.m.;

Sept. 23, 9 a.m. to 5 p.m.; and Sept. 24, 9 a.m. to noon.

Waterfront, Yet!

There is a pond on the western boundary of the USF campus that is destined to become a full-fledged recreational lake one of these days.

Right now, the pond is more or less a dip in the ground, touching on 30th st., near the southwest corner of the campus.

Long range plans call for developing this into a bona fide lake, skirted by picnic tables with provisions for light boating.

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The future of Tampa ... its growth and prosperity ... is dependent upon adding new members to our industrial and business population ... and the creation of new jobs, creates, too, new spending ... and the more spendable dollars means a greater and stronger Tampa. The opening of The University of South Florida will bring much of this for all of us who live and work for Tampa's future.

Welcome
Students and Faculty
of the
UNIVERSITY OF SOUTH FLORIDA

As we stand on the threshold of a new decade in Tampa, we share the immense pride of all our fellow citizens in the establishment of this new institution of higher learning. With great optimism we look forward to the accomplishments and triumphs you will achieve during the years ahead—for the betterment of the Community, the State and the Nation. Our heartiest wishes!

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Grads To Go—USF

Three universities will be operating on the University of South Florida campus when school opens in September, thanks to a broad cooperative effort to provide advanced courses for teachers.

The new Tampa school is starting life this fall basically with just a freshman class.

There will, however, be graduate students attending class on the broad, rolling campus. Some of them will be enrolled in the University of Florida; some of them in Florida State University.

The cooperative program was established to permit school teachers in the immediate Tampa area to work toward their master's degrees without going so far from home. They still must perform a certain amount of their graduate work on either the Gainesville or Tallahassee campus, normally in two or more summer school sessions.

For Qualified Only

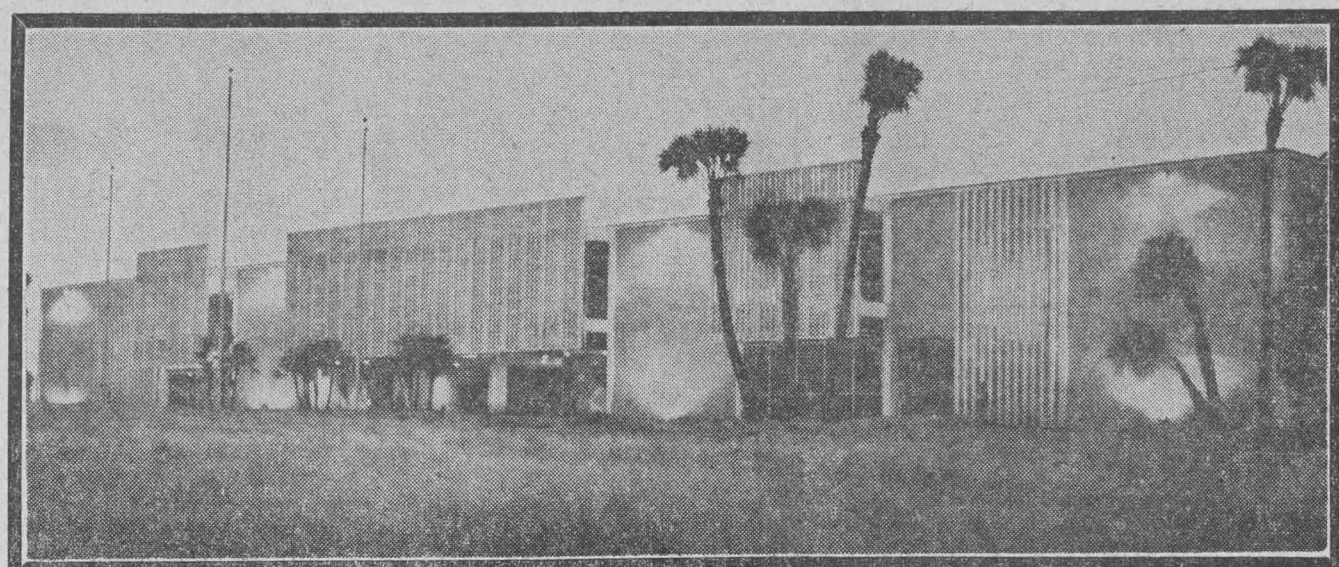
The Graduate Residence Center at the USF campus is limited to students who meet full requirements for admission to the graduate school of either of the two older universities. Teachers are provided from the Gainesville and Tallahassee institutions.

The USF contribution is to provide the classroom space, the use of its library and laboratory facilities when needed.

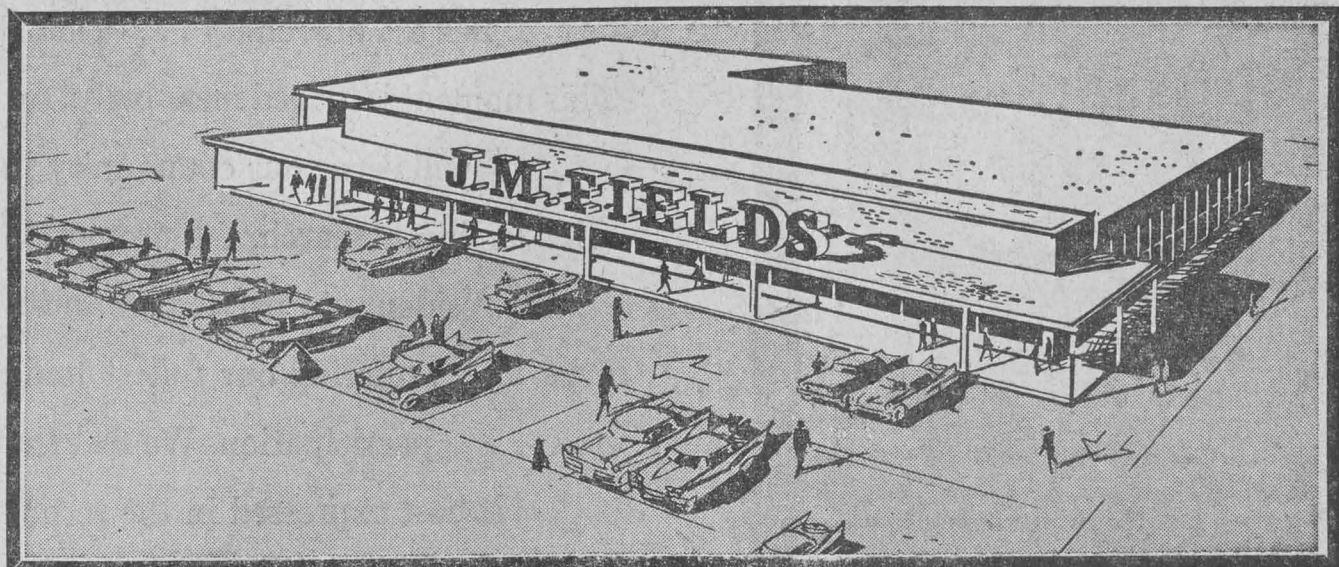
The University of Florida will conduct its graduate classes here on Wednesday and Thursday evenings. Florida State University will do its teaching here on Tuesday evenings.

The schedule for the graduate students is standard for all three evenings: classes will be held from 4:45 until 6 p.m., then there will be a 45 minute break for dinner, an hour for library study and class again from 7:45 until 9 p.m.

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USF Leads Nation in Year Round Climate Control

This school is cool, man!

The University of South Florida is the first state college anywhere to be wholly air conditioned.

As such it is getting attention from everywhere, much of it envious.

There is no doubt USF is considered a pace-setter in this wholehearted effort to adjust the climate to the man where the best interests of man can't be adjusted to the climate.

USF has installed a central system of air-conditioning, just as it has established along traditional lines a central heating system. It has done so

state institutions that didn't go in for such overall climate control.

Gone At Piece-meal

Campus Engineer Clyde Hill relates that at a recent South-eastern convention of men concerned with physical plants the biggest topic for discussion was air conditioning.

"The problems these other men have are terrific," Hill reported. "They are finding more while holding costs well within construction ranges of other

and more areas where air conditioning is considered essential, but they have gone into it piece-meal—with room air conditioners, for instance—and the costs

of that get completely out of hand as they try to expand."

What USF has done is put in a central system, that can easily be expanded as more buildings are constructed on campus.

At present there are two units, of 550-ton capacity each, at the plant northwest of the University Center. Insulated pipe underground runs in a circuit to all present buildings.

It can be extended, and will be, to serve other buildings as they spring up.

Chilled water is piped at 45 degrees underground to all buildings, where the air it cools is fanned through the rooms. The water is returned to the plant

at 60 degrees, for re-chilling and continued circulation.

Control by Suites

Thermostats control the temperature by suites, rather than by individual rooms. Inside rooms are on different systems than outside rooms since this hot Florida sun affects strongly the requirements for cooling.

The heating system uses a different system of pipes. Hill explained, "It is not feasible to use the same pipes. There will be times in this building, for instance, when we will have to be heating rooms on one side while we are cooling rooms on the other."

Hensley and Becksmith Inc., of Jacksonville won the award to install the central heating and air conditioning plant and underground distribution system at a price of \$820,400.

As the campus grows, two more air conditioning units can be added in the present plant building, and then the building itself can be expanded to accommodate still more units later.

List Advantages

Hill and other university officials can list advantages of the system at considerable length. From the engineering standpoint, Hill points out, you can have your maintenance man

right on top of the main place that anything can go wrong, the central plant.

What's more, he went on, a central system reduces the load factor. This is slide rule talk, but it works out. If you had five identical buildings, which would require 200 tons of air conditioning each with individual building set-ups, that would be a total of 1,000 tons of equipment. A central system will do the same job for those five buildings for 850 tons capacity at the very most, and probably for 750 tons.

The central heating system pipes out water at 250 degrees under pressure (so that it is not boiling), and returns it to the plant at 180 degrees. The same boilers, fired by natural gas,

are used by both heating and cooling systems. The air conditioning units work on the steam-absorption principle.

One thing overall campus planners thought about, in incorporating overall air conditioning, was that special facilities would not be needed as much as has been the experience on other campuses. For instance, students can study in their pleasantly cooled dormitory rooms (when there are dormitories) and consequently won't be jamming into some specially cooled study building.

Buildings Stay Cleaner
There is no doubt that buildings are going to stay cleaner because of air conditioning.

Hill said, "The real advantage is that the efficiency of students

ought to go up." Thoughtfully, he added, "And of instructors, too."

No one need list advantages of air conditioning, however, for anyone who worked on the campus during the summer period after the campus was occupied and before the system became operative. The heat became virtually an "explosive situation" with school personnel, in the words of one employee.

Everyone, from top brass to file clerks, was bringing his own fan to work in an attempt to keep working conditions tolerable. And because even that didn't work all the way, under this torrid Florida sun of ours, special summertime working hours had to be invoked to give those pre-air-conditioning occupants of the campus a break.

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Student 'Tourists' View Campus:

Richard Sarver points out campus buildings to Patti Pupello on a pre-registration tour the soon students-to-be will be occupying at the University of South Florida. They are viewing USF from an exterior bal-

cony on the east side of the Science Building between the second and third floors. The students are facing and overlooking the Administration Building, University Center and library areas.

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FROM GOVERNOR'S DESK

USF Puts State Over Threshold Of Greatness

By GOV. LEROY COLLINS
(Written Especially for The Tampa Times)

As governor of Florida, proudly I salute the University of South Florida, our newest state university.

The six years during which I have been privileged to serve as governor have been tremendously important ones in the history of Florida. While we have made so much progress in so many fields which have brought Florida closer to its bright future, our advances in education, in my opinion, more than any others have helped move Florida across the "threshold of greatness."

Sparked by the work of the Council for the Study of Higher Education and the efforts of the Community College Council, we have expanded tremendously our system of community colleges.

Improve Programs and Service
We have further very significantly advanced the quality of the programs and services of the state universities, and we have taken positive steps to adapt our universities into an effective and well-coordinated system.

We are moving toward the realization of a plan for higher education which will support and give leadership to the broad economic, cultural and civic growth which must certainly mark the future of Florida.

It is in this setting that the University of South Florida will take its place in the state university system.

This new institution which has been in development since 1957 has now a unique opportunity to devote itself to a program of exceptionally high-quality undergraduate instruction.

Quality a Hallmark
While the older universities must provide a wide range of services, of instruction and research, the University of South Florida in its initial years will be able to concentrate its resources in the operation of instructional programs of great distinction.

Quality should be, and I feel confident will be, the hallmark of the University of South Florida from its very beginning.

Along with the residents of the Greater Tampa Bay area who have contributed so much to the development of the University on the Hillsborough River, all of the people of Florida feel deep pride in the opening of the University of South Florida. We are confident this new institution operating under the Board of Control and under the fine leadership of Dr. John S. Allen will measure up to the high expectations we have for it.

What has been accomplished through cooperative effort on the part of all concerned to this point is but the beginning.

Calls for Support
We must strengthen our support for all our higher education if we are to capitalize on the rich opportunities which face us.

We must do what is needed to bring greatness in all phases of the programs of all universities.

We must further the wise development of the community colleges.

We must enlarge the facilities of the University of South Florida so that it may serve fully the needs of the state as those needs are expanded in the years ahead.

And we must look also to the early development of still another university at Boca Raton on the state's lower east coast.

Knowing Florida and its faith in education as a vital component of its future greatness, I feel confident that the people of Florida will meet their responsibilities in the years ahead.



GOV. LEROY COLLINS
...salutes Florida's newest university



GREETINGS and congratulations...

It is with great enthusiasm that we greet you, the students and faculty of the University of South Florida. And we congratulate those who had the vision to locate it in the Tampa Bay area, where its destiny is enjoined to progress and growth. Surely this isn't our singular opinion. We have no monopoly on civic pride. What we feel reflects the sentiments of every forward-looking Tampan, every resident of this county. And, by golly, we're proud as punch!

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Two Main Entrances Serve University Campus

THE TAMPA TIMES 9-C
Tuesday, August 16, 1960

The USF campus will be served by two main entrance streets and "half" a perimeter road when classes open in September.

The State Road Department has constructed 2.4 miles of roads on the campus, specifically designed to serve the present buildings—but part of the long-range campus street system.

At present there is a long, four-lane boulevard leading

from Fowler avenue on the south, straight as an arrow to the administration building. Exactly opposite it, on the north, a similar main entrance street leads from Fletcher avenue to the University Center building.

The perimeter street, right now, leads off to the east from the south boulevard, starting not too far from the administration building, and loops around existing buildings to join the north en-

trance street, and then on to the utility group of buildings.

Eventually, that perimeter road will also loop around to the west of the Mall, with "outside" access to 30th street and again to Fletcher.

More Next Year

Part of that additional perimeter roadway, to the extent of 1.4 miles, is being requested of the State Road Department during the next fiscal period.

The guiding theory behind

the campus street layout is that no streets will cross the Mall, where students will be walking between campus buildings.

"On some university campuses," said Engineer Clyde Hill, cautiously avoiding naming any names, "you take your life in your hands whether you are walking or driving."

"We have tried to keep roads out of the academic area, but with fingers of

parking areas serving all those areas."

There are now 1,600 paved parking spaces on the campus, strategically spotted to serve existing buildings. The State Road Department is being asked to supply 900 more parking spaces during the coming year, to serve buildings that will be coming along.

"We recognize that most students will be commuting," Hill said, "and must have

parking places. I think we will have adequate space for their cars."

The perimeter roads are so designed that short service drives branch off to serve appropriate buildings. The buildings themselves are so designed to take advantage of these service drives.

For instance, at one end of the University Center, trucks servicing the cafeteria drive right into the building, where they are hidden from gen-

eral view. At the other end, the same arrangement is built in for vehicles serving the bookstore and post office.

At present, the perimeter road is two-laned, but is designed so that it can be widened. Hill said, "Eventually, we expect four lanes all around."

Eventually, too, traffic may be so heavy there will be traffic lights at very, very few on-campus intersections. But that is for the future.



CLYDE B. HILL
... USF campus engineer

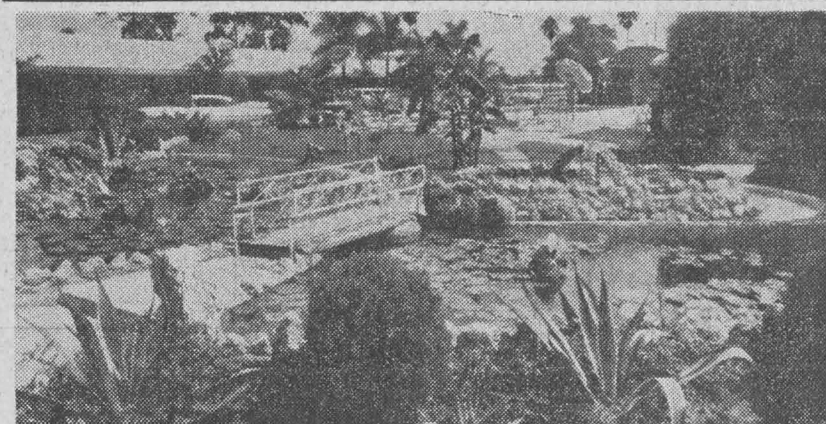
AREA MOTELS – Where To Stay...Have Fun...Enjoy Your Visit! *NEAR and NEIGHBORLY* to UNIVERSITY of SOUTH FLORIDA

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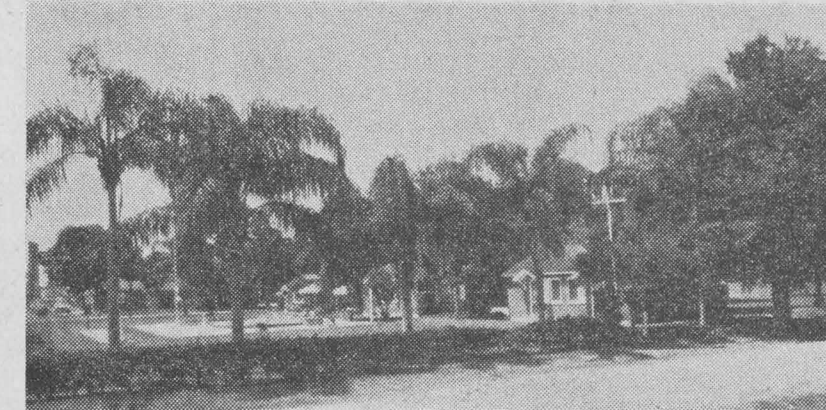
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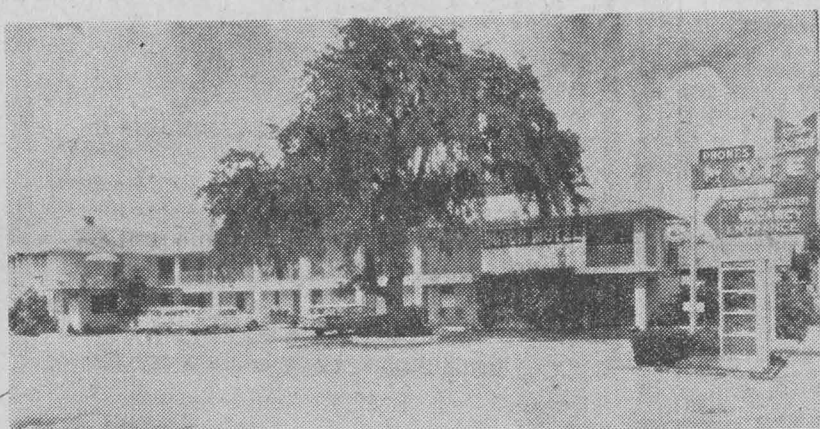
Located at 12208 North Florida Ave. (U. S. Business 41) just one block north of the main street (Fowler Ave.) to the University of South Florida. We have nine (9) units, some with housekeeping equipment . . . all air-conditioned and central control steam heat, Beautyrest beds and all tile showers. In fact, all modern conveniences in a fireproof Permatone building. We are out of the congested traffic area and you'll find some fine restaurants in the immediate vicinity. For reservations phone A. George at WEBster 5-9856.



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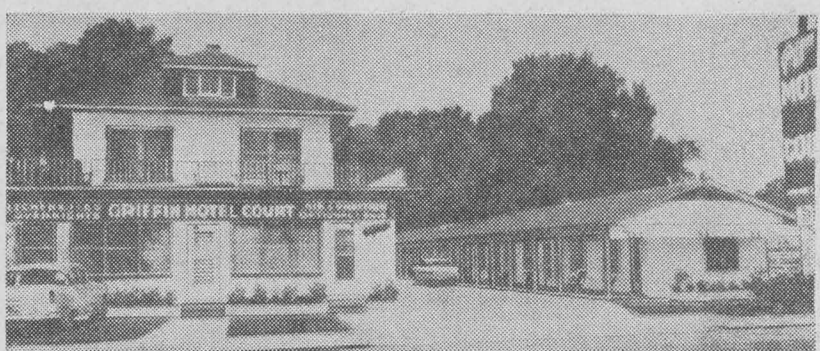
Twenty units, some of them are adjoining family rooms. Located at the corner of (U. S. Business 41 and 92) North Florida and Hillsborough Ave. Right next to Howard Johnson's and just a short drive to the University or to downtown Tampa. Each unit has a telephone, television and is air conditioned. During the winter season your comfort is assured by Central Hot Water Heating. The City Busline is quite close to take you into the center of the city, leave your car at the Motel and avoid congested parking downtown. The Dutch Motel also provides Free Limousine Service to Tampa's International Airport. Phone 3-6901.



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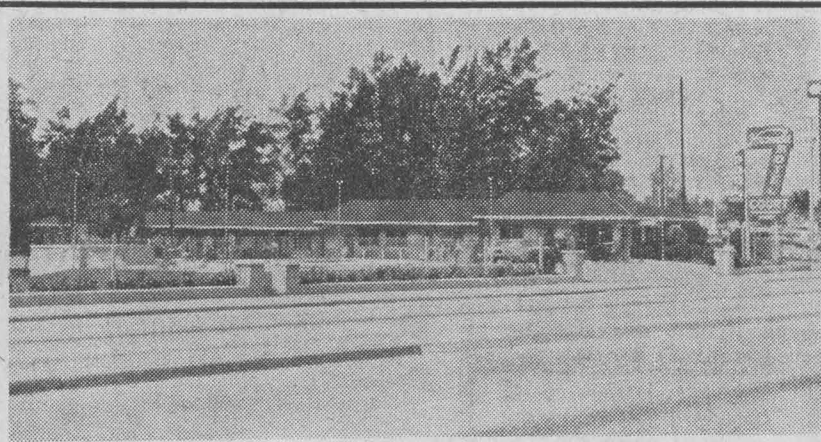
About three (3) miles from the University at 14340 North Nebraska Ave. This is U. S. 41 coming into Tampa from the North. We have ten (10) units, 4 of them are 2-room efficiencies . . . perfect for family vacations . . . complete with television, central heating and tile showers. While visiting faculty or students at USF, you'll find our location most convenient, quiet and restful, with a large well-kept lawn for relaxing. We honor all national credit cards, so call Otto or Beatrice Green at WEBster 5-5619 for reservations.



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PHYSICIAN, NURSES ON CAMPUS

USF Medical Staff Is Small; But Will Expand

A doctor and two registered nurses will be on hand this fall when the University of South Florida begins classes, with plans for a regular infirmary as the school grows.

The health clinic will be in the University Center building this first year when virtually no students will be living on campus.

Dr. Howard Johnshoy, dean of student affairs, said the first residence hall should be ready for the 1961 school year, and two more dormitories are to be built before the fall of 1962.

To Serve Three Halls

"To serve the three residence halls," he said, "there will be a central service core building,

to provide food service and a recreation area for the dormitories surrounding it. We believe that in that first service core building, we will place infirmary wards."

At present, the Health Clinic will provide any immediate medical attention that might ever be needed by a student, pending transfer to one of the Tampa general hospitals in cases where hospitalization is required.

Dr. Johnshoy said, "We plan to have a medical insurance program for all students, paid from part of the student fees. Most of the students will be commuting from home, but the program is set up in such a way they can use it with their own family doctors."

Double as Ambulances

One thing the dean has plumped for is to provide the campus security force with special emergency vehicles which are equipped to double as ambulances, in case of such need. "If someone had to go to the hospital," he noted, "that would eliminate the dead run of an ambulance out to the campus to pick up the patient."

The health clinic, as most other branches under student affairs, will emphasize teaching in addition to purely remedial activities.

"We want to get students to see the necessity of tying in good living with good health," Johnshoy said. "The medical aspect is not only to lead students into understanding about health."

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Mechanized Records:

Walter Bauer (on right) explains to prospective University of South Florida students Judy Smith and Forrest Reeve the workings of the machine room where records are handled by IBM machines. The work of students tabulated by the machines will be catalogued from their first day of registration throughout their careers and as long as there is a university system.

BREADTH NEEDED TO MAINTAIN DEMOCRACY

No Sidelines in Life Of Liberal Arts Dean

"I'm afraid I'm not a glamorous person," said Dean Russell M. Cooper, "because I have no hobbies."

He seemed distressed, as he gave that reply to a newsman's routine question. After all if anyone is dedicated to the theory of educating the "whole man," it is the dean of the College of Liberal Arts at the University of South Florida.

But if he has no hobbies in the usual sense of the word, it is only because this 42-year-old doctor of international law is so wrapped up in "everything" that there is nothing left over to be called a sideline.

Dr. Cooper, who is among the top brass nationally in organizations devoted to improving higher education, says, "Breadth of perspective is more important than deep expertise in one narrow field."

Cities Education Battle
He was speaking specifically about the standards used in selecting faculty members. But the statement sums up where the emphasis is going to be in the College of Liberal Arts.

"There is a pitched battle going on (in the world)," Dr. Cooper said, "between those who seek breadth of perspective in education and those who say 'We don't have time for that.'"

"That latter viewpoint can be fatal. Japan and Germany tried it, and they trained good technicians—but not people

with the breadth to maintain a democracy."

Just what is the College of Liberal Arts to do for its students?

To Build Leadership
"The College of Liberal Arts," Cooper said, "will build on the College of Basic Studies to round out the student's basic education and give him the equipment for creative leadership as well as a cultivated and understanding way of life."

Basic studies start him well, but doesn't complete his education. In fact, a man never completes his education, but continues it all his life—we hope.

"That is the major function of this college. A second function is to prepare the student for some kind of occupational responsibility."

In many cases the graduate is ready to go immediately into his life's work, but increasingly there is the need for graduate or advanced professional training.

There is some pioneering in this college, as elsewhere through the university. "A number of college presidents have told me how they envy us the chance we have here of starting fresh," Dr. Cooper remarked. "There is an excitement about it that almost crackles in the air."

No Departments
One of the major differences, from long-established universities, is that there will be no departments. That is to say, no chemistry department, no physics department, no music department. "We want our people (faculty) to have a much broader perspective," Cooper said. "We will have four divisions instead of 25 departments. For instance we will have a concerted natural science program, rather than 10 narrow programs within that field."

The truth is that as specialization has grown in America, chemists for instance, lose touch with what biologists are discovering and vice versa, and yet their discoveries overlap. A new science called biochemistry develops, then races off into its own watertight compartment, neglecting overlapping work in physics.

"There is an inter-relationship of knowledge," Dr. Cooper said. "We are making an effort to bring back to some meaningful relationship these splinter disciplines which have moved out and away from each other leaving the layman bewildered."

Cooper, a native of Newton, Iowa, is a graduate of Cornell, who obtained his masters and doctorate at Columbia University. He also did graduate work at Geneva, and has been on the faculty of Cornell and the University of Minnesota.

Taught Political Science

In his strictly teaching days, he taught in the fields of political science and international law. That may have its bearing on another approach his college will make to rounding out the student completely. Dr. Cooper said: "We are cognizant that we are living in the '60s and not the '40s. By starting fresh we can throw impetus into what seem the most compelling needs of our times."

"For instance, Asia, Africa and South America will be



DR. RUSSELL M. COOPER
... aims at international understanding

come increasingly critical areas. The typical university gives little attention to those areas in general studies.

"We plan to develop basic courses for general students to become as familiar with the literature, viewpoints and aspirations of the Chinese, Indians and Congolese as they are with those of England and France."

Cooper added, "I think it absolutely crucial that we develop a citizenry which understands and knows those peoples."

This idea of broad perspective

Cafeteria Gets Food Contract For First Year

Morrison's, the cafeteria and restaurant chain, will operate the University of South Florida cafeteria and snack bar this year.

This is a growing custom on college campuses, under which the economies of a giant food operation can be obtained.

University Business Manager Robert L. Dennard said the school keeps control of prices and quality. One result is that students will have available a food plan, providing 21 meals a week for \$11, which breaks down to 52.5 cents a meal.

USF To Operate Own Post Office

The University of South Florida will operate its own post office, in the University Center, this year.

The U.S. Post Office will deliver mail to, and pick it up at, the university's office on the first floor of the center building.

The university's own mailman (or it might turn out to be a mail-woman) will make deliveries around the campus.

Engineer Clyde Hill, who will supervise the mail service, said that eventually the mail will be delivered to dormitories on campus, as they are built, rather than having one central post office housing all student boxes.

USF, FSU, UF Plan Jointly in Some Areas

USF and its sister state institutions, the University of Florida and Florida State, have worked out joint programs in training the state's youths for some professions, and other joint programs may be formulated later.

Under the joint programs, the student can attend USF for basic work then, as he is ready for more advanced training, switch to one of the schools farther a way from home.

One example is engineering. The joint program calls for the student to take three years of his training at USF, and the remaining two years (of the standard five-year course) at the University of Florida's college of engineering in Gainesville.

Students who satisfactorily complete the course will receive two degrees. There will be the Bachelor of Arts from USF as well as the Bachelor of Science in Engineering from UF.

Similar joint programs have been arranged with Florida State University in the fields of home economics and nursing.

Students who wish to major in home economics will take their first two years of work at USF, then enter the junior year of the College of Home Economics at the Tallahassee school without loss of credit.

Two years at USF also would be available for those going into the field of nursing. After those two years, the student would transfer at the beginning of the summer to the College of Nursing at FSU.

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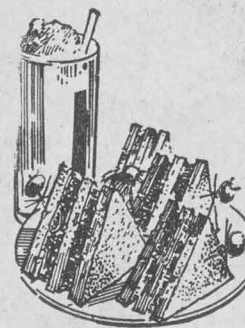
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MAYBE BOOKS WILL SAVE THE WORLD

Library Head Created One in A-Bomb City

Elliott Hardaway, who bears chief responsibility for creating the University of South Florida library, has established libraries before — for instance, at Hiroshima after the A-bomb.

This native of Nashville, Tenn., who was hired to start the university library before the school had so much as a name, has a rich background in library work. "It looks like I sure have

moved around," said Hardaway, with his quick smile, "but there is lots to be said for moving some."

Part of that getting around was the nearly four years spent in Japan, just after World War II, as associate chief of the Civil Information and Education Section of Gen. MacArthur's staff.

"My job generally," he said

in reply to questions, "was to go around and select the sites for the regional libraries we built, and then get them organized and operating. I remember going into Hiroshima to try to find a building satisfactory for a library. Of course, there was none, and we had to build one there."

Crates of Books

"Elsewhere, we would renovate a building, hire a staff and ship volumes in by the crates," Hardaway set up 15 or 16

regional libraries through Japan, each with a selected collection of 15,000 or so volumes and several hundred current journals. The library director said:

"Japanese professional men had been cut off from the journals from about the time of the Manchurian incident in the '30's. They had been cut off from the scholarly world for 20 years, and they were really avid to read what we were supplying. "This was very satisfactory

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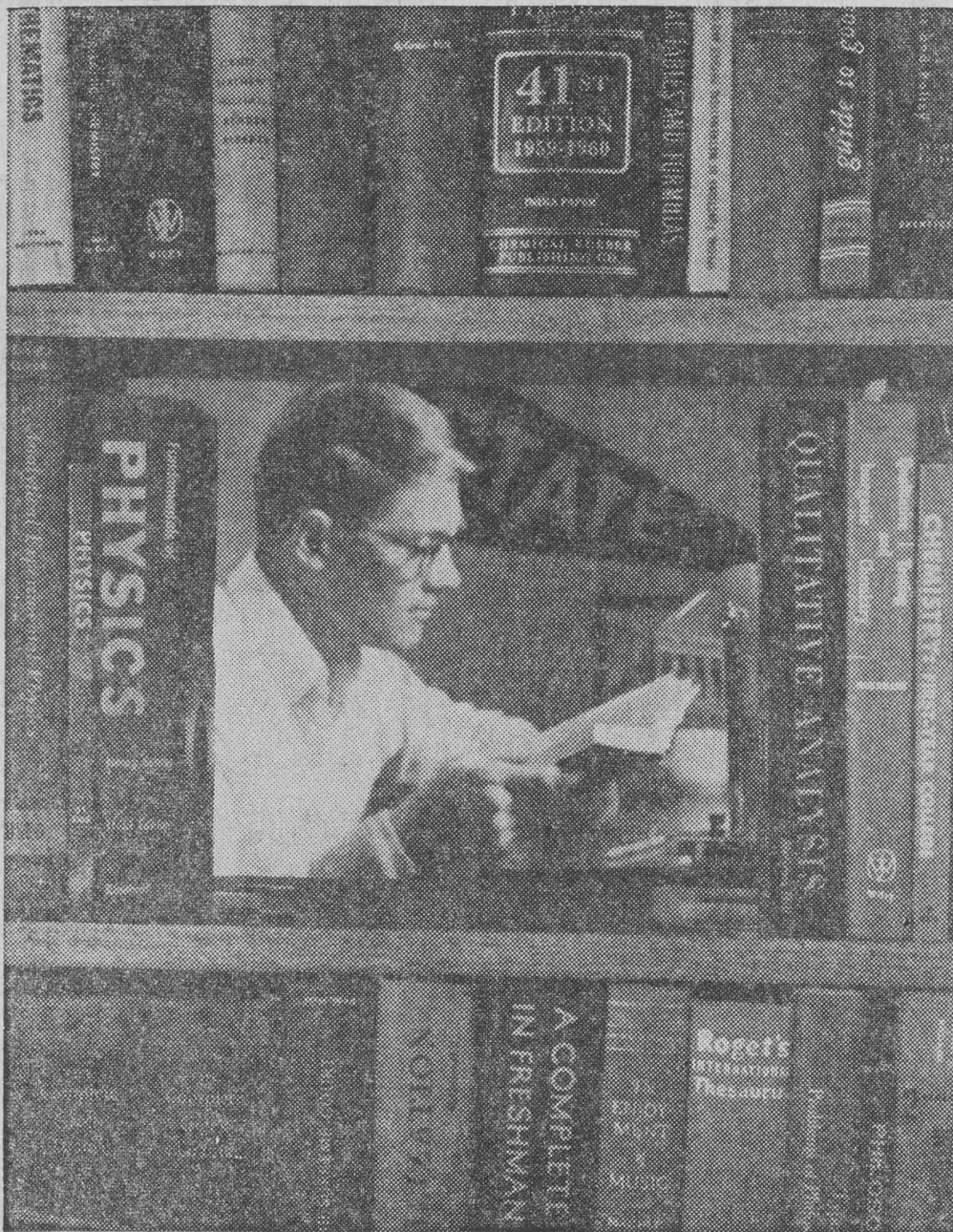
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... would require reading tests



work, for no one could be more grateful than they were."

Hardaway is as enthusiastic about books as any librarian. "We librarians say books could save the world," he commented, "and maybe they will."

Math Mistake

But he has not always been a librarian. He received his bachelor of arts degree in Latin and a master's degree in mathematics from Vanderbilt University at Nashville. Of the mathematics, he says now, "That was an error on my part. I like it, but I realized then that it wasn't my field."

He taught a year in the public schools at Nashville. "Those were depression days," he recalls, "and I couldn't just leave." Finally, he was able to go, as he hoped to do, to the University of Illinois, where he received his master's degree in library science in 1940.

Later he worked at Eastern North Carolina Teachers College, and then went to the Library of Congress where he was cataloguer in physical sciences. "I guess they thought my background in math qualified me for that," he said.

Small College

Then he went to North Dakota Agricultural College as head librarian. Where the Carolina work was nearly specialized as to the requirements of a teacher's college, this was strictly an agricultural college. Both, however, were small and, as Hardaway recalls, "I could know everybody and what they were reading."

The Japanese tour of duty came then, followed in 1950 by the associate directorship of the library system at Louisiana State University in Baton Rouge. There he was the chief of technical processes and picked up some more valuable experience about establishing a new library. During his LSU tenure, the school was planning a new library that has subsequently been built.

From LSU, Hardaway went to the University of Florida at Gainesville as assistant director of libraries, the post he was holding when he was hired as of Oct. 1, 1957, to become director of the library at the University of South Florida.

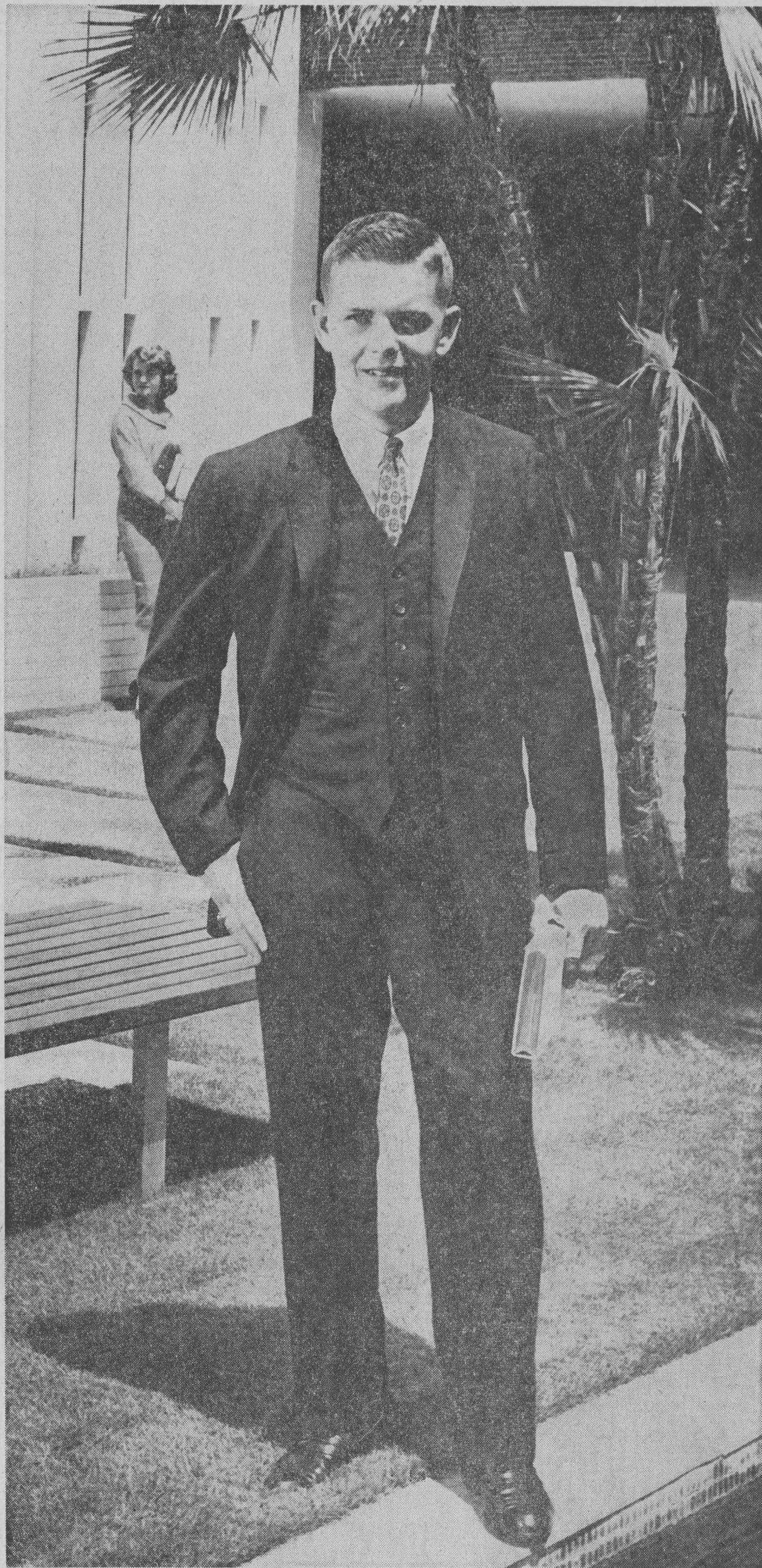
Co-ed Daughter

Hardaway and his wife, have one daughter, now a junior at the University of Florida. "I always thought she would attend a college where I was working," he said, "And when she became college-age, it turned out to be impossible."

Hardaway is dedicated to encouraging more reading. "With all the things going on about us, from the cold war to the tremendous strides in scientific achievement, I don't see how people keep from reading," he said, "but they do. I suppose most people prefer to talk."

If he had his way, all students at the university would be given a reading test for speed and comprehension. "And then," he said, "every one of them would be given some special assistance to bring his reading standards up. I would like to see this applied to every student, not just to the poor students who usually get this kind of special help."

"If we can just get students to read," he said, "we wouldn't need anything else."



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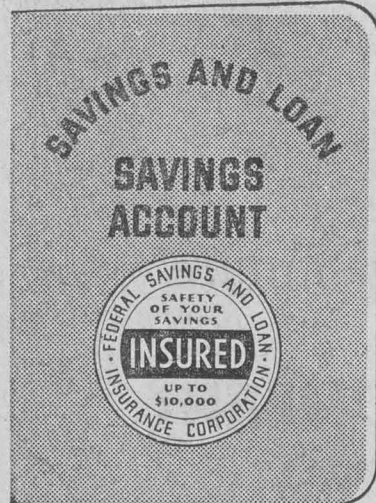
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Prospective Students-The Man Here Pictured Hands Out 'Grief'

Tests Rougher on Professor

If a USF student groans later in the year at the length of a typical examination, he may take some small consolation in knowing it took far longer to write the questions than it will to write the answers.

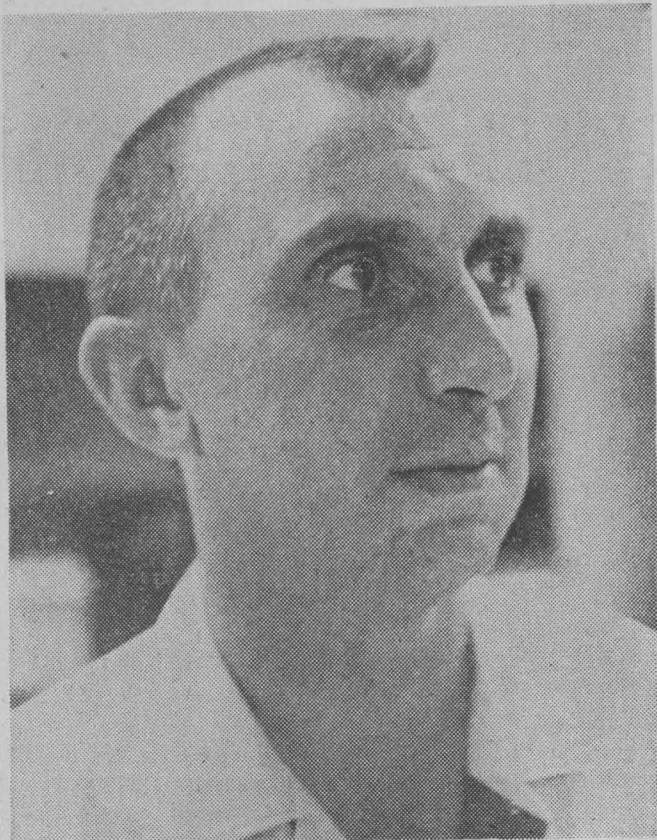
The man who was most to do with drawing up all exams for USF students says it takes about an hour to write one good question.

"A typical examination of

150 questions," Dr. Lewis B. Mayhew added, "would take about 150 hours of hard work to prepare. You want to test more than just the memory of facts. You want to see if the kids understand them."

Mayhew is director of Evaluation Services and Institutional Research.

The second part of that title is just what it says—research into all sorts of things on which decisions must be



DR. LEWIS B. MAYHEW

... director of evaluation services, institutional research

made by the university. The lean and rangy Mayhew, perhaps remembering his 5½ years of wartime Army service when he was a major, says, "You might call the office of institutional research the G-2 or intelligence section."

The other part of his duties, evaluation services, is the one that students will probably be most directly concerned with at once.

This office is going to give tests.

That covers a good deal of ground, but most particularly this office will prepare, administer, score and analyze the final examinations in all Basic Studies courses.

Half of a student's grade in the course will be given by his instructor on the basis of what the student does in regular class work. Dr. Mayhew said:

"The other 50 per cent of his grade will be determined by the final examination which this office will prepare."

This doesn't mean that the 42-year-old Mayhew is going to write these exams single-handed, from some ivory tower. One teacher in every division of study is jointly assigned to the office of evaluation

studies. That teacher will confer with other teachers, draft an examination with Mayhew, then have it reviewed and approved by the rest of the faculty.

Change Each Semester
"New examinations in every course will be drawn up every semester," Mayhew said, adding dryly, "That will solve a number of difficulties."

Many of the examinations will be machine-scored. In fact, the scoring system and statistical method of computing grades is fairly elaborate, but Mayhew explains that is because "we believe that testing is important educationally. And we believe in these multi-section courses that all students have a right to be judged by a common yardstick."

The typical 150-question multiple-choice examinations won't necessarily be the complete exam. Dr. Mayhew said a final exam in functional English, for example, may include that objective type test, plus a theme, plus a taped speech.

A foreign language exam probably will include a tape-recorded portion when questions and answers are given orally in the foreign language.

This admittedly presents a problem of administering the

tests, but Mayhew said, "I've done it where we had 5,000 students in the freshman year."

Native of Illinois

Dr. Mayhew, a native of Pontiac, Ill., was associated with the office of evaluation services at Michigan State University from 1947 until he came to USF last year. He also served as director of research at Stephens College, Missouri. He has written over 50 articles in professional journals and was author or co-author of nine books. He is active in national educational organizations.

His office here will administer orientation tests to all new students, will serve as test consultants for members

of the faculty and eventually will give placement tests to aid in counseling students on what courses to take and how soon.

Dr. Mayhew cheerfully admitted, when asked, that he himself has flunked an exam or two. "Spanish as an undergraduate," he said with a smile, "and German, the first time I took it while working for my doctorate. I just wasn't ready, and studied six more weeks and passed it."

He has no criticism of those specific tests, but he does say, "By and large, the tests I took as an undergraduate (in the '30s) were pretty sorry. We've made some big steps in testing, generally, since then."

Pine Seedlings On USF Campus

USF didn't go into it for the idea of making money — it was money, but the school is doing a little "tree-farming" on its broad north campus. The trees were planted in a section of the 1,700-acre campus that won't be used for buildings for some years. But, Hill said, "The timber will be sold when we are ready to move into that area — probably not as timber, but as pulpwood."

A total of 70,000 slash pine seedlings have been planted there, on at least one occasion with the help of Tampa area Girl Scouts who spent a day putting the tiny trees into the ground.

Campus Engineer Clyde Hill said, "We didn't plant with the

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USF LAWN

Bahia Grass Chosen

When USF officials wondered what sort of grass to plant on their immense lawn, they did just what you or I may have done — they consulted their county agent.

Paraguayan bahia was the recommendation that Hillsborough County Agent Jean Beem came up with, and the landscaping crews have been planting it on a broad scale.

Campus Engineer Clyde Hill, whose jurisdiction includes the grounds-keeping department, said, "Paraguayan bahia is a tough grass that requires very little fertilizer, is not affected by bugs and which stays green the year round."

Budget to Watch

All these things are important, especially when there is a budget to watch, for the grass has been seeded by the acre. About 50 acres were planted on each side of the south entrance road early in the summer, and another 35 acres in the Mall later on, in a race to have a green campus by September.

Hill said the grass was seeded at 30 pounds to the acre in the front portion of the campus, and at the rate of 50 pounds to the acre in the Mall. "We want to be sure that gets a good cover before classes begin," Hill explained.

Suggested no Sidewalks

Students will be discouraged from walking on the grass, but whatever happens will probably be taken philosophically. Hill said, "It was suggested that we build no sidewalks at all this first year, then build them wherever the paths showed students did the most walking."

The trouble with that idea is that this is a school that is going to be building constantly from now for some years to come. Student trails would surely be changing just as regularly as new buildings came into use.

Incidentally, the grass sown along a 150-foot-wide strip bordering Fowler avenue, from 46th to 30th street, is not Paraguayan, but Pensacola bahia.

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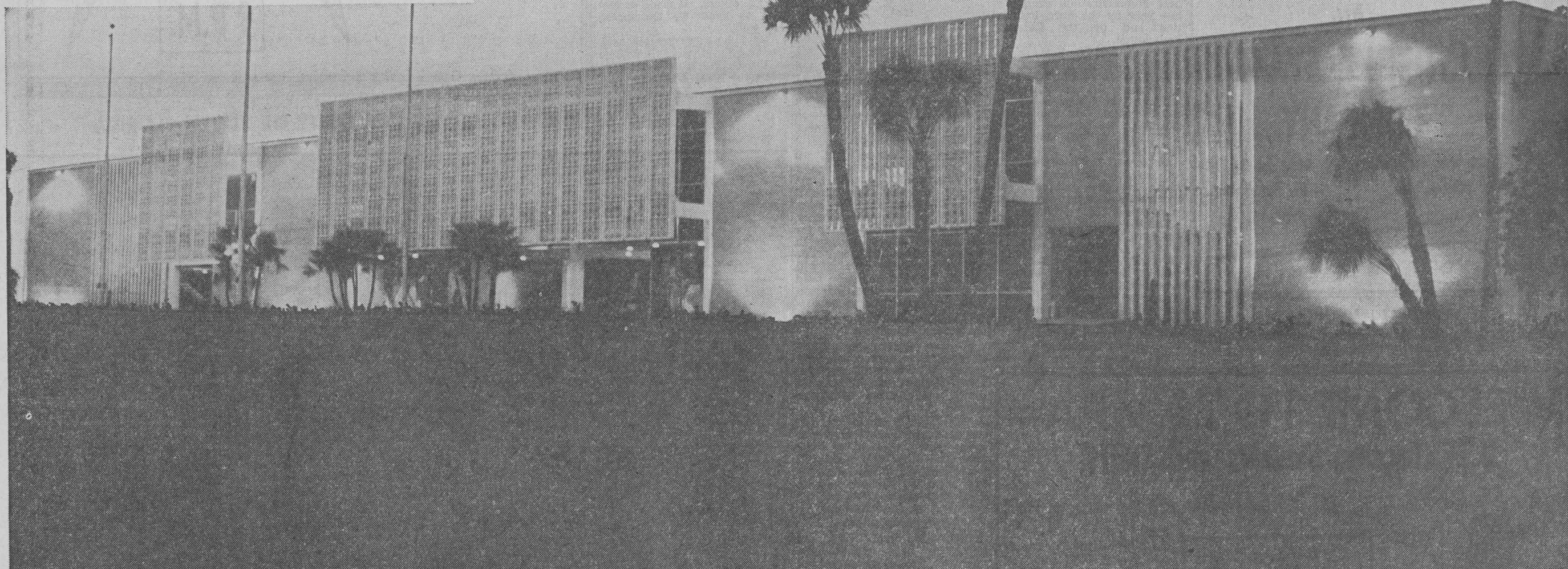
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Contract for Electrical Installation

The contract for the electrical work on the Administration Building was one of utmost importance, as this was the first building to be completed and occupied on the University of South Florida campus. This honor was bestowed upon L. E. Dyal Electric Company, Inc. of Tampa.

The master craftsmanship exhibited in the over-all electrical work would certainly be justifiable cause for this Tampa firm to warrant the praise they have received. The careful selection and expert installation of the many electrical fixtures was a clear indication of the conscientious and reliable electrical work for which the L. E. Dyal Electric Company is well known throughout the Tampa Bay area.

The Administration Building of the University of South Florida is only one of many in a long line of thoroughly satisfied customers. This Tampa firm has established an enviable record in the electrical contractors field on the west coast of Florida. Any builder is indeed fortunate to be assured of dependable electrical work by having L. E. Dyal Electric Company, Inc., (207 W. Hillsborough, Tampa) for his electrical sub-contractor.



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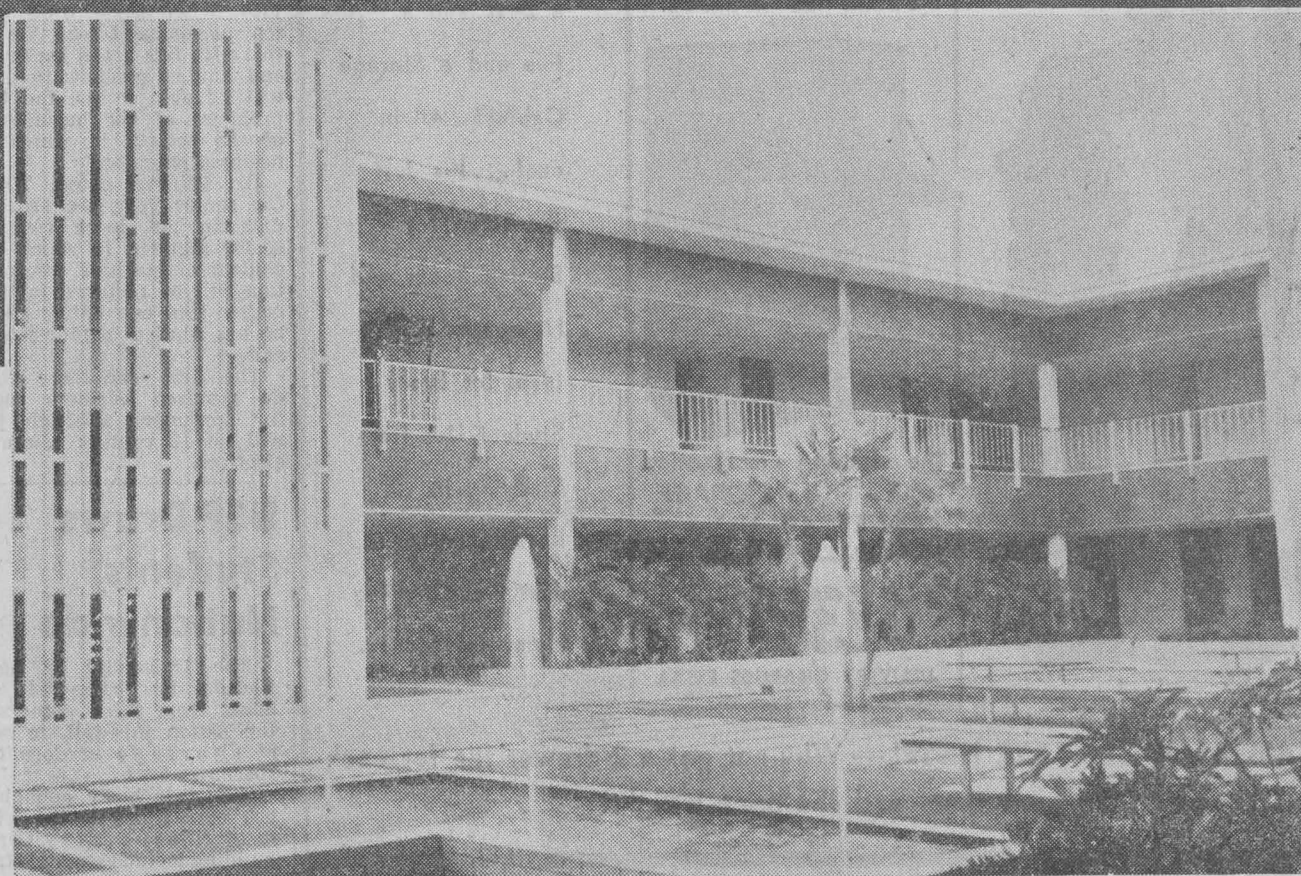
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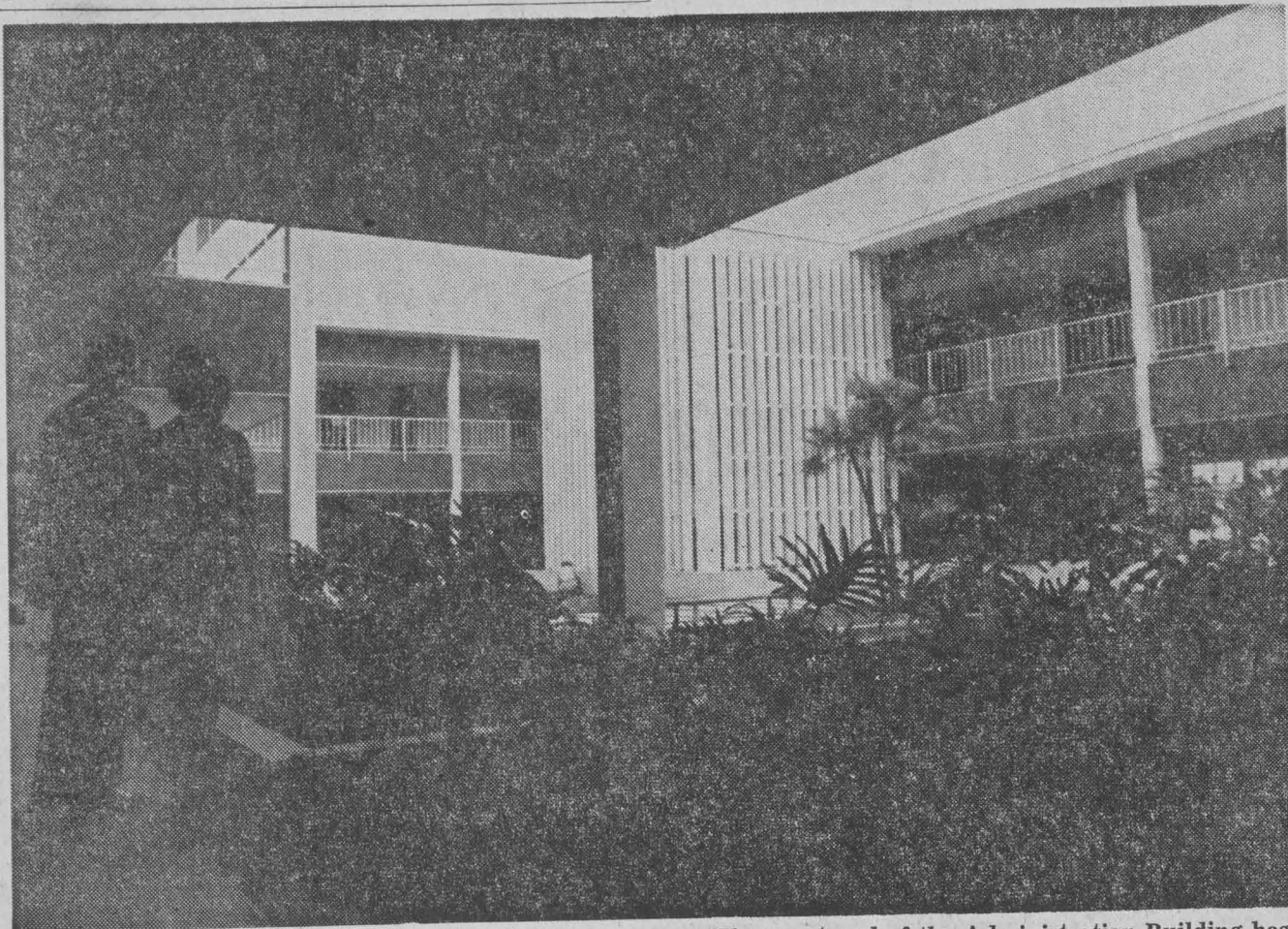
In keeping with the patterns of progress indicated by the establishment of the University of South Florida, the most modern facilities were installed for heating and summer air conditioning with **Natural Gas** by the **Peoples Gas System**. The administration building (as pictured on this page) must be healthfully air conditioned in the cleanest and safest way, and with the most modern equipment to be conducive to the arduous tasks involved with running a University. The choice of **Natural Gas** is another indication of the superb planning that will make Florida's newest University a credit to the nation, and a model for future institutions of higher learning.

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This cleverly designed patio garden with all its tropical planting is a creation of Culbreath Landscape Nursery, 2301 Swann Ave., Tampa, Fla.

You will also find the unique planning of the outdoor reading and study patio at the LIBRARY BUILDING on the University of South Florida campus, to be an outstanding example of the skill and imagination of the Culbreath Landscaping Nursery. This outdoor area reflects the natural, quiet atmosphere so characteristic of outdoor tropical gardens . . . the clever selection and arrangements of plants and shrubs suggest a harmony that is conducive to quiet meditation, thoughtful reading and concentration. A wide spacious garden area, rimmed with an artistically designed wall, beneath a canopy of lofty palms.



Cool Verandas, Sunny Courtyard:

The courtyard of the Administration Building has become the focal point for tourists and other campus visitors, and will draw a lot of attention from students and faculty when school begins. Frequent open-air and other assemblies are planned for this area. Students Cliff Howell and Sheila McClendon look it over.

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Business Students Promised 'More For Their Money'

"They are going to get more for their money." That is the especially apt way the dean of the college of business administration describes the pioneering study course his college will offer business students at USF.

Dr. Charles N. Millican said, "In designing our program of study so far, and as we continue to design it, we will have profited from the findings of a number of colleges around the country who have been good enough to share their experiences with me personally."

The University of South Florida also is able to draw fully on the findings of two nationwide studies of schools of business administration, completed last year by the Ford Foundation and by the Carnegie Foundation.

Big Advantage
"This may be the first college of business administration anywhere," Dr. Millican said, "able to take full advantage of these studies. One tremendous advantage we have is that we don't have to tear down and then re-build. We don't have customs and traditions built in for years as do some schools which are now painfully, and necessarily slowly, attempting to re-assess their programs."

The 43-year-old Millican, who was born in Wilson, Ark., came to USF from Hardin-Simmons University, where he had been dean of the school of business administration since 1956. There he worked out some aspects of the program that USF will be emphasizing in the field of business education.

Broad Background
"We are going to give our



DR. CHARLES N. MILLICAN
.. business administration dean

students a broad background," Millican said, "in such fields as math, science, social studies, psychology and so on."

"Then, on top of that, we are going to build a slightly narrower base — a solid background covering the general field of business and economics. This we call the core course, which will be at the center for any student taking a major in business administration. The core of business courses will include instruction in the field of finance, marketing, management principles, and so on."

"Then beyond this we'll let the student specialize,"

Millican, whose teaching and administrative career has been varied by such things as managing a farm and serving as pastor of Baptist churches, added:

"We think it important that our graduates have competence in at least one field of business. The difference is this: as we allow them to specialize, we are going to do our best to keep them from going off the deep end in specialization."

Succession of Jobs

The dean said, "We are hoping to have our students qualified for a succession of jobs. When some wind up in top management jobs, we hope that with this broad background and limited specialization, they will be able to see the broad problems of the business and of the society in which that business operates."

Dr. Millican noted, "During the senior year, we are planning to put in a course, a senior seminar, in which every student of business administration will be required to tie together into one entity all that he has studied in four years of college."

This first year, there will be no required business courses for freshmen, although there will be 16 courses offered as electives.

USF Draws Students Nationwide

The University of South Florida has attracted students from three corners of the nation this fall, in spite of a shortage of dormitory space. The girls lucky enough to get reservations for the rooms in the University Center building include students from Washington State, Maine, New Jersey and points in Florida from Jacksonville to Key West.

Quarters for only 50 girl students were available on campus this fall, and they were committed early in the summer.

A full dormitory building, with accommodations for 400 students, will be built by next summer, with a second building to follow soon afterward.

FROM OTHERS

Library Gets Help

A dozen other colleges have chipped in to help the University of South Florida build a library from scratch.

And USF, before its doors even opened for students, was able to provide books for some other institutions of higher learning.

This sharing of the books in collegiate circles has been part of the story of how the new university at Tampa has started its collection.

Library Director Elliott Hardaway says when classes begin, the library will have between 15,000 and 20,000 volumes. "We will be adding very rapidly after September," he went on.

Hardaway was the first man hired after Dr. John S. Allen accepted the post of president. That was back in 1957. The action demonstrated the importance that Dr. Allen placed on the job of building a library as the very heart of a new university.

Depend on Gifts

"We didn't have any money the first year," Hardaway recounts. "All the books and other publications we got were gifts. It is interesting how much material, how much good material, you can get through gifts."

Many of the gifts came from individuals in Tampa and elsewhere.

"The University of Tampa gave us a lot of chemical abstracts to fill out our files," he said. "This is very valuable when you consider it costs \$150 a year for chemical abstracts. They helped us out with other things we needed too."

What happens often is that heirs to private library collections often have smaller homes than their forebears and consequently give books to the nearest library. When these are duplicates of what the library already has in sufficient supply, the books are passed on to others.

Came Into Money

"We finally came into money in 1959," said the library director, referring to the first legislative appropriation for acquiring books. "We bought basic things, such as encyclopedias, dictionaries, reference books—basic books we knew the faculty wouldn't quarrel with."

There was no faculty to consult during that period, so the library and administrative staff used its own judgment. "On some of the faculty book lists, we didn't have to buy more than 20 per cent. We already had the others. It made us feel good to know we anticipated that well."

The library director said, "By and large, we will depend on the faculty from now on to determine which things to buy."

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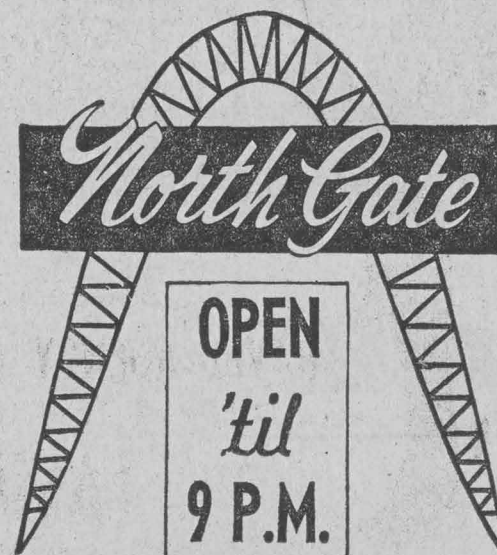
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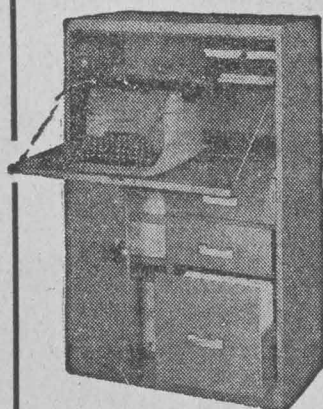
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Campus Engineer's Biggest Headache: Fighting for Time

"The biggest thing has been fighting time." That was the conclusion Clyde Hill reached when asked whether he has had one outstanding headache in helping to get the University of South Florida campus ready for this fall's opening.

The bespectacled, athletic-looking Hill gave that answer only after some deliberation, in the manner of engineers who like to be precise down to the last decimal point.

Hill is campus engineer. It only took a couple of hours hanging around his office during the summer to see some

examples of the type thing that can slow the building of a giant project such as creating a university campus. There was a steady procession of visitors: "Mr. Hill, the latest word is a delay with the air-conditioning because the manufacturer has a strike on his hands."

"Mr. Hill, we can't get that right-hand door, on the left-hand side, of the east wing of the north building to close properly."

"Mr. Hill, the contractor forgot to order the master-plaster tilting-tilter rig. Can you expedite it?"

Those are the minute-by-minute type problems that have fallen at Hill's doorstep. Those around him say he has remained calm throughout.

Hill went to work at the university in September, 1958, although he was most assuredly connected with its creation even before then. He is one of the top staff members who already was living in Tampa when hired. Formerly, he was coordinator of building design for Pullara, Bowen and Watson, and as such worked on the administration building, which that Tampa architectural firm designed.

Hill is a native of Fulton, Ky. His college education was interrupted by service as an engineering officer with the Air Force during World War II, when he served more than two years in the European Theater, a civil engineer.

Student Thinking Is Basic Studies Dean's Aim at USF

Dean Sidney J. French has some jokers up his sleeve for the freshmen entering his College of Basic Studies at USF next month.

Example No. One: in physical science courses the students are going to be asked to work out, without benefit of modern refined instruments, the answer to this question: Does the sun go around the earth or does the earth go around the sun?

"They'll snort that they've known the answer to that all their lives," chuckled the dean. "But when we have them examine all the evidence they can gather without refined instruments, they'll find that either answer sounds just as valid as the other."

Of course, this is no joke really. This is an example of an emphasis on teaching methods with a deep-lying purpose.

Think For Himself

"It is to teach the student to think for himself," said Dr. French, who started teaching back in 1916.

"If we would spend more time doing this, instead of trying to cover so much ground in our courses, the student would come out much better. To really learn, the student has to do it himself, grappling with the problems himself rather than being a bystander or observer."

Dr. French added, "This is the most difficult kind of teaching there is—for a teacher to keep his mouth shut and let the student figure it out for himself."

This is called "problem-centered" teaching, and at the University of South Florida the concept is being pushed.

For All Freshmen

The College of Basic Studies is the one that all freshmen and sophomores must enter for two years of study before moving into one of the upper-class colleges. Dr. French said, "The philosophy of the college is that no matter what specialties are in mind, the student ought to have a broad background and one in common with all other students."

Consequently, the basic college will offer seven courses. All students must take the course in English Communication and five of the other six.



DR. SIDNEY J. FRENCH
... serious tricks up his sleeve

Normally, that will mean three of them one year and three the second year, leaving room for two other elective courses each year.

French said, "I don't think our courses are unique, but we hope to make them more vital than has been the custom. They are not mere surveys of knowledge—they go into the subject as deeply as they can."

"And we will strive to relate them. After all, when you meet problems in life, they don't fall neatly into categories, but merge."

Make Courses Exciting

The college will be striving to make its courses exciting. There will be advanced interdisciplinary courses available for students ready to plunge ahead, and there will be the chance to receive credit for courses through taking the final exam without enrolling.

"One of our goals," Dean French said, "is to get students through as fast as they are able, yet not short-change them."

Aren't freshmen courses often no more than reviews of high school subjects? It won't be that way at USF, Dr. French said.

"That is the last thing we want. It too often happens that a freshman arrives all goosely and quivering with excitement over college and after six weeks says in disgust, 'This

is the same old stuff.' We will try to make it more exciting to avoid that."

French was born in Superior, Wis., in 1894, and attended Superior State Normal which is now Wisconsin State. He began teaching in 1916 in the high school at Superior, then served two years during World War I, taking part in the battles of St. Mihiel and Meuse Argonne.

Headed Navy Program

During World War II, incidentally, he was coordinator of the Naval Flight preparatory program at Colgate University. Before that, however, he taught in public schools and colleges, and along the way received his doctor's degree in chemistry. He was on the Colgate faculty from 1932 until 1954, first as a teacher of chemistry and, through successive posts, serving as Dean of the Faculty for the last 10 years.

From 1954 until 1958, he was Dean of Rollins College, at Winter Park, Fla. He has served as consultant for many American colleges and universities in the development of general studies, as well as for the Japanese Ministry of Education. He is the author of numerous research papers in chemistry, and especially in the field of alloys of rare metals. One such alloy is named for him.

A friendship developed between Dr. French and USF President John S. Allen when both were on the Colgate faculty, and collaborated in teaching and writing projects.

Physical Education Proficiency Required

Proficiency in four physical education activities is a requirement for a degree at USF.

Students may take examinations to demonstrate this proficiency. If they fail, they must then take a non-credit course in that particular activity. The exams can be skipped, however, with the student registering each semester for a physical education course, until four such courses have been passed.

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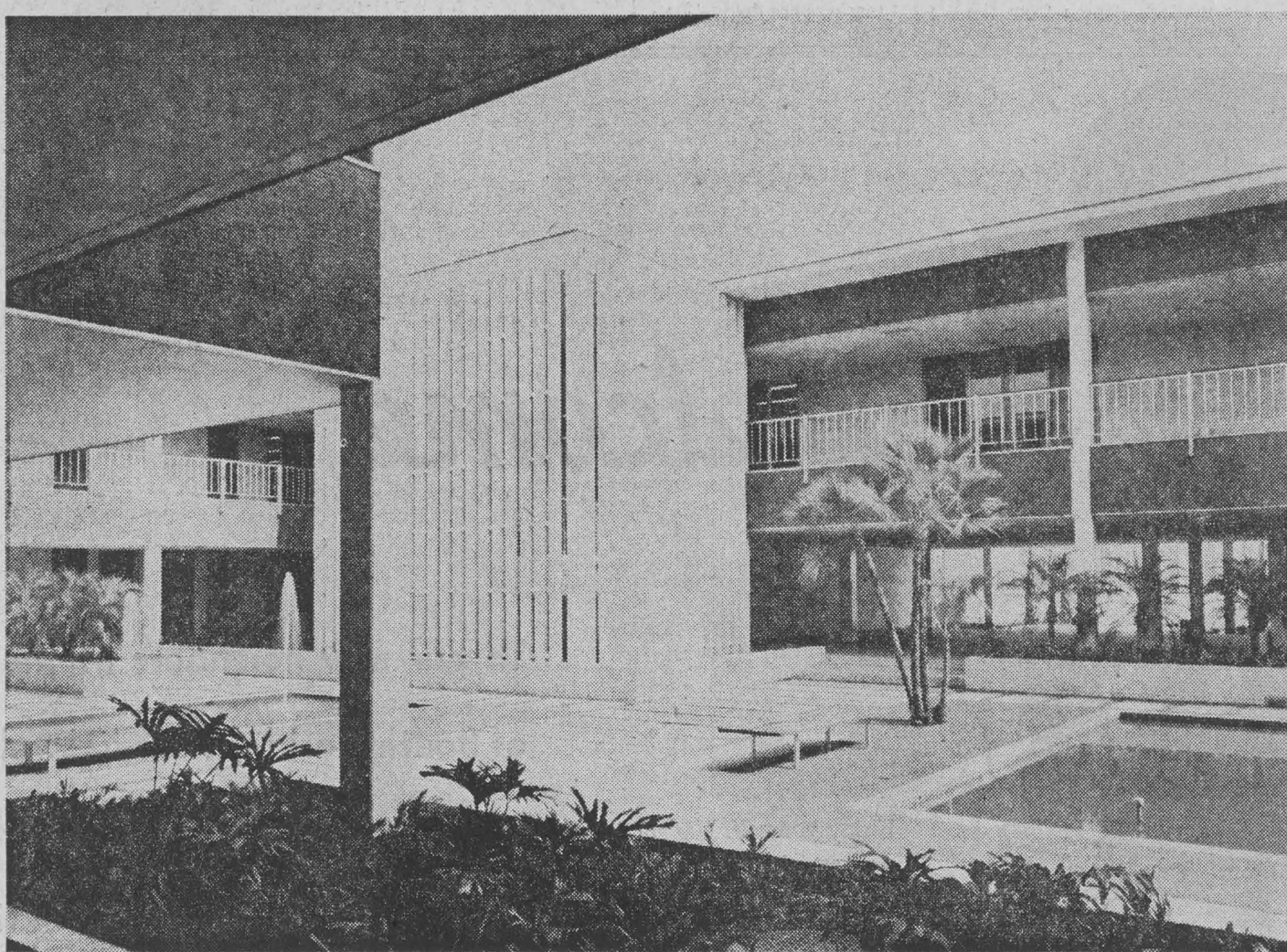
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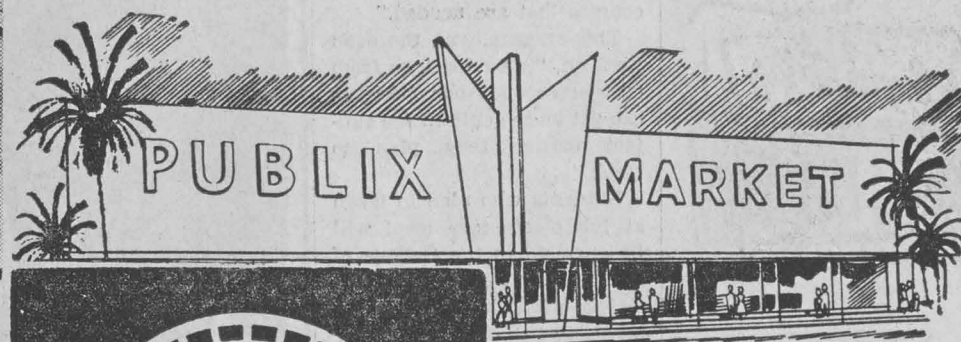
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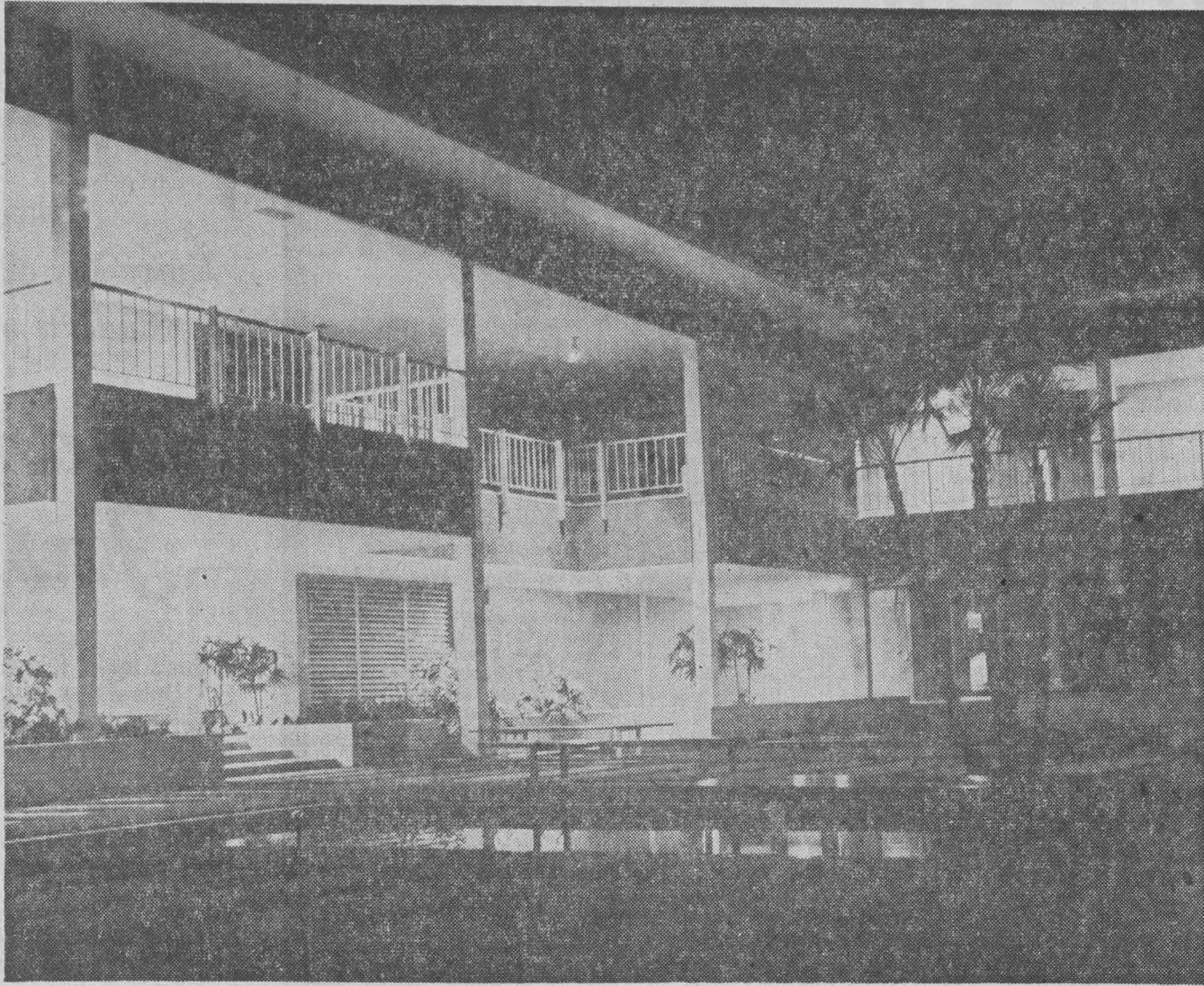
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Patio Night Scene at University:

Well lighted but quiet are the night hours enclosed in the Administration Building patio now, but next month will bring rings of student laughter, and the reflection pool (foreground), now dead still, will ripple alive as it registers passing student activities, both day and night.

ONLY ELEMENTARY TEACHERS GET EDUCATION DEGREES

Education Emphasis On Knowing Subject

Jean A. Battle, presumably the nation's newest college dean of education, already is finding himself slightly embattled in a longtime dispute over the best way to teach teachers.

The pun is the writer's, but the report on the situation is Dr. Battle's. Speaking of some professionals in teacher training, the USF dean said, "They think I've sold out to the liberal arts people."

What this boils down to is that USF, in applying its "all-university approach" to teacher education, is riding the crest of a new trend to give potential teachers far more depth of learning than the purely "professional" education courses alone do.

Some of the public's criticism of professional courses has been exaggerated, Dr. Battle says, but he added, "There have been grave mistakes in teacher education, and we are trying to correct them."

Termed Salvation
"I think this total program approach is the salvation of education, for education is not methods alone but a total program."

At the University of South Florida, potential teachers will find a great emphasis on the courses they plan to teach later, or if their field will be elementary teaching, emphasis on a broad liberal arts education.

"We will not give majors in education for those who plan to teach in high schools," Dr. Battle said. "They will make their major concentrations in the College of Business Administration or the College of Liberal Arts. We (the College of Education) will provide the professional courses that are needed."

This arrangement, the dean went on, "is a departure from custom so that our students can get more depth in the subject matter they plan to teach."

Students who plan to teach at the elementary level will be enrolled in the College of Education because of the state's accreditation requirements in that field.

Electric Wires All Underground

Utility poles and long wires dipping down between them won't be seen at the USF campus.

All wires leading from the Tampa Electric Co. substation on the northside of the campus are underground.

Mercury-vapor street lights are used along the main entrance streets, and to a lesser degree to provide light on the Mall at night.

Dr. Battle said that as a new member of the executive committee of the teacher education advisory council he plans to suggest that potential elementary teachers be given a liberal arts education in depth. "It is not that they have traditionally had too many teacher courses," he said "but they have not had enough liberal arts courses."

He insists, however, "Definitely the University of South Florida does not intend to become distinguished in its professional education program by its brevity . . . but by the quality of its program."

This move toward a better balance of courses in teacher training, Dr. Battle said, is a nationwide trend, but one in which the USF is in a better position than most for it has no old traditions to break down first.

Dr. Battle, 46-year-old na-



DR. JEAN A. BATTLE
... not 'professionals'—teachers

tive of Talladega, Ala., came to USF from Florida Southern College, where he was dean of the college. He received his master's degree from the University of Alabama and his

doctorate at the University of Florida. An Army Air Force officer during World War II, he has spent most of his adult life as a college administrator and teacher.

One phase of the College of Education program that is unusual Dr. Battle says, is that there will be class visitations for all courses. "Even the first year students will go out and visit elementary or secondary schoolrooms," he said.

There is a tremendous need for more school teachers in the state, Battle said. "Hillsborough County has to hire 500 new teachers every year," he said, "and Crockett Farnell says he has to go out-of-state for half of them."

The college will offer in-service courses for teachers already in the field, and one particular bit of community wide service will be coming up Aug. 17. A program will be broadcast over WEDU, beamed for schoolteachers themselves, highlighting new trends in teaching reading. "It should help give parents, who tune in, an insight into what teachers are doing," Battle said.

Police-Type People Keep Tab on USF

There will be a police force at the University of South Florida, although no one really calls it that.

Heading it up will be superintendent of security and communications. Under his direction will be four patrolmen.

They will enforce campus police-type regulations and watch for such things as night-time prowlers and fires.

Their patrol station wagon will be completely equipped with fire-fighting equipment, first aid kit, stretchers and other emergency paraphernalia.

Work-Study Plan In Future at FSU

A cooperative program, permitting students to attend school half-time and work half-time, will be developed by the University of South Florida.

The program, seeking to combine practical job experience with related studies, will be open only to superior students after they have completed one full year at the university.

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Sports Not In Plans Now at USF

Those who hanker to hoot and holler for University of South Florida athletic teams in intercollegiate competition will have a long wait for their first hurrah.

Such by-products of modern education as football, basketball and baseball will not be in the planning stage when the new university opens its doors next month.

In fact, "they are not" even "in the talking stage," said Dr. John S. Allen, president, then adding, "We have a great many other things to think about first."

Cold fact is that legislative appropriations have been hard to come by for academic necessities, let alone for items athletic.

An early indication of the scheme of things came when the Legislature whittled away a request for funds for a gymnasium, the first step in any large scale sports program.

One Project Ready
What has been approved and will be ready are locker rooms and showers. These must form the centerpiece for the one project athletic that will be undertaken immediately.

ately—a sound physical education and health program with accompanying intramural activities.

"We will have these going very soon," said Dr. Allen. "It will be a program of health, physical education and overlapping sports." He was referring to game sports such as volleyball, softball, perhaps badminton and the like. Temporary layouts for these activities can be worked out.

Dr. Gilman W. Hertz heads up this program. He is the director of intramural sports and an associate professor of physical education, under the office of student affairs. Dr. Hertz, age 38, is a native of Weyauwega, Wis. He is a graduate of the University of Wisconsin and the University of Indiana. Before his appointment here he was athletic director and professor at High Point College.

Recently named instructors in this department were Marion A. Berrian, Jean J. McCarthy and Mary Pat Shely. Native of Winter Haven, Miss Berrian, a native of Winter Haven, has just received her masters degree from the University of Florida. She will be an instructor of intramural sports and physical education.

McCarthy, 30, will be an instructor of physical education. He is a native of Minneapolis and received his undergraduate degree and doctor's degree from the University of Minnesota.

Miss Shely will be an instructor of intramural sports and physical education. She is a native of Lexington, Ky., receiving her B.A. from Kentucky and her master's from Columbia. Before coming here she was director of women's intramurals at Georgia Southern College.

Dr. Allen says he has in mind "an extensive intramural program," but he declines to be drawn into any prediction on when an intercollegiate program will develop, except to acknowledge that none is planned.

"The fact is," he said, "There's just nothing to talk about yet," a signal for would-be Saturday afternoon cheerleaders to put away their megaphones for a spell.



USF—That's My School:

Judy Smith displays a new USF pennant to Winton Lynn, during a pre-school tour of the campus by a group of prospective students. They are in the campus bookstore, whose shelves are just beginning to be filled in readiness for the school's opening on Sept. 26.

735,000 CUBIC FEET PER MONTH

City Can't Supply Water for University

The University of South Florida is operating its own water system because the Tampa city water system didn't have enough pressure to serve the highest campus buildings.

The school at present is pumping from two wells whose purity is such that very little treating is needed to maintain the very highest standards.

Engineers estimate the school will be using 735,000 cubic feet of water each month, and the budget calls for an annual operating expense of \$5,600.

Campus engineer Clyde Hill explained, "City water was available but the pressure was not high enough to serve the library. We would have had to put in our own elevated tank and pump anyway, so we went ahead with our own water system."

The university built in its own sewer systems also. Hill said, "Drainage has not been a problem here because of the porous soil and the fact the land drains well. We do have a storm sewer system, however, to protect our streets, parking lots and buildings."

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USF, FCC Swap

Florida Christian College, at Temple Terrace, will be working with Tampa's newest institution of higher learning, when USF opens its doors in September.

Through an exchange agreement, students of either school may take some courses at the other.

Florida Christian, which was founded in 1944, offers lower division work in Bible, Greek, and Hebrew languages, liberal arts, business administration and education. It offers upper division programs in Bible and Religious Education.

Under the exchange agreement, USF students may elect to take courses in Greek, Hebrew, Bible or religious education at the Florida Christian campus, three miles away. Credit for such work would count toward their graduation at USF.

At the same time, students of Florida Christian may elect to take certain courses at USF, with credits transferred to the Temple Terrace school.

The Motto

TRUTH—WISDOM.
That is the motto which appears on the official seal of the University of South Florida.

The seal shows a bright sun shining on the earth, with a lamp of knowledge imposed between the words truth and wisdom. Around the circumference are the words University of South Florida and the date 1958.

The seal, done in the school colors green and gold, was designed by Henry Gardner of Tampa. It was adopted officially by the State Board of Control in February, 1959.

Campus-Wide TV in Future

The University of South Florida will have its own closed television circuit in one building this year, with plans for a campus-wide network in the future.

The TV circuit has been built into the chemistry building, serving two lecture-demonstration rooms, seating 212 and 150, and 16 classrooms in that building.

Business Manager Robert L. Dennard said, "Some day we'll tie in other buildings with the circuit and have a real campus network. Eventually, too, there will be a small building added devoted to television production."

A PERSONAL WELCOME to all U.S.F. STUDENTS, FACULTY and STAFF . . .

Greetings and a Hearty Welcome

In the years we have lived in Tampa, we have seen many fine additions to our city that we are proud of, but none exceeds our pride in the new University of South Florida.

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AFTER SCHOOL DAYS, STUDENTS STOP READING

Librarian Points to Failure

"One of the failures of our college work in America is that college graduates quit reading after they leave school."

That opinion of Librarian Elliott Hardaway is one of the feelings behind his determination that maybe things can be made different at the University of South Florida.

It is a determination shared fully by those who have shaped the brand-new school so far: make the library attractive to

The library building was designed to tower above other campus structures as a symbolic heart of the university.

The building, still under construction but scheduled to be ready by January, will be a handsome structure, with most up-to-date ideas about library functions incorporated into its plans.

"We will try everything to make the library attractive to

students, to get them to use it," said Hardaway.

"If we can teach them to read — to read books, newspapers, journals — then they will carry something away from college that will stand them in good stead all their life."

Reading Right

"I am talking about teaching them to read analytically, teaching them not to take as God-given everything they see in print, but to compare what they read with their own experiences, to judge the merits of what they read."

All polls show, the librarian said, that this nation is well down the list on reading of books by adults. "The horrible thing is," Hardaway added, "that the percentage who read has dropped in the United States in the past 10 years."

He mused, "Reading is hard work. It requires thought to read. It is a lot easier to get in your boat and chugging down the Hillsborough River."

The new library building is designed to make the hard work of reading easier to take, if not easier to do.

Patio for Books

The main entrance, facing toward the student center and potential dormitory area rather than toward Fowler Ave., will be into an inviting comfortable atmosphere, with an open-air reading patio opening off it to the left.

Here there will be available new books and lighter things — fiction, mysteries perhaps, paperbacks. Easy chairs and carpeting will help avoid the "institutionalized look."

The library building was designed by the architectural firm of Smith, McCandless and Hamilton of St. Petersburg, and is being built by J. S. Stephens and Sons of Tampa. The building itself was budgeted to cost about \$7,700,000. It will have

space for 2,000 users and for 250,000 volumes, although there will not be near that many books at first.

Crowded by 1970

"This is a fairly big library," said Hardaway conservatively, "but probably in 10 years, we'll begin to feel crowded. The building is planned so that wings can be added when needed."

The architect has used the slope of the ground to create a ground-level entrance that is actually above what is called the ground floor. That ground floor will include the department where books are received through a service entrance.

Also on that floor will be a listening room. Here good music will play softly at all times, while there will also be booths where students can hear records or tapes of their choice. Here also will be the microfilm department where material on film can be studied.

On the floor above — the one entered by the main entrance — there will be the reserve reading room housing books which the faculty has put on reserve as required reading in their courses. Eventually, this floor also will house the special collection of books selected for the freshman class.

Art Gallery

This floor also will contain an art gallery, where there may be on display — in sight from the main entrance of the building — a "picture of the month." This, according to plans, may be some famous painting borrowed a month at a time from some of the nation's great museums.

To the left, on this floor, will be a special collection of Florida literature which Hardaway hopes to develop. "There are good collections of this type in Florida," Hardaway said, "but no public ones on the West Coast. D. B. McKay has such a collection, but that of course is a private one."

That section of the building also will house the "fine book" collection which the librarian expects to see grow as the University does. The school's own archives also will be collected here.

Showplace

"The special collection room," Hardaway said, "will be the showplace of the library."

On the second floor there will be the reference room, where such things as dictionaries and encyclopedias are kept. One portion of this floor will be devoted to the work-space needed for cataloging the new books and otherwise processing them.

Also on this floor will be the current periodical room, and a row of tiny offices which can be reserved for a year at a time, as needed, by faculty members doing special, lengthy research projects where proximity to the library collection is needed.

The third and fourth floors will contain the "stacks" of books, but with a difference. The plan calls for the tall shelves of books to be intermingled with chairs and tables. "The books and the areas for reading them will be interspersed," the librarian said. "When a student finds the book he wants, he will always find a chair nearby so he can sit down and do his reading there."

Study Offices

These floors will contain more of the small, faculty "study offices" as well as several seminar rooms.

The top floor will be off-limits to students. Half of this floor will be non-library, turned over to the university's testing organization. Here tests will be drawn up for all courses, and here they will be graded.

The other half of this floor will be a staff lounge. This will be a place for faculty members to relax in off-hours. There will be rooms where committees can meet. Opening off this is a promenade deck. This facility is considered important in the job of bringing faculty members closer together, getting them to work as a team.

And, librarian Hardaway added, with a smile, "It won't hurt to get the faculty into the library and exposed to the books, any more than it will the students."

USF Foundation Fills Many Useful Roles

No state college can depend completely on state funds these days for all the help it needs. Strong alumni associations provide some of these needs at most colleges.

What does a new school without any alumni do? The University of South Florida Foundation is part of the answer at USF. The Times, in this special interview, asked for an explanation of the Foundation from its president, State Sen. Sam Gibbons.

Q. Just what is the University of South Florida Foundation?

A. The Foundation is a non-profit corporation whose objectives are to promote the aims of the University of South Florida and of education in general. It is an outgrowth of the spirit that led to the establishment of USF.

Q. What sort of help does a state university need?

A. Through the Foundation, we are trying to do things which the state is unable or unwilling to do, such as establish additional scholarships for needy students, provide additional compensation for especially gifted instructors who would not be attracted by the state's pay scale and provide some of the physical facilities which the state cannot furnish.

Q. Why cannot the state provide all of those things itself?

A. It has never been a state policy to furnish all the needs of a state university. At some state colleges, strong alumni associations, or athletic associations or foundations similar to this one play an important part. Private organizations cooperating with the state can stretch the dollar a lot further.

Q. Are students the principal beneficiaries of Foundation efforts?

A. I'd say they are the principal ones, but the entire community benefits. One of the first activities the Foundation undertook was the "Dollars for Dorms" drive last year. That will enable the University to build dormitories far in excess of the capacity the legislature had appropriated for. It will allow more students to come here, and it will help trade and business in this area, to say nothing of the \$2,500,000 construction work that stems from that one drive.

Q. Is membership in the Foundation confined to Tampa residents?

A. No. We have members from throughout the state of Florida and also from outside the state, some as far away as Massachusetts. These include friends of Dr. Allen, and people intrigued with the idea of a new university starting from scratch.

Q. How many members are there now?

A. There are at least a couple of thousand members at present.

Q. Would you say that re-

sponse to the Foundation has been favorable?

A. I'd say it has been very favorable.

Q. What are some of the past activities of the Foundation?

A. I mentioned the "Dollars for Dorms" campaign that was successful. The Foundation is also engaged at this time with the Veterans Administration in a cancer research project; we are supplying some of the funds and some of the personnel.

The Foundation also is engaged in botanical research. Funds for that project have come from private donations, and the federal government has given the Foundation a use permit on some very valuable land it owns in connection with the botanical research.

Q. What are the plans for the future?

A. Generally speaking, I think you will find the Foundation engaged in making educational opportunities available through scholarships to the needy and worthy stu-



SEN. SAM GIBBONS
... foundation president

people who have already worked with it will cooperate to put those ideas across after they have evaluated them.

Q. Is there any way that citizens can help efforts of the Foundation particularly at this time?

A. If they are interested, we would like to add them to our committees and we can certainly put them to work on a voluntary basis, for there are many things that need to be done particularly with the opening exercises. We can use a great deal of manpower, and lady-power, there. We are not soliciting any funds at this time, but if anyone wants to make a donation, we certainly would accept it.

Q. What are the requirements for membership?

A. Nothing very formal. Mainly an interest in the school and in the Foundation. Membership is open to anyone who would like to join. The minimum donation would be \$5 a year, although there are many who contribute much more than that.

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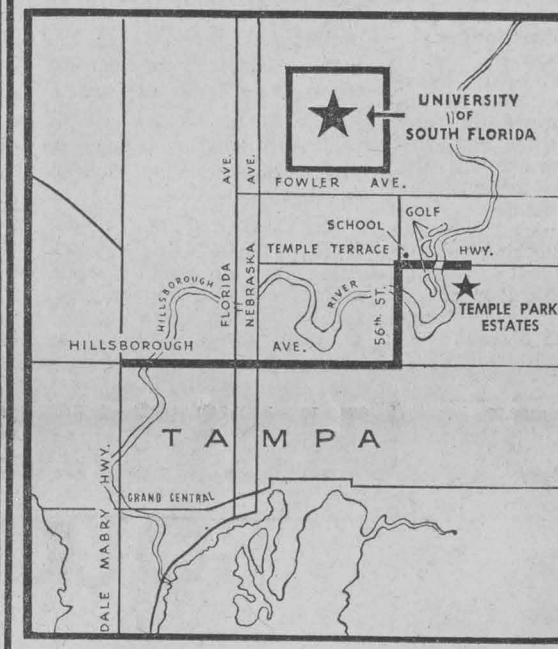
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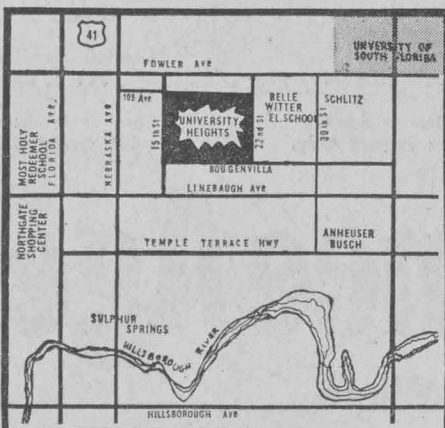
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REMEDIES NOT GOOD ENOUGH

Development, Not Adjustment, at USF

Developmental is a big word at the University of South Florida.

It describes a planned approach to helping students in some very special areas, where traditionally emphasis may have been on remedies.

Dr. Howard Johnshoy, dean of student affairs, explained, "Most people these days have heard of remedial reading courses. These are the ones designed to help poor readers improve their ability."

"We don't want to confine ourselves to that kind of help. The truth is that most students entering state college read at a speed that is not adequate for people going into the serious business of higher education."

Improve Reading Speed The "Developmental Reading Lab" consequently is designed to help all students at USF improve their reading speed and comprehension.

To make the distinction: The reading lab is not set up to remedy poor reading, but to develop all students' reading.

"Even our very top students can well go into this developmental reading," said Dr. Johnshoy. "Nowadays we can produce students who can read 2,000 to 3,000 words a minute, according to the material."

The dean pointed out that good students in particular will be encouraged to take up developmental reading. "Our good students can often cover their inability to read well," he said, "so we spot the poor students. All can be helped, but the good students can profit more by also learning to read well."

The developmental reading will be on a voluntary basis.



DR. HOWARD JOHNSHOY
... dean of student affairs

"We have discussed requiring it, but when that is done, the student is apt to come in with an attitude that would work against his getting the most out of it," the dean said.

Reading won't be the only developmental offering. There also will be a writing and arithmetic lab, operating for basically the same purpose; a speech and hearing center; and a counselling center—all in the Division of Developmental Centers, one of three divisions within the organization headed by the Dean of Student Affairs.

Why should all these various centers, from counselling to arithmetic labs, be put into one division? Dr. Johnshoy explained, "When a student is having trouble, it is hard to isolate it."

He recounted that it is not unusual to have a student come in and say that he has decided to drop out of school because of financial reasons. "No one loses status with that reason," Dr. Johnshoy observed. "We invite him to postpone his decision until he talks to counsellors, takes a few tests to pick out his strong points and weak ones."

"What happens then is that we find that maybe he can't really read very well, or that perhaps he can't hear well."

"We are trying to pull all these things together into one division. We will have specialists, but they will be working together as a clinic."

The counselling centers will be staffed exclusively by men or women with their doctor's degrees in clinical psychology. "I've eliminated the word 'adjusted' from my vocabulary," the dean said. "Education should be the development of the individual to his highest ability, not to teach him to adjust. But there will be many students who will need help to see themselves in relation to others, in relation to the aspirations they hold."

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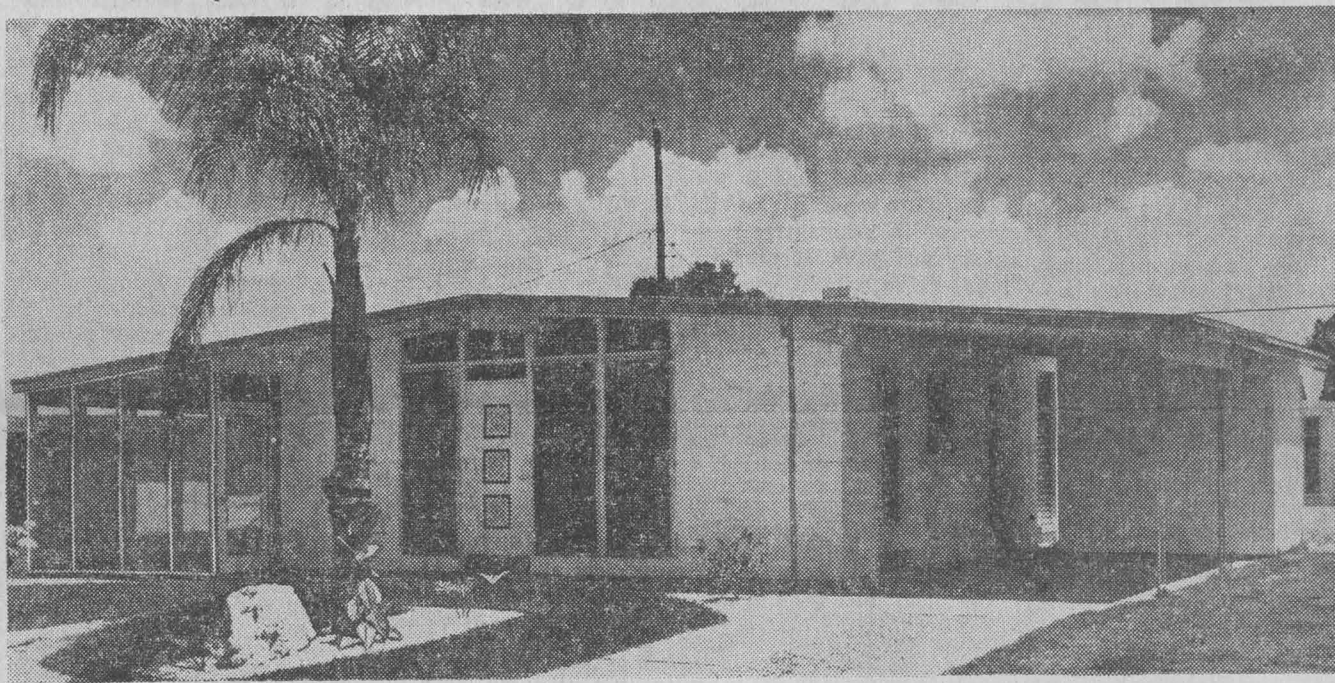
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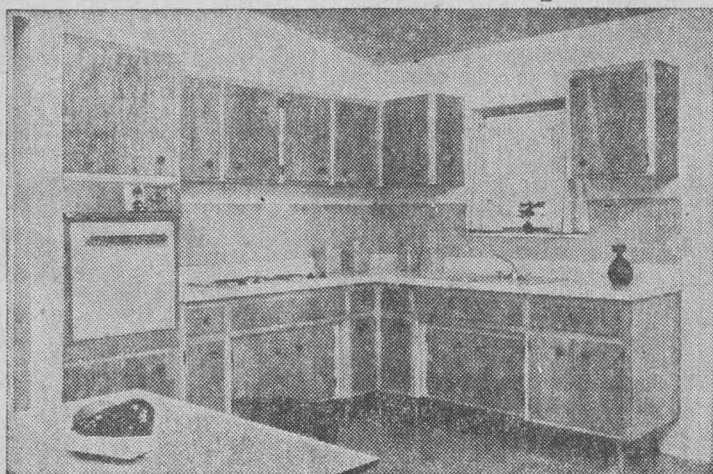


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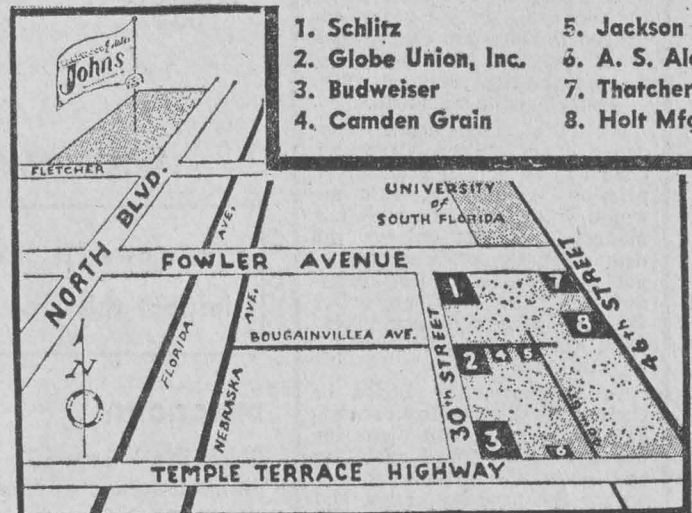
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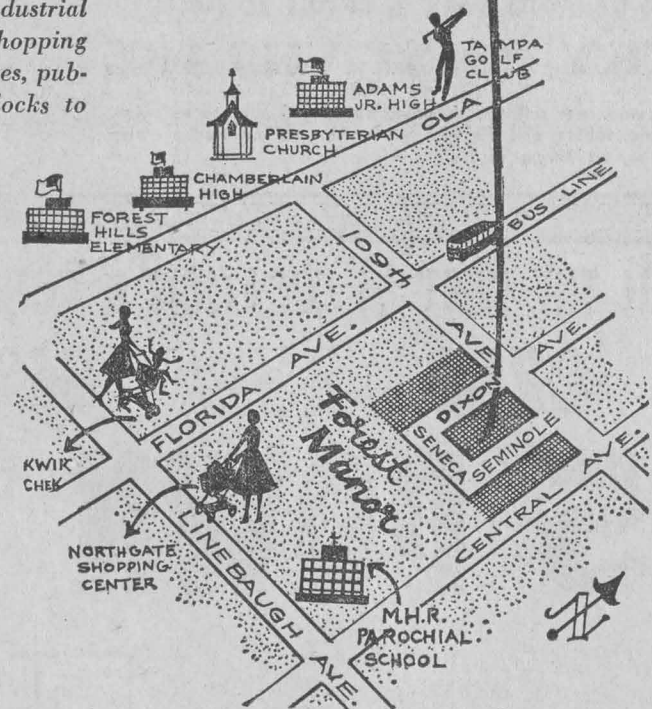
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Highway Planning Extensive

The University of South Florida has been made accessible for highway travel from north, south, east and west—and more roads are in the works.

Because commuting students were expected to play a heavy part in the school's initial enrollment, development of the highway and access road network was an important undertaking.

Part of that undertaking was the development of Fowler Ave., the southern boundary of the campus, all the way from Hwy. 41 (Nebraska Avenue) on the west across to Hwy. 301 on the east. That gives a good H-type connection with the campus for those two primary north-south highways.

To help carry the load, Fletcher Avenue, was developed from Nebraska, through the heart of the campus to 46th St. The 1960-61 budget of the State Road Department calls for extending Fletcher from 46th eastward to Morris Bridge road, well beyond the campus, and in the plans, but not yet in the budget, is a proposal to extend Fletcher on to Hwy. 301.

Road From North Finished this year was a new highway leading to the school from the north. The first phase was 30th street, from Temple Terrace highway to Fletcher Avenue. The second phase was extension northward to the Pasco County line. A 2½-mile gap remains there, but the Pasco budget calls for tying that road to State Rd. 54, which runs east-west linking Odessa and Zephyrhills.

The State Road Department's current budget contains reference to the project of improving another university route from the south, along 56th street. The new street would be four-laned from Columbus Avenue along 50th street, Haney road, and 56th as far north as Fowler, and then two-laned from that point to Fletcher.

Another project in the works is extension of Waters Avenue westward to the Pinellas County line and thence to connect up with the north-south U.S. Hwy. 19.

Easier to Reach Meanwhile, larger-scale highway projects have made Tampa, and consequently, the university more quickly reached by commuters in a wide area. Interstate Hwy. 4 now connects the Plant City-Lakeland area directly with Tampa. State Rd. 60 has been four-laned from Tampa to Brandon, and is under improvement further to the east.

The newly-opened Howard Frankland Bridge furnishes another connection with populous St. Petersburg and other sections of Pinellas County, and U.S. Hwy. 41 is being improved southward toward Bradenton-Sarasota.



It's Always Good Time To Primp:

Three soon-to-be students at USF take the chance to check their make-up while touring the dormitory facilities atop the University Center. About 50 girl students will be living on campus this year, with a full dormitory to be built by next summer. Here (from the left) are Sheila McClendon, Susan Spoto and Judy Smith.

\$5 TO \$8 MILLION EACH 2 YEARS UNTIL 1970

\$2.75 Million Budget Not Whole USF Story

The University of South Florida is operating this year on a budget of about \$2,732,000, much of which will find its way into local area trade channels.

Robert L. Dennard, the 33-year-old native of Bainbridge, Ga., who is business manager of the university, reports that \$1,654,000 is budgeted for salaries during this fiscal year that began July 1.

"We'll have 300 employees when classes begin in the fall," Dennard said. The former controller of the University of Florida added, "My guess is that by the time our student enrollment reaches 10,000, we will have somewhere between 1,500 and 2,000 employees, about half faculty and half support people."

The annual operating budget tells only part of the story of the cost of creating and operating the new state university. For construction, Dennard re-counted, "We actually received about \$6,000,000 during the biennium beginning in 1957, and another \$5,500,000 was added by the legislature for the following two year period. To that we will be adding \$2,600,000 of federal loan money for dormitory construction."

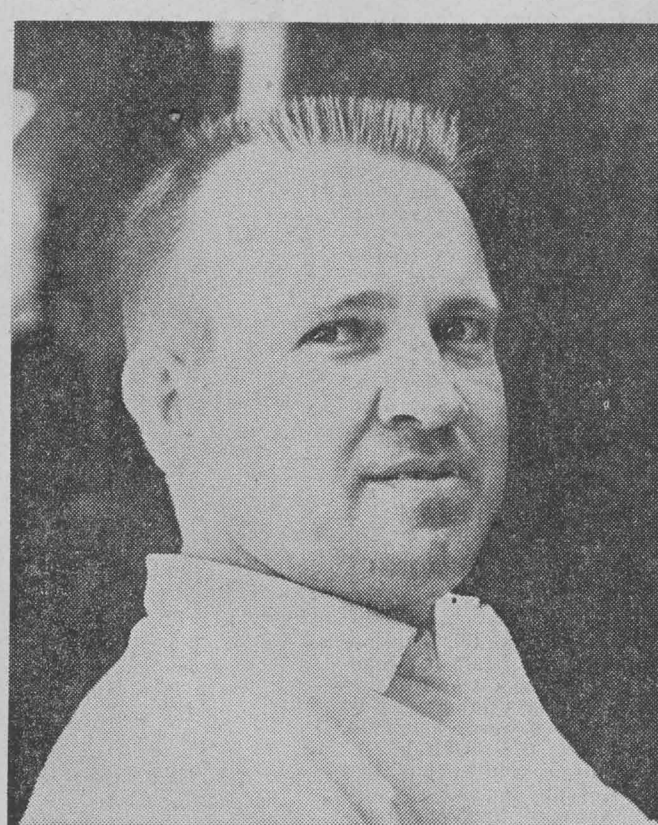
Ups, Downs In Spending "To handle a student body of 10,000, which is expected by 1970, we will have to keep up the same level of expenditures for construction each biennium. There will be ups and downs in the rate of spending, but basically it will take between five and eight million dollars each two-year period for construction to take care of that many students."

Dennard, who holds one of the three "line" posts directly responsible to the president (the other two are dean of student affairs and dean of academic affairs), won't predict what the annual operating budget might reach in future years.

This year's operating budget is basically two budgets. One involves \$2,196,000 in educational and general funds from the state and from student fees. The other \$436,000 from auxiliary enterprises, the self-supporting things such as the bookstore, housing and the cafeteria and snack-bar.

Of the salary budget, about \$950,000 will go to faculty members. That is more than half, and Dennard says, "You'll find each year that the percentage of the total budget devoted to teaching will increase."

Salaries is the biggest item in the budget. The second category is "necessary and regular operating expenses," which include everything from telephone bills to postage. From the general educational fund \$231,000 is budgeted this year, and in the



ROBERT L. DENNARD
... USF business manager

ating expenses," which include auxiliary enterprises \$327,000. In that latter is the purchase of merchandise for re-sale, such as textbooks. The third category of the

budget is "operating capital outlay," including library books, furniture, science lab equipment and so on. Budgeted is \$146,000 know how much that will be of auxiliary enterprises.

The business manager's office has six divisions in the university's organizational chart. There will be a director of finance and accounting, although Dennard is doubling as that officer at present.

The director of procurement, A. Carroll Rodgers, runs the central purchasing operation. At the moment Rodgers also is holding a second job that will be filled later, that of director of auxiliary enterprises.

Also in the business manager's organization is the campus engineer, Clyde B. Hill, who is responsible for the operation and maintenance of the entire physical plant.

The Director of Personnel Services also comes under the business manager. He is responsible for finding all personnel needed except faculty members, and also handles such employ programs as those covering retirement and hospitalization.

The sixth division under the business office is something of a departure from custom. This is the division of educational resources, which will be responsible for the closed television circuit and other audio-visual teaching aids. Some colleges put this division in one of the academic colleges or in the library system.

ST. PETE? TAMPA? OLDSMAR? RUSKIN? SARASOTA?

Years of Bickering Preceded Site Choice

Nothing worthwhile comes easy, according to some philosophies. Creation of the University of South Florida is a case in point.

In a sense the University, whose doors open to students for the first time in September, has no history yet. It does have behind it, however, six years or more of planning and considerable controversy.

There was disagreement over whether the state should create another degree-granting school, controversy over whether it should be a university or a college, controversy over where it should be located.

For those who dreamed the dream of Tampa as the logical site of a new university, there were obstacles all the way.

Feared Fund Loss

Generally, there was a battle to overcome the resistance of those who feared a diversion of funds from the University of Florida and Florida State University.

Then there was a lengthy name-calling hassle with St. Petersburg over specific site of the school.

Back in June of 1955, Gov. LeRoy Collins signed a legislative bill providing for a study to determine the feasibility of locating a branch of an existing university or construction

of a new one in Hillsborough County.

But the Governor felt constrained to make a formal statement at the same time so that his signature would not be misconstrued. A preliminary study already underway, he declared, "indicates no present need for additional four-year colleges or universities and this has been my firm conviction."

Working Since '53

The State Council for the Study of Higher Education, a group of out-of-state educators appointed by the Board of Control, had already been at work since 1954 to formulate a 25-year program for Florida.

The study had been authorized by the 1953 legislature in an act sponsored by Farris Bryant, then speaker of the House.

The council's recommendations included the establishment of three or four more state colleges in large population areas.

In January, 1956, St. Petersburg made a move to gain the new university that seemed sure in the making. At a March meeting of the Board of Control, Hillsborough County formally offered the old Henderson airfield or any other area free of charge as a university site. St. Petersburg offered at the same time two choices of sites.

On July 19, 1956, the State Council for the Study of Higher Education recommended that a new four-year university be built in the Tampa Bay area and a second one on the lower east coast.

At the same time St. Petersburg offered a new site, a 1,000-acre tract between Gandy causeway and the then-planned third bay bridge.

Offer Alternate Site

In August, the Hillsborough County group offered an alternate site, on the waterfront north of Courtney Campbell Causeway. A few days later,

Sen. Paul Kickliter offered a 500-acre tract of land about three miles north of Henderson airport.

In September, three more offers were received of Hillsborough sites—one near Ruskin, one between Rocky Creek and Double Branch on the northeast side of Old Tampa Bay and one northeast of Henderson field.

Near the end of September, the Board of Control heard oral arguments concerning all the sites. This time there was also introduced a joint offer from Sarasota and Manatee counties.

In October, newspapers in Tampa and St. Petersburg were going at each other hammer-and-long. The St. Petersburg boosters were charged with "last-hour name-calling and distortion of facts."

Pinellas County made another offer of land, near Oldsmar, but by then the choice seemed to have narrowed down to two places—the Henderson airport site or a waterfront tract north of Courtney Campbell Causeway.

Bicker Over Sites

The board of control bickered between the two places through October and November. At one point, it was revealed that one board member was an officer of the corporation involved in the offer of bayfront property.

Even the churches were brought into the controversy, with the Baptist Pastors' Conference going on record as being unanimously opposed to locating a new university near a brewery.

Efforts of St. Petersburg to win success for the waterfront site, brought from Tampa an editorial blast: "We are not trying to establish yacht clubs. We are trying to run educational institutions."

On Dec. 6, the Board of Control voted 5-to-2 in favor of the Henderson Field location. The decision appeared made, but on Dec. 8, Gov. Collins announced he was not ready to go along with it.

He said the site question should be re-opened, and added that improvement of existing colleges and establishment of a new junior college program should come before a new university is established.

Paper Blasts Collins

A delegation of prominent Tampanians immediately made plans to attend the Cabinet Board of Education meeting. At Collins' request, the Cabinet postponed endorsing the Board of Control's site selection.

The University of Florida student newspaper criticized the Governor for "stalling," and at a subsequent cabinet meeting, on Dec. 19, the group approved the site and called upon the Board of Control to prepare to open the new school in 1960. Obstacles still lay ahead.

As the Legislature convened, Sen. Wilson Carraway, chairman of the Senate appropriations committee, said he would vote for no more than a modest appropriation for the new university. "I cannot support the immediate establishment of any new university until we have a chance to expand Florida State University," he said.

In February, the Board of Control hired planning consultants to proceed with plans for the new school. The Legislature appropriated less than requested for the new university, and the cabinet held up releasing that.

By January, 1958, the cabinet

was talking in terms of delaying the new school's opening until 1961 rather than release all the money appropriated by the Legislature for it.

Ground-breaking was held on Sept. 5, 1958, but later that same month University of Florida interests were re-opening an original controversy. The Gainesville Democrat editorially questioned the wisdom of building a new university, rather than expanding the old ones.

In early October, the state cabinet balanced the budget with a cutback in spending. Two of the planned five buildings for the University of South Florida were knocked out.

Nonetheless actual construction was underway. To keep it going, in January, 1959, the Hillsborough County Commission agreed to lend \$80,000 which the state seemed unable to put up.

Tried to Block Funds

Again the Legislature reduced the university's money request, but at least refused to listen to Rep. L. B. Vocelle of Vero Beach. He declared during that session that he would vote to withhold all further funds from USF, stopping construction where it was. "The whole philosophy of that new university is wrong," Vocelle said. "I am willing to admit we made a mistake and stop now."

Vocelle was president of the alumni association of Florida State University at the time.

The Legislature also refused to pay much attention to two state senators, during that 1959 session. Senators H. H. Hair and James E. (Nick) Connor said they would move to convert USF to a junior college.

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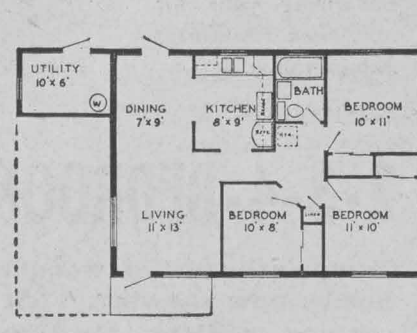
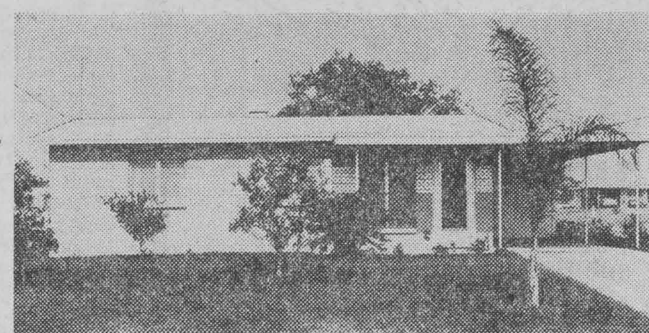
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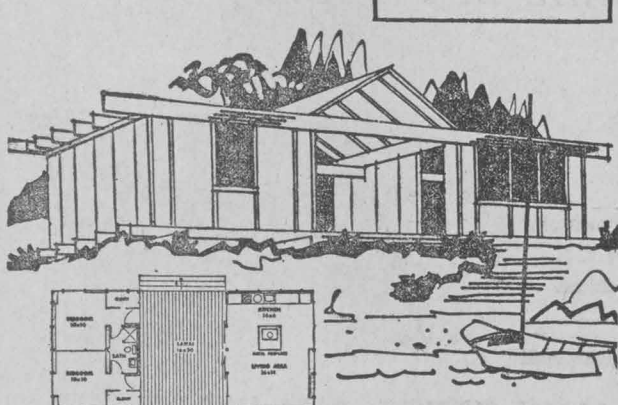
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ALL-UNIVERSITY SPIRIT PLANNED

USF Social Clubs Will Substitute Frats, Sororities

Every freshman at the University of South Florida is going to find himself a member of a social club, whether he ever gave much previous thought to the idea or not.

And the membership in each club is going to be co-educational. Each group will have the same ratio of men and women students as the proportion turns out to be in total enrollment — probably 45 per cent girls and 55 per cent boys.

If the idea works, it may break down the desire for the traditional college pattern of fraternities for boys and sororities for girls. In large part, that will be up to the students themselves.

The social club structure that the new school is launching is one of the new ideas which is being watched by college administrators everywhere.

The idea was born of pure necessity. "We have to have a societal structure," is the way Dr. Howard Johnshoy, dean of student affairs, put it.

All Newcomers

In a school where every student is a newcomer, a social structure must be created as a starter—must be "concocted," Johnshoy candidly says.

The social club organizing is beginning this very week, as students appear on the campus for orientation. Dr. Johnshoy explained:

"We've set it up so that groups of 72 students will come at one time. Those major groups will be divided into six sections of 12 students each.

"They will go through this two-day conference period together.

"First they'll get to know each other within the small sections, and then within the larger groups of 72.

"We will try to encourage them to operate as social units. They won't elect officers, or anything that formal, at first. If they want to select names for their groups, they can."

Dance Planned

The deal said when classes begin, organized school social affairs will be built around these original groups. "We may have an all-school dance and so forth," the dean said, "but we will have other social activities organized by these groups of 72, or perhaps two groups of 144—the ice-breaker type of activities.

"Next, there will perhaps be something like a 'Fun Night' when these groups will compete in putting on skits.

Fluorescent Lights

Fluorescent lighting is used throughout all buildings at the University of South Florida.

Campus Engineer Clyde Hill said, "It is the best kind for seeing. But in addition, where incandescent gives you 600 or so hours of use, fluorescent gives you 6,000 to 8,000 hours of use."

As this goes on, they will start considering themselves as a unit.

"Maybe intra-mural sports teams can come from these groups."

Dr. Johnshoy said, "We are not interested in setting up on the traditional lines of men's groups and women's groups."

'Greek' Question

If this concept of mixed social clubs takes, it may break down much desire for the traditional Greek letter fraternities and sororities. Dr. Johnshoy said, "Maybe these forced entities will break down into more natural entities. If so, fine. But I hope we can stay with these con-

trived groups long enough to see if these mixed programs will survive."

There is no answer at present as to what the future may be at USF for the national fraternities and sororities. Certainly, there will be none this year, for the national organizations require accreditation of a school before establishing chapters.

"Whether later our local organizations become chapters of national fraternities depends on several things," Dr. Johnshoy said. "We want the students themselves to help decide. Nationally, such organizations are diminishing in their importance, a fact that we can demonstrate. Still, many students feel that they are most important."

Called 'Singing Dean'

Dr. Johnshoy, a 41-year-old bachelor who was sometimes referred to as "the singing dean" when he was dean of student affairs at Ball State College, Ind., will have direct responsibility at USF for men and women student activities, student clinics, physical education and intramurals, job placement, foreign students and orientation of new students.

He said, "We shall have a complete program of activities—social, dramatic, journalistic, music, athletic activities, even opportunities for expression in what you would call hobbies. We will have cultural activities—outstanding speakers on campus, musical events, art exhibits, scientific activities."

As to rules and regulations, Johnshoy says he has told many high school students of this guiding generality, "If you come to USF, we'll treat you as young adults and expect you to act as young adults."

Tests No Hold Up On Entry

New USF students, going through orientation conferences at the campus this month, will take a number of tests, but they do not affect admission to the school.

The students are being given a general academic aptitude test, one of their reading abilities, of their writing abilities, and of their arithmetic abilities. Some, who want to go into advanced mathematics or science courses, are being given special tests in those fields.

Dr. Lewis B. Mayhew, director of evaluation services, said, "These tests won't affect admission to the University. They are simply to give us information for counselling."

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USF Police Now on Duty:

Patrolman P. R. Cockerill, member of the USF police force, pauses in his rounds outside the stained and plate glass entrance to the information office. Cockerill carries the rank of deputy sheriff and performs all the functions of other peace officers.

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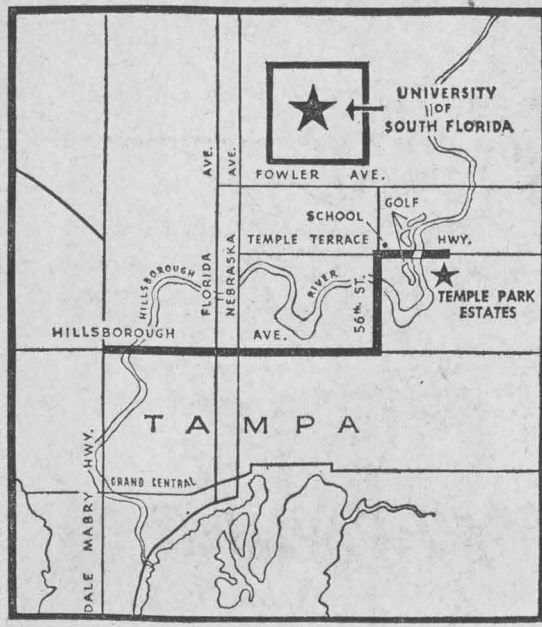
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Planning The Decor:

Susan Spoto points out to Sheila McClendon how she would put the drapes if she were going to occupy this dormitory room, in the University Center of USF, this fall. There is plate glass between the girls and the exterior sun-screen, typical of those which mark the architecture of campus buildings.

Library Quarters Abuilding

The University of South Florida library will be in temporary quarters when classes begin this fall.

Pending completion of the library building around the turn of the year, the library itself will operate out of the University Center.

Temporary housing is no

novelty to this library. It first functioned at the school's temporary headquarters, a rented home on Bayshore, until the collection got too big.

Then, well ahead of any other department, the library staff moved with all the books and magazines out to a small cottage on the campus. Actually much of the staff will

continue to operate in that small cottage this fall, processing new publications.

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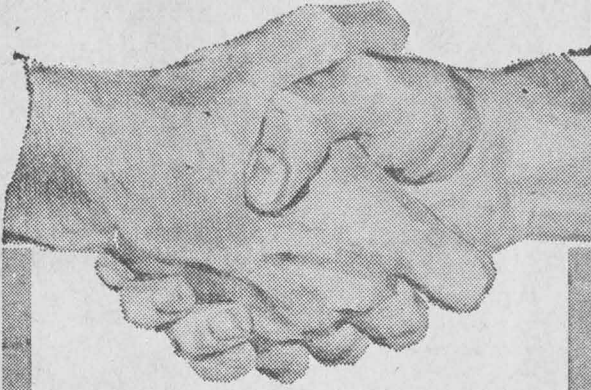
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Greetings from the UNIVERSITY of SOUTH FLORIDA

As a state tax supported institution, the University of South Florida is an agent of the people of Florida, dedicated to the higher education of the young people of the state, and more particularly to education of outstanding quality and high scholarship. At the same time, it must lead in the promotion of better ways of living throughout the whole community, through research, teaching and the continuing search for truth. As it leads, it must demand. It must demand of its students the intellectual determination and capacity to master what it offers.

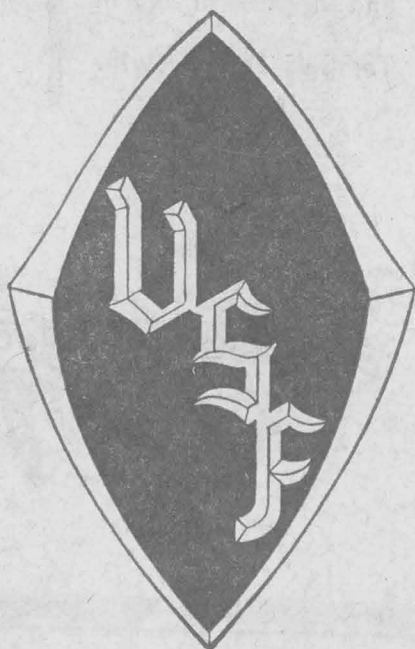
Among our objectives are the following: (1) We must be outstanding in the quality of our instruction and scholarship. (2) We must create a community of scholars dedicated to teamwork in the search for truth, exchange of ideas, and teaching. (3) We should provide a broad cultural and basic educational pattern for all students, together with

programs of liberal, pre-professional and professional studies. (4) Even though for administrative reasons we have divided the University into colleges, we must have an all-university approach and have unity in our educational program. (5) Even though we will be large, we must provide many opportunities for students to work independently and thus accelerate or enrich their programs. (6) We must create high intellectual and cultural tones and good social and community relationships.

This is a challenge that has brought many of our faculty to us. Because we are not bound by the shackles of tradition and a long history, we have an unusual opportunity to meet this challenge.

Our fondest hopes will be fulfilled if our students are stimulated by this same challenge.

John S. Allen
PRESIDENT





Administration Building:

Future students Sheila McClen and Cliff Howell look down from the balcony on the ordered beauty of the courtyard of the Administration Building. The slatted structure in right center is an outside stairway, one of the striking

functional design items that has attracted comment. Tony Pullara, of the architectural firm of Pullara and Watson, says there is no catch phrase to describe the style. "It's functional with modern treatment of materials," he said.

MAN ON THE COVER—DR. JOHN S. ALLEN

'Nearly' Educated Not Word at USF

"We think students should be broadly educated — not nearly educated."

You won't find those words engraved in stone, or printed on posters, at the University of South Florida campus, but they sum up the school philosophy as neatly as though they had been chosen as its slogan.

The words were spoken by Dr. John S. Allen as he outlined the concepts he, and the faculty, are putting to work in meeting one of the most exciting challenges educators could have: the creation of a new university from scratch.

Nowhere else in modern times have American educators had the chance that has come with the building of the new school at Tampa. That is the chance to profit by the experience of all other colleges, right off the bat, without the tedious job of trying to change practices or customs that have become entrenched.

Chief Policies Outlined
Allen, the tall, slim Hoosier who was chosen president of the new school before it had even a name, has moulded the USF outlook with care and firmness. What does he consider the most significant policies?

"First," he said, "being sure that we educate the whole man, and not leaving that to chance."

"Secondly, there is our emphasis on a faculty dedicated to the importance of good teaching."

"Then, there is our all-university approach—the insistence that everything we do contributes to education, in and out of the classroom."

"And finally encouraging individual effort, setting a pace, faster or slower, as the individual requires."

Liberal Education Hurt
Dr. Allen thinks that professional training has made such in-roads into liberal education that "we've lost something." Too much has been left to chance in providing students with an extremely

wide range of elective courses. That has led to students who are "nearly educated." He said:

"So we have organized in our basic studies a program to be sure that every student is educated for living. We don't leave it to chance. There will be seven courses. Every student must take six and will be encouraged to take all seven."

Allen, who was born 53 years ago at Pendleton, Ind., says, of education, "What was good enough for us—or for our parents — is not good enough for us anymore."

"When my father went to college, he got to calculus in his senior year. I went to the same school, 40 years later, and got to calculus in the sophomore year. Youngsters now will be getting elements of calculus in the senior year at high school."

"The whole curriculum has been pushed downward. We expect more of kids these days."

Help 'Late Bloomers'
At the University of South Florida, more will be expected and every opportunity will be given to those students ready and able to produce more. At the same time, the greatest care will be taken to encourage the "late bloomers"—those who mature a little later than others do. "We will keep the door open," Dr. Allen said. "If there is any prospect of their succeeding, we want to give them a try."

Allen was educated in the public schools of Indiana and at George School, Pa. He received his bachelor's degree, in math, at Earlham College, and his masters, in astronomy, at the University of Minnesota. His doctorate was awarded by New York University.

He began teaching astronomy at Minnesota, and then taught it for 12 years at Colgate University, where he also held a series of administrative posts, including dean of freshmen. From 1942 until 1948, he was director of the

division of higher education in the New York State education department.

Allen came to Florida in 1948, as vice president of the University at Gainesville. He served as acting president from 1953 to 1955, and then as executive vice president until 1957, when he was appointed president of USF, and moved to Tampa to begin the mammoth planning operation in a borrowed office in the county courthouse.

The USF president has written books in the field of astronomy and veterans' education, as well as 70 or more articles.

Study On Aging
With his life dedicated to the education of our young people, Dr. Allen has found himself in the forefront in the study of the problems of the aged, a subject of special concern in Florida. He helped organize the first Southern Conference on Gerontology 10 years ago, and the Institute of Gerontology. He is a member of the National Committee on the Aging, as well as various state groups dealing with the topic.

Just to list other activities takes many words. "I'm no coffee break man," the president smiles, but he sighs slightly in thinking about the Canadian vacation retreat he and his wife built back in the days when "three months seasonal unemployment every year" was normal for a professor. A place to swim, to sail and to write was the intention. They managed to get there for a few days this year.

The three years of concerted effort in planning the new university's physical facilities, formulating its policies, drawing together its faculty, has left little time for relaxation.

It doesn't bother Allen. "Sometimes I try to break away, and not take my briefcase home at night or for the weekend," he said, "but actually, when you feel what you're doing is important, you just live it."

Subject for Months of Bickering

What's in a Name? Just Try Picking University Title

University of South Florida rolls easily off the tongue these days, but it was no easy thing to decide on that name for the school.

State officials bickered for months over just what to call the new school. At one time, back in 1957, the State Board of Control had more than 100 proposals to choose from.

The suggestions ranged from All State University through most of the alphabet

to Western Hemisphere University.

Some suggestions were based on names. For example, among the proposals were Florida DeSoto University, Ponce de Leon University and Osceola State University. Collins College and Collins Temple University of Florida sought to honor Gov. LeRoy Collins.

Then there were Henry B. Plant University, Dan Mc-

Carthy State University and Richard K. Call State University.

One suggested name was "Professor Ludwig W. Buchholz University," after a long-ago Hillsborough County school superintendent, according to the advocate.

Some people resisted the idea of making the Tampa school a university. Suggested names included College of the Sunshine State, Gasparilla College and Tampa Bay College.

On the list of proposals were Excelsior University, Flamerica University, Florida Tropicoast University and International University.

The Board of Control twice recommended University of Southern Florida, and the idea was rejected both times by the Cabinet Board of Education.

The name hassle continued through much of 1957, and on Sept. 19, committees from the Board of Control and from the Board of Education announced they had agreed to narrow the choice down to two names:

Florida Gulf Coast University, or University of Southwestern Florida.

When the Cabinet met on Oct. 16, however, both those choices were thrown out. Gov. Collins threw in two more names, University of Florida at Temple Terrace or Florida Temple Terrace University. The rest of the Cabinet refused to go along with that, and the whole matter was thrown wide open again.

"Poor John Allen," said Secretary of State Robert A. Gray, referring to the president of the unnamed institution, "We don't even know how to introduce him."

At long last, on Oct. 22, the Cabinet board of education officially named the new four-year institution the University of South Florida, with Gray refusing to vote.

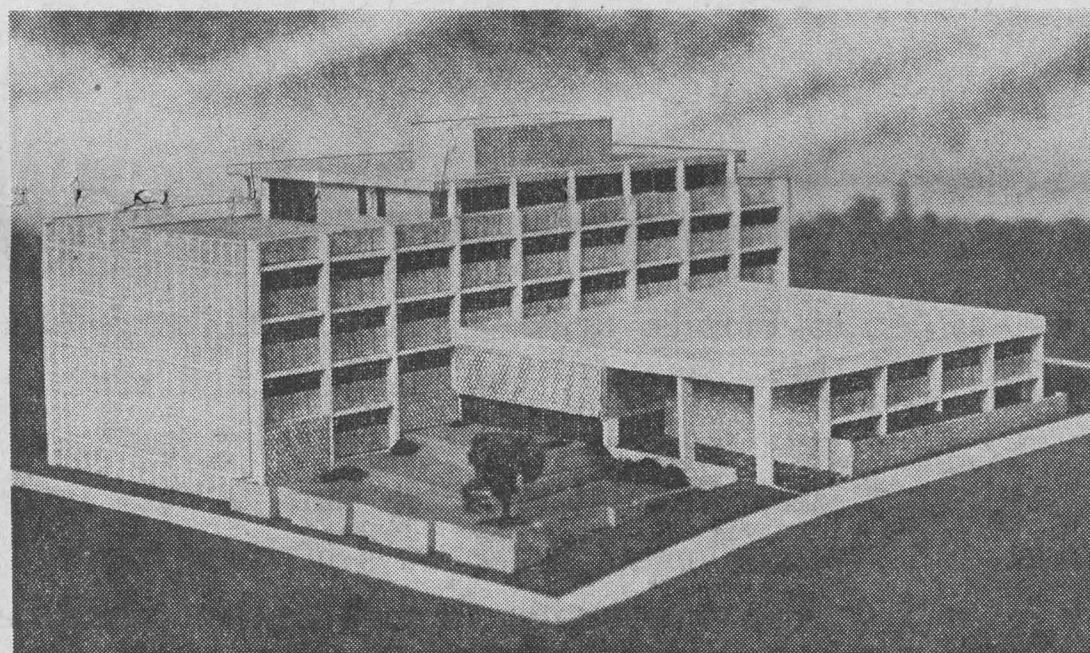
The decision set off a fresh round of protests from the Lower East Coast of Florida, which knew it was to have its own university later. Among the complainants was recent gubernatorial candidate Bud Dickinson who declared the title a "misnomer," because, he said, Tampa is in "southwest Florida."

But after all the consideration, deliberation and argumentation, there were no further changes. The University of South Florida it was to be.

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It's Time To Take The Bows

The University of South Florida will be dedicated and the first students will attend classes in the state's fourth tax-supported university on Sept. 26.

The five men pictured are expected to be up front and center taking the bows for a job well done along with Gov. LeRoy Collins, members of the state cabinet, legislators, congressmen and other officials and dignitaries of the State of Florida.

J. J. Daniel, chairman of Jacksonville; James J. Love; Quincy; Frank M. Buchanan, Miami; Dr. Ralph L. Miller, Orlando, and S. K. Guernsey, Jacksonville, are the Board of Control over Florida's state universities.

After all the ribbon cutting and speeches on dedication day, the consensus of the board as expressed by Daniel on a tour in January will still be applicable: "It's something to be proud of."



DR. RALPH L. MILLER
... Orlando



S. K. GUERNSEY
... Jacksonville

★ IN TAMPA

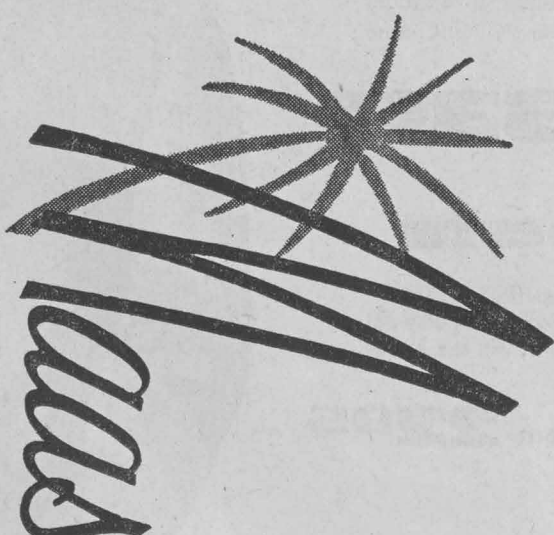
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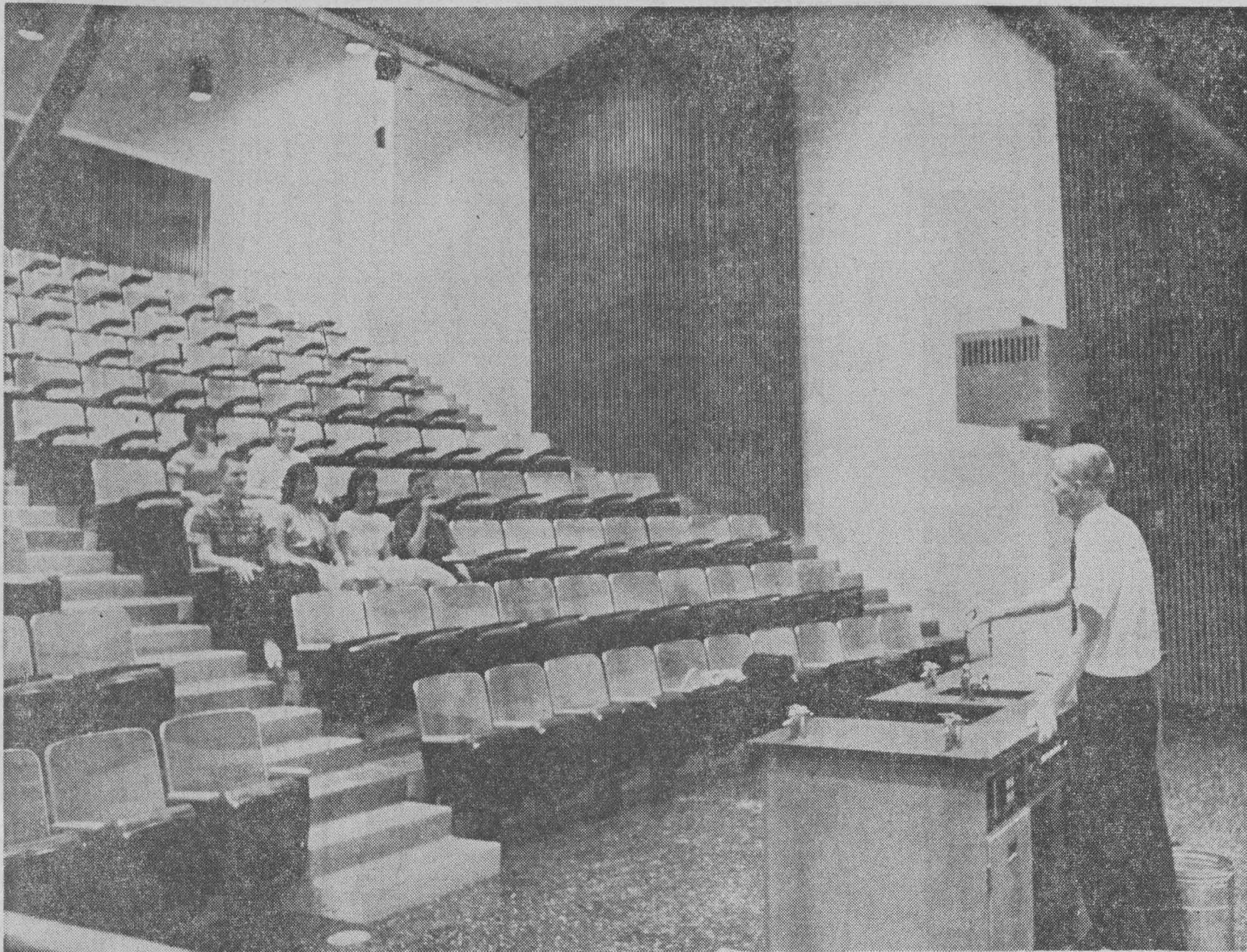
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Science Classroom:

This is a lecture-demonstration room in the Science Building at the University of South Florida. This building is equipped with closed-circuit television to permit beaming

science demonstrations to large auditoriums like this one and to 16 classrooms. The photograph was made while prospective students toured the campus.

Records Keeper Never Loses You

There may be an international flavor to the University of South Florida's student body right off the bat.

Registrar Frank Spain reported, in an interview a few days before actual registration began for any students, "We've had inquiries from several foreign countries—from potential students in Canada, Cuba and Colombia."

As registrar, Dr. Spain is one of the first of the officials with whom prospective students have contact, and it's a contact apt to be maintained long after the student's graduation.

The office starts a file on each individual student as soon as an application is received, and the file is kept "forevermore." Dr. Spain said, "You'd be surprised how many former students 10 or 12 years later find a need for a transcript of their record."

Work in 4 Phases

The registrar sees his work broken into four phases—admissions, the registration process itself, records, and, threaded throughout all those phases, statistics.

Dr. Spain, a native of Henderson, N. C., received bachelor and master degrees from North Carolina State, after World War II service as a bombardier in B17's and B29's. He earned his doctor's degree in education at the University of Florida; has taught at both high school and college levels, and has served as assistant registrar at N. C. State and registrar at Wesleyan College, Ky.

The 36-year-old registrar said, "If there has been anything unusual in the job here, it has been the acceleration in the cycle of interest. The staff has been unusually eager to get as much data as possible about our first students, in order to complete the faculty and so forth. And there has been tremendous interest and enthusiasm about the university from potential students and parents."

Look to Future

Dr. Spain said that inquiries have not been limited to students ready to enter college in September. "We've had letters from boys and girls who say they are planning to enter college in 1962, or 1963 or even 1964," he reported.

The admissions phase of the registrar's duties includes actu-



DR. FRANK SPAIN
... registrar

Anyone who applies by Sept. 6, will be processed for admission, although by that time many students will have registered and been assigned to classes. Dr. Spain said, "The earlier you establish contact, the better service we can give you on this."

Another reason for pushing for early action by students is the need to level off the peaks of registration activity. Prospective students are being brought to the campus in groups of 150 during the latter part of August, in order to ease the load of the registration process and avoid having to hire an excess number of temporary personnel.

Dr. Spain said the pre-registration program probably will be continued, semester by semester, for the same reason.

Highlights of admission and registration regulations are these: all persons wishing to enter the university must submit an application to the registrar. They will be advised when the applications are approved.

Counseling Sessions Open

Summer Counseling Conferences, set up through the registrar's office, began yesterday. The two-day sessions, during which actual registration is accomplished, will be held in series through the remainder of this month and the first two days of September.

Students not participating in summer conferences will be expected to register on Sept. 23 and 24. All students are expected to attend the first convocation at 9 a.m., Sept. 28, and classes will begin at 10:30 that day.

al recruiting of students. Heading up this phase is Cecil C. Brooke, who is director of admissions and assistant registrar.

This past year, Dr. Spain said, all the university's early-reporting staff and faculty members joined in this operation, visiting high schools in a 50-mile radius and others as far away as Miami on invitation, to tell seniors about the new university. As time goes on, that duty will narrow more and more to the admissions office itself.

Because it is a new school, USF set what is considered a "late" cut-off date for receiving applications from students. That date is Sept. 6, and Dr. Spain noted that the University of Florida, for example, set Aug. 1 as its cutoff date this year.

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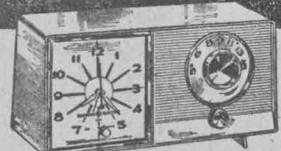
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QUICK SUMMARY OF STATE EDUCATION

USF 4th Tax-Supported University for Florida

TALLAHASSEE, Fla., Aug. 16 (AP) — The opening of the University of South Florida will mark another historic step in the more than 100-year march of public-supported higher education in Florida.

USF is the fourth of Florida's tax-supported universities.

Two others are programmed. The Legislature has authorized a new institution to serve Southeast Florida at Boca Raton and one to serve industrial West Florida at Pensacola.

The Board of Control, which supervises the state university system, now is preparing plans that will form the basis for a request to the 1961 Legislature for money to construct the first buildings of the Boca Raton institution.

The board has set 1968 as the target date for opening the new institution at Pensacola.

1851 Start

The state university system had its beginning when the 1851 Legislature provided for the establishment of two seminaries to be supported by tax money. One, the East Florida Seminary, was to be located east of the Suwannee River, the West Florida Seminary west of the Suwannee.

The East Florida Seminary came into being two years later, in 1853, in Ocala. The West Florida Seminary did not become a reality until 1857 when it was set up at Tallahassee, the state capital.

Immediately after the War Between the States the East Florida Seminary was shifted from Ocala 37 miles to the north at Gainesville. A state-supported Florida Agriculture School was established at Lake City in 1884.

Bright Student Can Get Ahead Fast at USF

The University of South Florida won't hold back the quick-to-learn student.

Some of these will be permitted to take final examinations in courses in which they do not enroll. Those who score a "B" or better will receive full credit for the course.

If they score a "C", they will have achieved the requirement of taking the course, although without academic credit. Should the final examination grade be less than a "C", then the student must enroll in the course.

Green and Gold

Green and gold are the official school colors of the University of South Florida.

Dr. John Allen explains that the green symbolizes the spring-like greens of Florida's lush landscapes and the gold symbolizes the life-giving heat and light of Florida's sunshine.

During the 1885 constitutional convention, there was much discussion of the need for tax-supported institutions to train additional teachers for the public school system. Nothing was written into the Constitution.

State Normal

But the 1887 Legislature followed through by creating two State Normal Schools, one for white students at De Funiak Springs and one for Negroes at Tallahassee.

At this time state funds also were helping to finance the operations of the South Florida Military and Education School at Bartow and the St. Petersburg Normal and Industrial School.

In 1901, the West Florida Seminary at Tallahassee changed its name to Florida State College.

Two years later, in 1903, the Florida Agriculture School at Lake City adopted the name University of Florida.

At this time, tax money was being spread among seven institutions of higher learning, and there were demands from many sections for additional state-supported colleges.

University System

The 1905 Legislature, taking the view that education would suffer if state support was spread among a dozen or more small colleges, limited in facilities and staff, passed the Buckman Act, which set up the university system as it now is known.

Under the Buckman Act, the Board of Control came into being as the supervising agency for all state supported institutions of higher learning.

And the Buckman Act decreed there should be but three tax-supported institutions — a university of white men students, a college for white women students and a Negro college.

The new Board of Control merged the old Florida Agriculture School with the East Florida Seminary at Gainesville and gave the new men's institution the name adopted by the Lake City college, University of Florida.

The State Normal School at DeFuniak Springs was abolished and the West Florida Seminary at Tallahassee became the Florida State College for Women.

The State Normal School for Negroes remained intact as the legally-sanctioned tax-supported institution of higher learning for colored students.

In 1909, the Legislature changed the name of the State Normal School for Negroes to the Florida Agricultural and Mechanical College for Negroes. The 1953 Legislature, recognizing the development of the Negro institution, raised it to university status and changed the name to Florida A. & M. University.

Co-Educational

The flood of returning military personnel after World War II brought a major change in the two white colleges. The 1947 Legislature made the all-male University of Florida coeducational and the all-women Florida State College for Women coeducational with a new name, Florida State University.

Florida's mushrooming growth during the fabulous 50's brought new problems of providing ade-

quate facilities to meet the needs for higher education.

The Board of Control created a Council for the Study of Higher Education in 1957 to recommend a solution. The Council of nationally-recognized experts forecast that 170,000 young men and women would be knocking at the doors of the state univer-

sities by 1970 and recommended that new universities be established to serve the Tampa Bay area and the Southeast Coast.

The Tampa Bay area was deemed the most critical need. After a vigorous and at times bitter fight, Tampa won out as the location of the new university.

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"If we set great expectations for our young people, they are more likely to grow and mature and live up to them. If we set great expectations for the university, it is more likely to be of real significance to the community it serves. If we set great expectations for the community, it is more likely to rise fully and completely to the support of the university program."

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Lack of Space, Money Spawns New Systems

Wanta Book? You Might Get Film

Libraries are no longer made up of just books and periodicals.

The University of South Florida, for instance, will have a room where students may listen to records, both the musical and speaking kind.

It will also have an art gallery, and a department where students may check out reproductions of paintings to take home for a couple of weeks.

Even books themselves are not always books any more.

When a student asks for a

certain book this fall, he is apt to be handed a small package of cards, the size of regular 3x5 index cards, and directed to the proper film projector.

Because of space and expense, more and more publications are being reduced to film these days. Newspaper files are on rolls of micro-film for instance.

Books on Cards

Library Director Elliott Hardaway displayed a stack of the small index cards about one inch high. "This is a 16-volume set of books," he said.

"On a shelf, the books would stretch three feet or so."

Each card contained a number of little film patches, representing about 100 book pages per card.

Other publications on film are on micro-sheets about the size of regular business stationery.

Libraries don't buy the books and other publications in many cases—they simply buy the cards or micro-sheets.

Hardaway says, "This is marvelous. University libraries double every 10 years, and space becomes a real problem. The University of Florida has 800,000 volumes, and when that is doubled 10 years from now, they will have a critical problem."

Art and Music

The extension of art galleries and music rooms to libraries has been a normal development. "Students come to the library to study books on music or on art," Hardaway says, "and as they get deeper into the subject, they want to hear the music or see the pictures."

There will be one listening room in the still-abundant library at the University of South Florida where music will be played softly at all times.

Along one wall will be sound-proofed listening booths, where students can hear records or tapes of their choice.

The student will put in his order, and be assigned to a booth. An attendant will play the record on a master console, plugged into the assigned booth.

For Speech Students

Records will include music and speaking. There will be such things as Robert Frost reading his own poems, performances of Shakespeare, records of such master public speakers as Winston Churchill or Franklin D. Roosevelt for speech students to hear.

The library will also have framed reproductions of famous paintings to lend out just as it does books. Hardaway recalled, "The University of Florida has several hundreds of these, and the demand for them is terrific."



University Center:

Eight touring students-to-be at the University of South Florida ham it up for the photographer from the second floor balcony of the University Center. Their movements were recorded throughout their pre-registration inspection of where most of their mental and physical efforts will be concentrated for the next four years, beginning this fall. Note the straight lines and built-in lighting (under balcony), characteristic of the spacious, uncluttered effect in current architecture.

It's Possible for Student To Win Night School Degree

Night school at the University of South Florida offers a chance for a college education to students who must work during the day-time.

About 50 courses, from all four colleges, are being offered in evening and Saturday sessions.

They can count toward earning a degree, but they are also open to persons who are not working toward a degree.

The courses are identical with those offered in day sessions in content and instructional staff. In some cases, the evening session faculty

will be supplemented by practicing experts from business and education.

Dr. Charles N. Millican, dean of the College of Business Administration, is coordinator of evening sessions.

While it would be possible for a student to take almost a full schedule of four or five courses in evening and Saturday sessions, this usually is not advisable. The recommended load for students working during the daytime is two courses, requiring two evenings a week on campus.

Registration for evening courses will be held on three days: Sept. 19, 4 to 8 p.m.;

Sept. 23, 9 a.m. to 5 p.m.; and Sept. 24, 9 a.m. to noon.

Waterfront, Yet!

There is a pond on the western boundary of the USF campus that is destined to become a full-fledged recreational lake one of these days.

Right now, the pond is more or less a dip in the ground, touching on 30th st., near the southwest corner of the campus.

Long range plans call for developing this into a bona fide lake, skirted by picnic tables with provisions for light boating.

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Welcome Students and Faculty of the UNIVERSITY OF SOUTH FLORIDA

As we stand on the threshold of a new decade in Tampa, we share the immense pride of all our fellow citizens in the establishment of this new institution of higher learning. With great optimism we look forward to the accomplishments and triumphs you will achieve during the years ahead—for the betterment of the Community, the State and the Nation. Our heartiest wishes!

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Grads To Go—USF

Three universities will be operating on the University of South Florida campus when school opens in September, thanks to a broad cooperative effort to provide advanced courses for teachers.

The new Tampa school is starting life this fall basically with just a freshman class.

There will, however, be graduate students attending class on the broad, rolling campus. Some of them will be enrolled in the University of Florida; some of them in Florida State University.

The cooperative program was established to permit school teachers in the immediate Tampa area to work toward their master's degrees without going so far from home. They still must perform a certain amount of their graduate work on either the Gainesville or Tallahassee campus, normally in two or more summer school sessions.

For Qualified Only

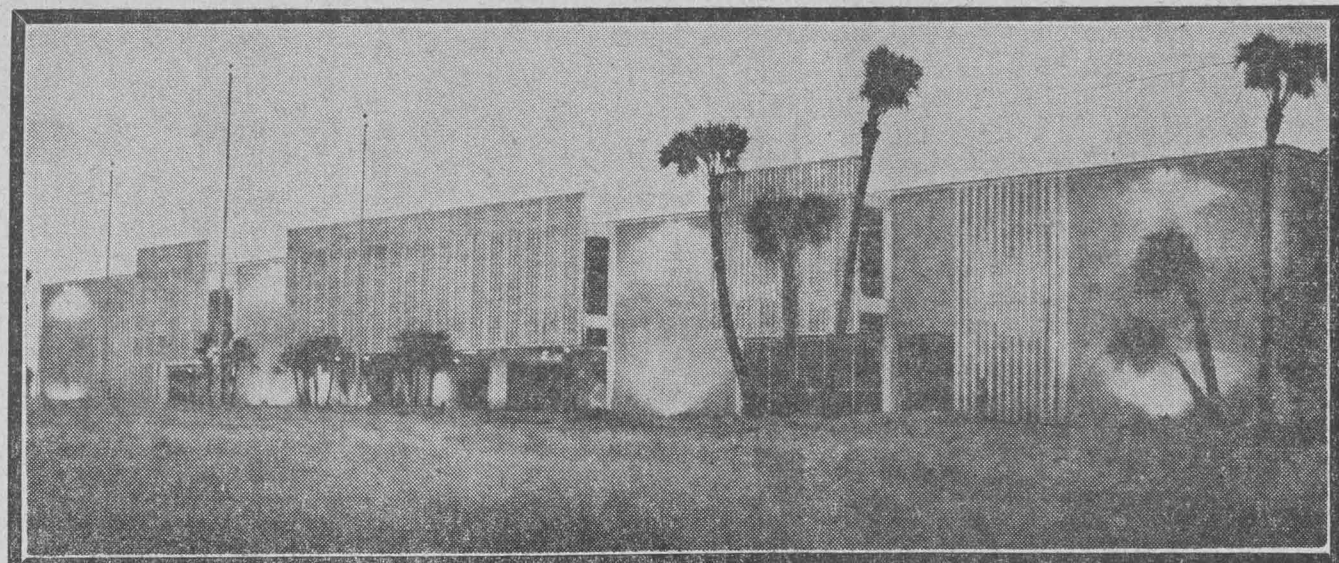
The Graduate Residence Center at the USF campus is limited to students who meet full requirements for admission to the graduate school of either of the two older universities. Teachers are provided from the Gainesville and Tallahassee institutions.

The USF contribution is to provide the classroom space, the use of its library and laboratory facilities when needed.

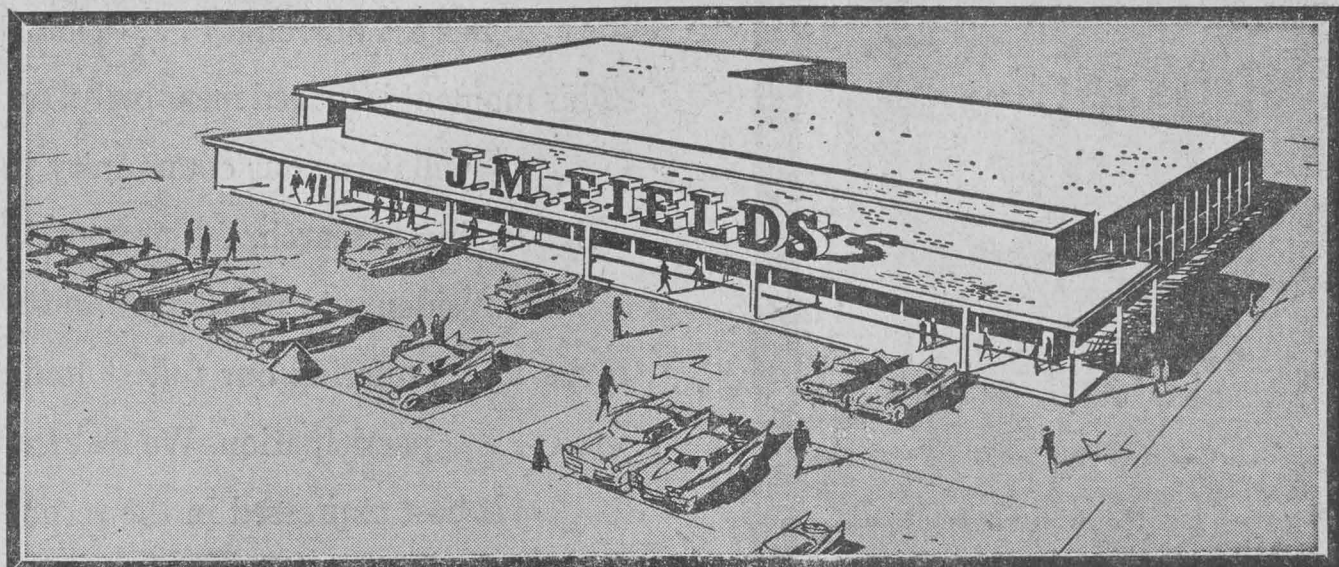
The University of Florida will conduct its graduate classes here on Wednesday and Thursday evenings. Florida State University will do its teaching here on Tuesday evenings.

The schedule for the graduate students is standard for all three evenings: classes will be held from 4:45 until 6 p.m., then there will be a 45 minute break for dinner, an hour for library study and class again from 7:45 until 9 p.m.

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USF Leads Nation in Year Round Climate Control

This school is cool, man!

The University of South Florida is the first state college anywhere to be wholly air conditioned.

As such it is getting attention from everywhere, much of it envious.

There is no doubt USF is considered a pace-setter in this wholehearted effort to adjust the climate to the man where the best interests of man can't be adjusted to the climate.

USF has installed a central system of air-conditioning, just as it has established along traditional lines a central heating system. It has done so

state institutions that didn't go in for such overall climate control.

Gone At Piece-meal

Campus Engineer Clyde Hill relates that at a recent South-eastern convention of men concerned with physical plants the biggest topic for discussion was air conditioning.

"The problems these other men have are terrific," Hill reported. "They are finding more while holding costs well within construction ranges of other

and more areas where air conditioning is considered essential, but they have gone into it piece-meal—with room air conditioners, for instance—and the costs

of that get completely out of hand as they try to expand."

What USF has done is put in a central system, that can easily be expanded as more buildings are constructed on campus.

At present there are two units, of 550-ton capacity each, at the plant northwest of the University Center. Insulated pipe underground runs in a circuit to all present buildings.

It can be extended, and will be, to serve other buildings as they spring up.

Chilled water is piped at 45 degrees underground to all buildings, where the air it cools is fanned through the rooms. The water is returned to the plant

at 60 degrees, for re-chilling and continued circulation.

Control by Suites

Thermostats control the temperature by suites, rather than by individual rooms. Inside rooms are on different systems than outside rooms since this hot Florida sun affects strongly the requirements for cooling.

The heating system uses a different system of pipes. Hill explained, "It is not feasible to use the same pipes. There will be times in this building, for instance, when we will have to be heating rooms on one side while we are cooling rooms on the other."

Hensley and Becksmith Inc., of Jacksonville won the award to install the central heating and air conditioning plant and underground distribution system at a price of \$820,400.

As the campus grows, two more air conditioning units can be added in the present plant building, and then the building itself can be expanded to accommodate still more units later.

List Advantages

Hill and other university officials can list advantages of the system at considerable length. From the engineering standpoint, Hill points out, you can have your maintenance man

right on top of the main place that anything can go wrong, the central plant.

What's more, he went on, a central system reduces the load factor. This is slide rule talk, but it works out. If you had five identical buildings, which would require 200 tons of air conditioning each with individual building set-ups, that would be a total of 1,000 tons of equipment. A central system will do the same job for those five buildings for 850 tons capacity at the very most, and probably for 750 tons.

The central heating system pipes out water at 250 degrees under pressure (so that it is not boiling), and returns it to the plant at 180 degrees. The same boilers, fired by natural gas,

are used by both heating and cooling systems. The air conditioning units work on the steam-absorption principle.

One thing overall campus planners thought about, in incorporating overall air conditioning, was that special facilities would not be needed as much as has been the experience on other campuses. For instance, students can study in their pleasantly cooled dormitory rooms (when there are dormitories) and consequently won't be jamming into some specially cooled study building.

Buildings Stay Cleaner

There is no doubt that buildings are going to stay cleaner because of air conditioning.

Hill said, "The real advantage is that the efficiency of students

ought to go up." Thoughtfully, he added, "And of instructors, too."

No one need list advantages of air conditioning, however, for anyone who worked on the campus during the summer period after the campus was occupied and before the system became operative. The heat became virtually an "explosive situation" with school personnel, in the words of one employee.

Everyone, from top brass to file clerks, was bringing his own fan to work in an attempt to keep working conditions tolerable. And because even that didn't work all the way, under this torrid Florida sun of ours, special summertime working hours had to be invoked to give those pre-air-conditioning occupants of the campus a break.

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TAMPA INTERNATIONAL AIRPORT

Danny Daniels at the Organ Nite

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Student 'Tourists' View Campus:

Richard Sarver points out campus buildings to Patti Pupello on a pre-registration tour the soon students-to-be will be occupying at the University of South Florida. They are viewing USF from an exterior bal-

cony on the east side of the Science Building between the second and third floors. The students are facing and overlooking the Administration Building, University Center and library areas.

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FROM GOVERNOR'S DESK

USF Puts State Over Threshold Of Greatness

By GOV. LEROY COLLINS
(Written Especially for The Tampa Times)

As governor of Florida, proudly I salute the University of South Florida, our newest state university.

The six years during which I have been privileged to serve as governor have been tremendously important ones in the history of Florida. While we have made so much progress in so many fields which have brought Florida closer to its bright future, our advances in education, in my opinion, more than any others have helped move Florida across the "threshold of greatness."

Sparked by the work of the Council for the Study of Higher Education and the efforts of the Community College Council, we have expanded tremendously our system of community colleges.

Improve Programs and Service
We have further very significantly advanced the quality of the programs and services of the state universities, and we have taken positive steps to adapt our universities into an effective and well-coordinated system.

We are moving toward the realization of a plan for higher education which will support and give leadership to the broad economic, cultural and civic growth which must certainly mark the future of Florida.

It is in this setting that the University of South Florida will take its place in the state university system.

This new institution which has been in development since 1957 has now a unique opportunity to devote itself to a program of exceptionally high-quality undergraduate instruction.

Quality a Hallmark
While the older universities must provide a wide range of services, of instruction and research, the University of South Florida in its initial years will be able to concentrate its resources in the operation of instructional programs of great distinction.

Quality should be, and I feel confident will be, the hallmark of the University of South Florida from its very beginning.

Along with the residents of the Greater Tampa Bay area who have contributed so much to the development of the University on the Hillsborough River, all of the people of Florida feel deep pride in the opening of the University of South Florida. We are confident this new institution operating under the Board of Control and under the fine leadership of Dr. John S. Allen will measure up to the high expectations we have for it.

What has been accomplished through cooperative effort on the part of all concerned to this point is but the beginning.

Calls for Support
We must strengthen our support for all our higher education if we are to capitalize on the rich opportunities which face us.

We must do what is needed to bring greatness in all phases of the programs of all universities.

We must further the wise development of the community colleges.

We must enlarge the facilities of the University of South Florida so that it may serve fully the needs of the state as those needs are expanded in the years ahead.

And we must look also to the early development of still another university at Boca Raton on the state's lower east coast.

Knowing Florida and its faith in education as a vital component of its future greatness, I feel confident that the people of Florida will meet their responsibilities in the years ahead.



GOV. LEROY COLLINS
...salutes Florida's newest university



GREETINGS and congratulations...

It is with great enthusiasm that we greet you, the students and faculty of the University of South Florida. And we congratulate those who had the vision to locate it in the Tampa Bay area, where its destiny is enjoined to progress and growth. Surely this isn't our singular opinion. We have no monopoly on civic pride. What we feel reflects the sentiments of every forward-looking Tampan, every resident of this county. And, by golly, we're proud as punch!

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Two Main Entrances Serve University Campus

THE TAMPA TIMES 9-C
Tuesday, August 16, 1960

The USF campus will be served by two main entrance streets and "half" a perimeter road when classes open in September.

The State Road Department has constructed 2.4 miles of roads on the campus, specifically designed to serve the present buildings—but part of the long-range campus street system.

At present there is a long, four-lane boulevard leading

from Fowler avenue on the south, straight as an arrow to the administration building. Exactly opposite it, on the north, a similar main entrance street leads from Fletcher avenue to the University Center building.

The perimeter street, right now, leads off to the east from the south boulevard, starting not too far from the administration building, and loops around existing buildings to join the north en-

trance street, and then on to the utility group of buildings.

Eventually, that perimeter road will also loop around to the west of the Mall, with "outside" access to 30th street and again to Fletcher.

More Next Year

Part of that additional perimeter roadway, to the extent of 1.4 miles, is being requested of the State Road Department during the next fiscal period.

The guiding theory behind

the campus street layout is that no streets will cross the Mall, where students will be walking between campus buildings.

"On some university campuses," said Engineer Clyde Hill, cautiously avoiding naming any names, "you take your life in your hands whether you are walking or driving."

"We have tried to keep roads out of the academic area, but with fingers of

parking areas serving all those areas."

There are now 1,600 paved parking spaces on the campus, strategically spotted to serve existing buildings. The State Road Department is being asked to supply 900 more parking spaces during the coming year, to serve buildings that will be coming along.

"We recognize that most students will be commuting," Hill said, "and must have

parking places. I think we will have adequate space for their cars."

The perimeter roads are so designed that short service drives branch off to serve appropriate buildings. The buildings themselves are so designed to take advantage of these service drives.

For instance, at one end of the University Center, trucks servicing the cafeteria drive right into the building, where they are hidden from gen-

eral view. At the other end, the same arrangement is built in for vehicles serving the bookstore and post office.

At present, the perimeter road is two-laned, but is designed so that it can be widened. Hill said, "Eventually, we expect four lanes all around."

Eventually, too, traffic may be so heavy there will be traffic lights at very, very few on-campus intersections. But that is for the future.



CLYDE B. HILL
... USF campus engineer

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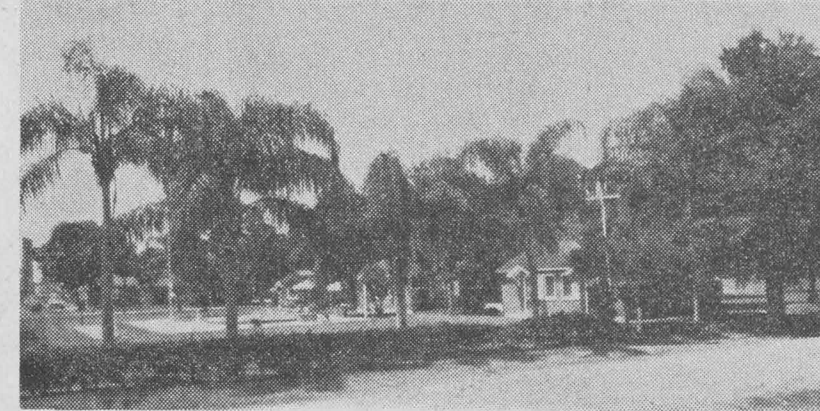
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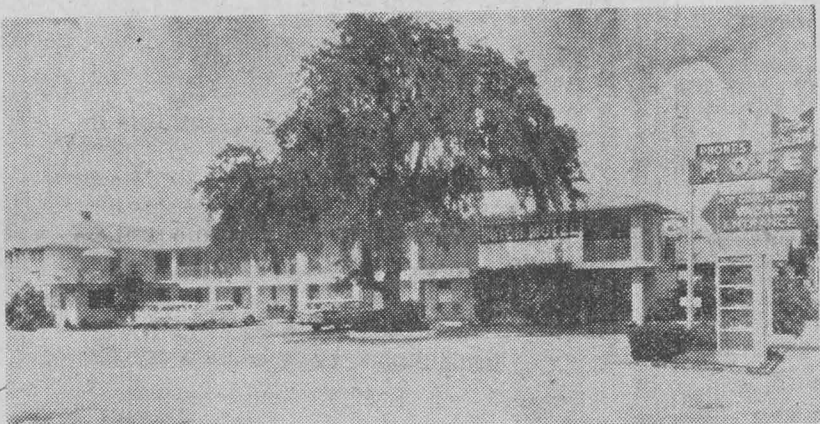
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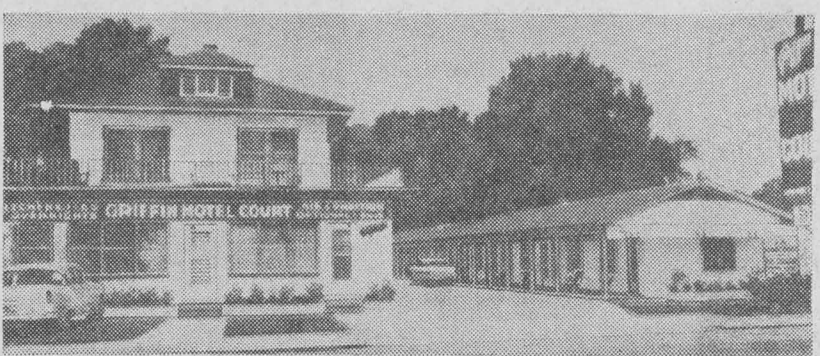
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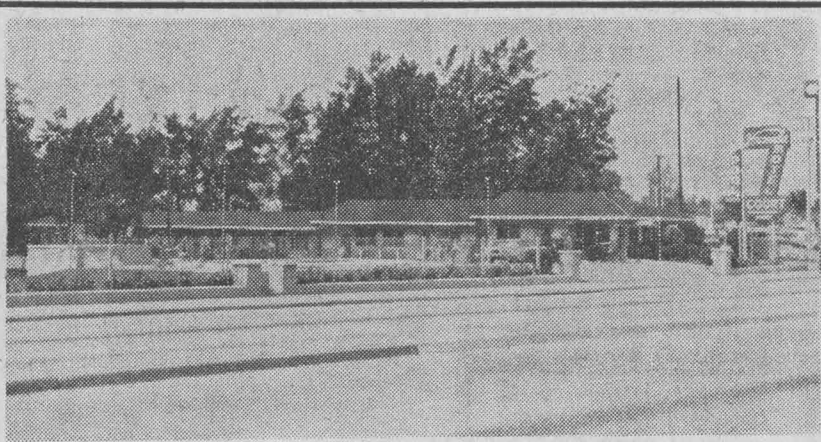
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PHYSICIAN, NURSES ON CAMPUS

USF Medical Staff Is Small; But Will Expand

A doctor and two registered nurses will be on hand this fall when the University of South Florida begins classes, with plans for a regular infirmary as the school grows.

The health clinic will be in the University Center building this first year when virtually no students will be living on campus.

Dr. Howard Johnshoy, dean of student affairs, said the first residence hall should be ready for the 1961 school year, and two more dormitories are to be built before the fall of 1962.

To Serve Three Halls

"To serve the three residence halls," he said, "there will be a central service core building,

to provide food service and a recreation area for the dormitories surrounding it. We believe that in that first service core building, we will place infirmary wards."

At present, the Health Clinic will provide any immediate medical attention that might ever be needed by a student, pending transfer to one of the Tampa general hospitals in cases where hospitalization is required.

Dr. Johnshoy said, "We plan to have a medical insurance program for all students, paid from part of the student fees. Most of the students will be commuting from home, but the program is set up in such a way they can use it with their own family doctors."

Double as Ambulances

One thing the dean has pumped for is to provide the campus security force with special emergency vehicles which are equipped to double as ambulances, in case of such need. "If someone had to go to the hospital," he noted, "that would eliminate the dead run of an ambulance out to the campus to pick up the patient."

The health clinic, as most other branches under student affairs, will emphasize teaching in addition to purely remedial activities.

"We want to get students to see the necessity of tying in good living with good health," Johnshoy said. "The medical aspect is not only to lead students into understanding about health."

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Mechanized Records:

Walter Bauer (on right) explains to prospective University of South Florida students Judy Smith and Forrest Reeve the workings of the machine room where records are handled by IBM machines. The work of students tabulated by the machines will be catalogued from their first day of registration throughout their careers and as long as there is a university system.

BREADTH NEEDED TO MAINTAIN DEMOCRACY

No Sidelines in Life Of Liberal Arts Dean

"I'm afraid I'm not a glamorous person," said Dean Russell M. Cooper, "because I have no hobbies."

He seemed distressed, as he gave that reply to a newsman's routine question. After all if anyone is dedicated to the theory of educating the "whole man," it is the dean of the College of Liberal Arts at the University of South Florida.

But if he has no hobbies in the usual sense of the word, it is only because this 42-year-old doctor of international law is so wrapped up in "everything" that there is nothing left over to be called a sideline.

Dr. Cooper, who is among the top brass nationally in organizations devoted to improving higher education, says, "Breadth of perspective is more important than deep expertise in one narrow field."

Cities Education Battle
He was speaking specifically about the standards used in selecting faculty members. But the statement sums up where the emphasis is going to be in the College of Liberal Arts.

"There is a pitched battle going on (in the world)," Dr. Cooper said, "between those who seek breadth of perspective in education and those who say 'We don't have time for that.'"

"That latter viewpoint can be fatal. Japan and Germany tried it, and they trained good technicians—but not people

with the breadth to maintain a democracy."

Just what is the College of Liberal Arts to do for its students?

To Build Leadership
"The College of Liberal Arts," Cooper said, "will build on the College of Basic Studies to round out the student's basic education and give him the equipment for creative leadership as well as a cultivated and understanding way of life."

Basic studies start him well, but doesn't complete his education. In fact, a man never completes his education, but continues it all his life—we hope.

"That is the major function of this college. A second function is to prepare the student for some kind of occupational responsibility."

In many cases the graduate is ready to go immediately into his life's work, but increasingly there is the need for graduate or advanced professional training.

There is some pioneering in this college, as elsewhere through the university. "A number of college presidents have told me how they envy us the chance we have here of starting fresh," Dr. Cooper remarked. "There is an excitement about it that almost crackles in the air."

No Departments
One of the major differences, from long-established universities, is that there will be no departments. That is to say, no chemistry department, no physics department, no music department. "We want our people (faculty) to have a much broader perspective," Cooper said. "We will have four divisions instead of 25 departments. For instance we will have a concerted natural science program, rather than 10 narrow programs within that field."

The truth is that as specialization has grown in America, chemists for instance, lose touch with what biologists are discovering and vice versa, and yet their discoveries overlap. A new science called biochemistry develops, then races off into its own watertight compartment, neglecting overlapping work in physics.

"There is an inter-relationship of knowledge," Dr. Cooper said. "We are making an effort to bring back to some meaningful relationship these splinter disciplines which have moved out and away from each other leaving the layman bewildered."

Cooper, a native of Newton, Iowa, is a graduate of Cornell, who obtained his masters and doctorate at Columbia University. He also did graduate work at Geneva, and has been on the faculty of Cornell and the University of Minnesota.

Taught Political Science

In his strictly teaching days, he taught in the fields of political science and international law. That may have its bearing on another approach his college will make to rounding out the student completely. Dr. Cooper said: "We are cognizant that we are living in the '60s and not the '40s. By starting fresh we can throw impetus into what seem the most compelling needs of our times."

"For instance, Asia, Africa and South America will be



DR. RUSSELL M. COOPER
... aims at international understanding

come increasingly critical areas. The typical university gives little attention to those areas in general studies.

"We plan to develop basic courses for general students to become as familiar with the literature, viewpoints and aspirations of the Chinese, Indians and Congolese as they are with those of England and France."

Cooper added, "I think it absolutely crucial that we develop a citizenry which understands and knows those peoples."

This idea of broad perspective

Cafeteria Gets Food Contract For First Year

Morrison's, the cafeteria and restaurant chain, will operate the University of South Florida cafeteria and snack bar this year.

This is a growing custom on college campuses, under which the economies of a giant food operation can be obtained.

University Business Manager Robert L. Dennard said the school keeps control of prices and quality. One result is that students will have available a food plan, providing 21 meals a week for \$11, which breaks down to 52.5 cents a meal.

USF To Operate Own Post Office

The University of South Florida will operate its own post office, in the University Center, this year.

The U.S. Post Office will deliver mail to, and pick it up at, the university's office on the first floor of the center building.

The university's own mailman (or it might turn out to be a mail-woman) will make deliveries around the campus.

Engineer Clyde Hill, who will supervise the mail service, said that eventually the mail will be delivered to dormitories on campus, as they are built, rather than having one central post office housing all student boxes.

USF, FSU, UF Plan Jointly in Some Areas

USF and its sister state institutions, the University of Florida and Florida State, have worked out joint programs in training the state's youths for some professions, and other joint programs may be formulated later.

Under the joint programs, the student can attend USF for basic work then, as he is ready for more advanced training, switch to one of the schools farther a way from home.

One example is engineering. The joint program calls for the student to take three years of his training at USF, and the remaining two years (of the standard five-year course) at the University of Florida's college of engineering in Gainesville.

Students who satisfactorily complete the course will receive two degrees. There will be the Bachelor of Arts from USF as well as the Bachelor of Science in Engineering from UF.

Similar joint programs have been arranged with Florida State University in the fields of home economics and nursing.

Students who wish to major in home economics will take their first two years of work at USF, then enter the junior year of the College of Home Economics at the Tallahassee school without loss of credit.

Two years at USF also would be available for those going into the field of nursing. After those two years, the student would transfer at the beginning of the summer to the College of Nursing at FSU.

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MAYBE BOOKS WILL SAVE THE WORLD

Library Head Created One in A-Bomb City

Elliott Hardaway, who bears chief responsibility for creating the University of South Florida library, has established libraries before — for instance, at Hiroshima after the A-bomb.

This native of Nashville, Tenn., who was hired to start the university library before the school had so much as a name, has a rich background in library work. "It looks like I sure have

moved around," said Hardaway, with his quick smile, "but there is lots to be said for moving some."

Part of that getting around was the nearly four years spent in Japan, just after World War II, as associate chief of the Civil Information and Education Section of Gen. MacArthur's staff.

"My job generally," he said

in reply to questions, "was to go around and select the sites for the regional libraries we built, and then get them organized and operating. I remember going into Hiroshima to try to find a building satisfactory for a library. Of course, there was none, and we had to build one there."

Crates of Books

"Elsewhere, we would renovate a building, hire a staff and ship volumes in by the crates," Hardaway set up 15 or 16

regional libraries through Japan, each with a selected collection of 15,000 or so volumes and several hundred current journals. The library director said:

"Japanese professional men had been cut off from the journals from about the time of the Manchurian incident in the '30's. They had been cut off from the scholarly world for 20 years, and they were really avid to read what we were supplying. "This was very satisfactory

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work, for no one could be more grateful than they were."

Hardaway is as enthusiastic about books as any librarian. "We librarians say books could save the world," he commented, "and maybe they will."

Math Mistake

But he has not always been a librarian. He received his bachelor of arts degree in Latin and a master's degree in mathematics from Vanderbilt University at Nashville. Of the mathematics, he says now, "That was an error on my part. I like it, but I realized then that it wasn't my field."

He taught a year in the public schools at Nashville. "Those were depression days," he recalls, "and I couldn't just leave." Finally, he was able to go, as he hoped to do, to the University of Illinois, where he received his master's degree in library science in 1940.

Later he worked at Eastern North Carolina Teachers College, and then went to the Library of Congress where he was cataloguer in physical sciences. "I guess they thought my background in math qualified me for that," he said.

Small College

Then he went to North Dakota Agricultural College as head librarian. Where the Carolina work was nearly specialized as to the requirements of a teacher's college, this was strictly an agricultural college. Both, however, were small and, as Hardaway recalls, "I could know everybody and what they were reading."

The Japanese tour of duty came then, followed in 1950 by the associate directorship of the library system at Louisiana State University in Baton Rouge. There he was the chief of technical processes and picked up some more valuable experience about establishing a new library. During his LSU tenure, the school was planning a new library that has subsequently been built.

From LSU, Hardaway went to the University of Florida at Gainesville as assistant director of libraries, the post he was holding when he was hired as of Oct. 1, 1957, to become director of the library at the University of South Florida.

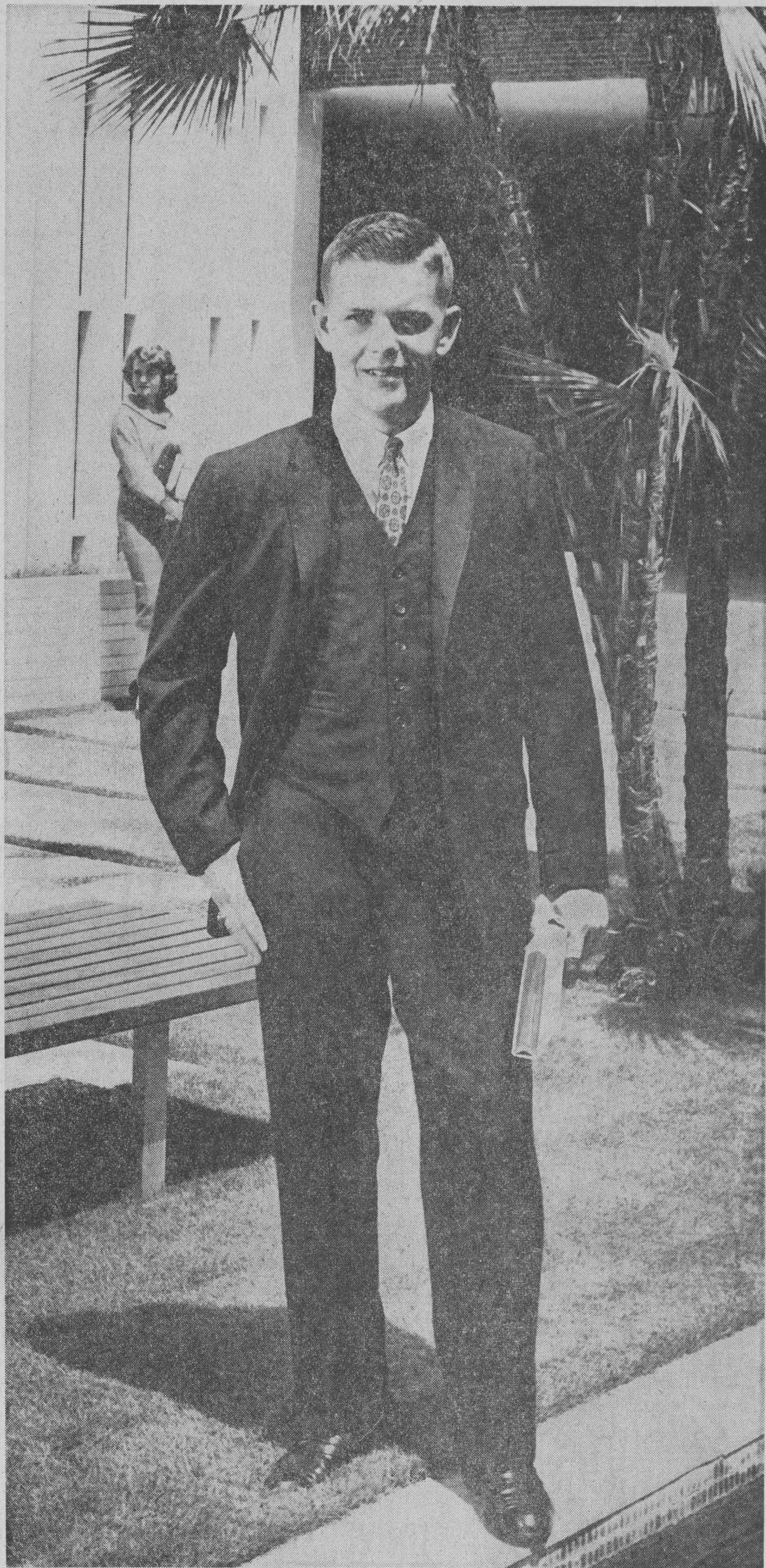
Co-ed Daughter

Hardaway and his wife, have one daughter, now a junior at the University of Florida. "I always thought she would attend a college where I was working," he said, "And when she became college-age, it turned out to be impossible."

Hardaway is dedicated to encouraging more reading. "With all the things going on about us, from the cold war to the tremendous strides in scientific achievement, I don't see how people keep from reading," he said, "but they do. I suppose most people prefer to talk."

If he had his way, all students at the university would be given a reading test for speed and comprehension. "And then," he said, "every one of them would be given some special assistance to bring his reading standards up. I would like to see this applied to every student, not just to the poor students who usually get this kind of special help."

"If we can just get students to read," he said, "we wouldn't need anything else."



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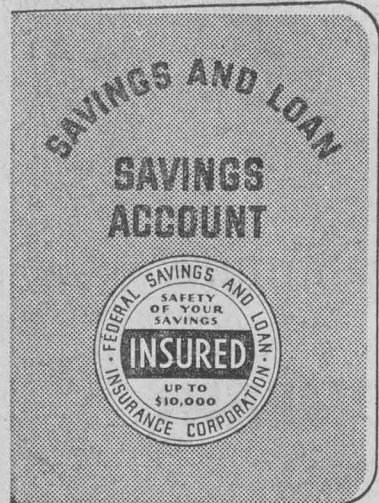
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Tests Rougher on Professor

If a USF student groans later in the year at the length of a typical examination, he may take some small consolation in knowing it took far longer to write the questions than it will to write the answers.

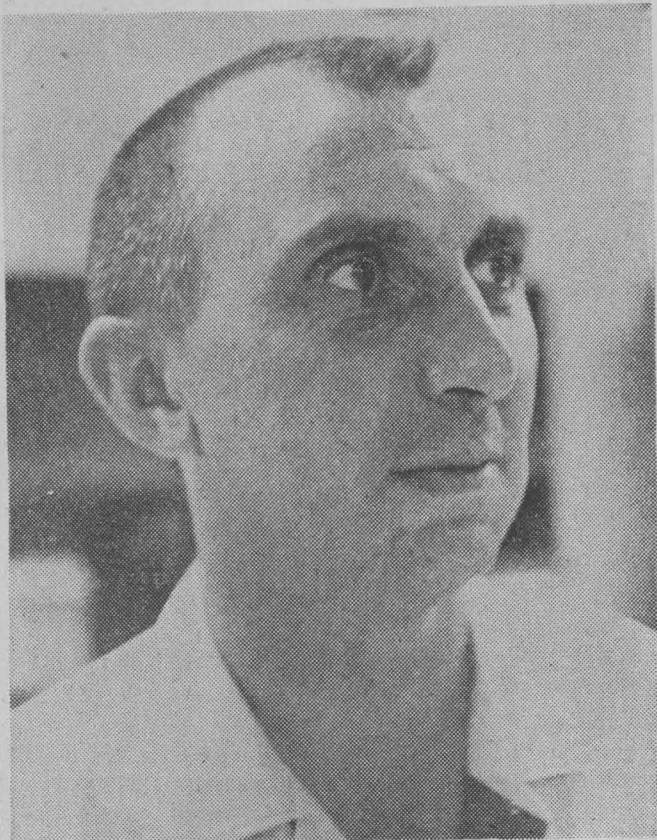
The man who was most to do with drawing up all exams for USF students says it takes about an hour to write one good question.

"A typical examination of

150 questions," Dr. Lewis B. Mayhew added, "would take about 150 hours of hard work to prepare. You want to test more than just the memory of facts. You want to see if the kids understand them."

Mayhew is director of Evaluation Services and Institutional Research.

The second part of that title is just what it says—research into all sorts of things on which decisions must be



DR. LEWIS B. MAYHEW

... director of evaluation services, institutional research

made by the university. The lean and rangy Mayhew, perhaps remembering his 5½ years of wartime Army service when he was a major, says, "You might call the office of institutional research the G-2 or intelligence section."

The other part of his duties, evaluation services, is the one that students will probably be most directly concerned with at once.

This office is going to give tests.

That covers a good deal of ground, but most particularly this office will prepare, administer, score and analyze the final examinations in all Basic Studies courses.

Half of a student's grade in the course will be given by his instructor on the basis of what the student does in regular class work. Dr. Mayhew said:

"The other 50 per cent of his grade will be determined by the final examination which this office will prepare."

This doesn't mean that the 42-year-old Mayhew is going to write these exams single-handed, from some ivory tower. One teacher in every division of study is jointly assigned to the office of evaluation

studies. That teacher will confer with other teachers, draft an examination with Mayhew, then have it reviewed and approved by the rest of the faculty.

Change Each Semester
"New examinations in every course will be drawn up every semester," Mayhew said, adding dryly, "That will solve a number of difficulties."

Many of the examinations will be machine-scored. In fact, the scoring system and statistical method of computing grades is fairly elaborate, but Mayhew explains that is because "we believe that testing is important educationally. And we believe in these multi-section courses that all students have a right to be judged by a common yardstick."

The typical 150-question multiple-choice examinations won't necessarily be the complete exam. Dr. Mayhew said a final exam in functional English, for example, may include that objective type test, plus a theme, plus a taped speech.

A foreign language exam probably will include a tape-recorded portion when questions and answers are given orally in the foreign language.

This admittedly presents a problem of administering the

tests, but Mayhew said, "I've done it where we had 5,000 students in the freshman year."

Native of Illinois

Dr. Mayhew, a native of Pontiac, Ill., was associated with the office of evaluation services at Michigan State University from 1947 until he came to USF last year. He also served as director of research at Stephens College, Missouri. He has written over 50 articles in professional journals and was author or co-author of nine books. He is active in national educational organizations.

His office here will administer orientation tests to all new students, will serve as test consultants for members

of the faculty and eventually will give placement tests to aid in counseling students on what courses to take and how soon.

Dr. Mayhew cheerfully admitted, when asked, that he himself has flunked an exam or two. "Spanish as an undergraduate," he said with a smile, "and German, the first time I took it while working for my doctorate. I just wasn't ready, and studied six more weeks and passed it."

He has no criticism of those specific tests, but he does say, "By and large, the tests I took as an undergraduate (in the '30s) were pretty sorry. We've made some big steps in testing, generally, since then."

Pine Seedlings On USF Campus

USF didn't go into it for the idea of making money — it was money, but the school is doing a little "tree-farming" on its broad north campus. But we might make some money nonetheless."

A total of 70,000 slash pine seedlings have been planted there, on at least one occasion with the help of Tampa area Girl Scouts who spent a day putting the tiny trees into the ground.

Campus Engineer Clyde Hill said, "We didn't plant with the

The trees were planted in a section of the 1,700-acre campus that won't be used for buildings for some years. But, Hill said, "The timber will be sold when we are ready to move into that area — probably not as timber, but as pulpwood."

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USF LAWN

Bahia Grass Chosen

When USF officials wondered what sort of grass to plant on their immense lawn, they did just what you or I may have done — they consulted their county agent.

Paraguayan bahia was the recommendation that Hillsborough County Agent Jean Beem came up with, and the landscaping crews have been planting it on a broad scale.

Campus Engineer Clyde Hill, whose jurisdiction includes the grounds-keeping department, said, "Paraguayan bahia is a tough grass that requires very little fertilizer, is not affected by bugs and which stays green the year round."

Budget to Watch

All these things are important, especially when there is a budget to watch, for the grass has been seeded by the acre. About 50 acres were planted on each side of the south entrance road early in the summer, and another 35 acres in the Mall later on, in a race to have a green campus by September.

Hill said the grass was seeded at 30 pounds to the acre in the front portion of the campus, and at the rate of 50 pounds to the acre in the Mall. "We want to be sure that gets a good cover before classes begin," Hill explained.

Suggested no Sidewalks

Students will be discouraged from walking on the grass, but whatever happens will probably be taken philosophically. Hill said, "It was suggested that we build no sidewalks at all this first year, then build them wherever the paths showed students did the most walking."

The trouble with that idea is that this is a school that is going to be building constantly from now for some years to come. Student trails would surely be changing just as regularly as new building came into use.

Incidentally, the grass sown along a 150-foot-wide strip bordering Fowler avenue, from 46th to 30th street, is not Paraguayan, but Pensacola bahia.

U.S.F. ADMINISTRATION BUILDING . . . FIRST TO BE COMPLETED and OCCUPIED on UNIVERSITY of SOUTH FLORIDA CAMPUS.



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Constructed by **JONES-MAHONEY Corp.**
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Bay Concrete's clean orange and white striped trucks were radio-dispatched to the campus, carrying out Bay's familiar slogan "Sudden Service."

Lonnie O. Wallace, Manager, and his staff are proud to be a part of this great project.



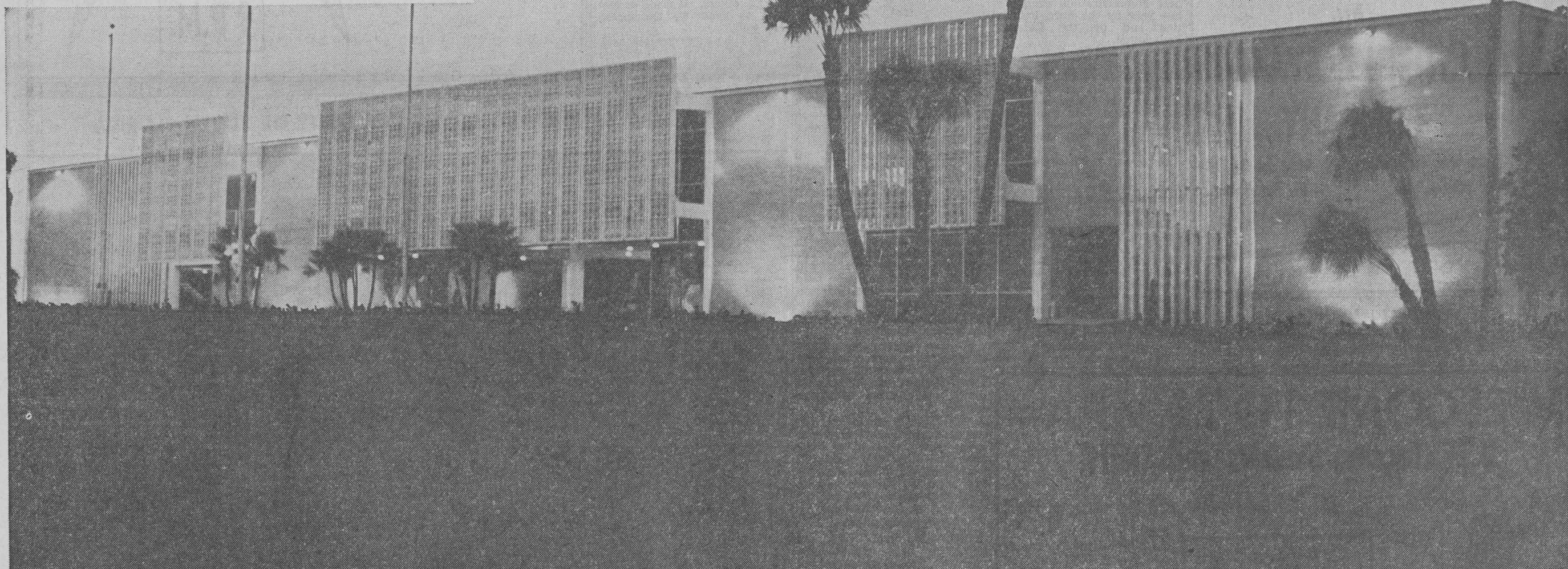
**Concrete
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Contract for Electrical Installation

The contract for the electrical work on the Administration Building was one of utmost importance, as this was the first building to be completed and occupied on the University of South Florida campus. This honor was bestowed upon L. E. Dyal Electric Company, Inc. of Tampa.

The master craftsmanship exhibited in the over-all electrical work would certainly be justifiable cause for this Tampa firm to warrant the praise they have received. The careful selection and expert installation of the many electrical fixtures was a clear indication of the conscientious and reliable electrical work for which the L. E. Dyal Electric Company is well known throughout the Tampa Bay area.

The Administration Building of the University of South Florida is only one of many in a long line of thoroughly satisfied customers. This Tampa firm has established an enviable record in the electrical contractors field on the west coast of Florida. Any builder is indeed fortunate to be assured of dependable electrical work by having L. E. Dyal Electric Company, Inc., (207 W. Hillsborough, Tampa) for his electrical sub-contractor.



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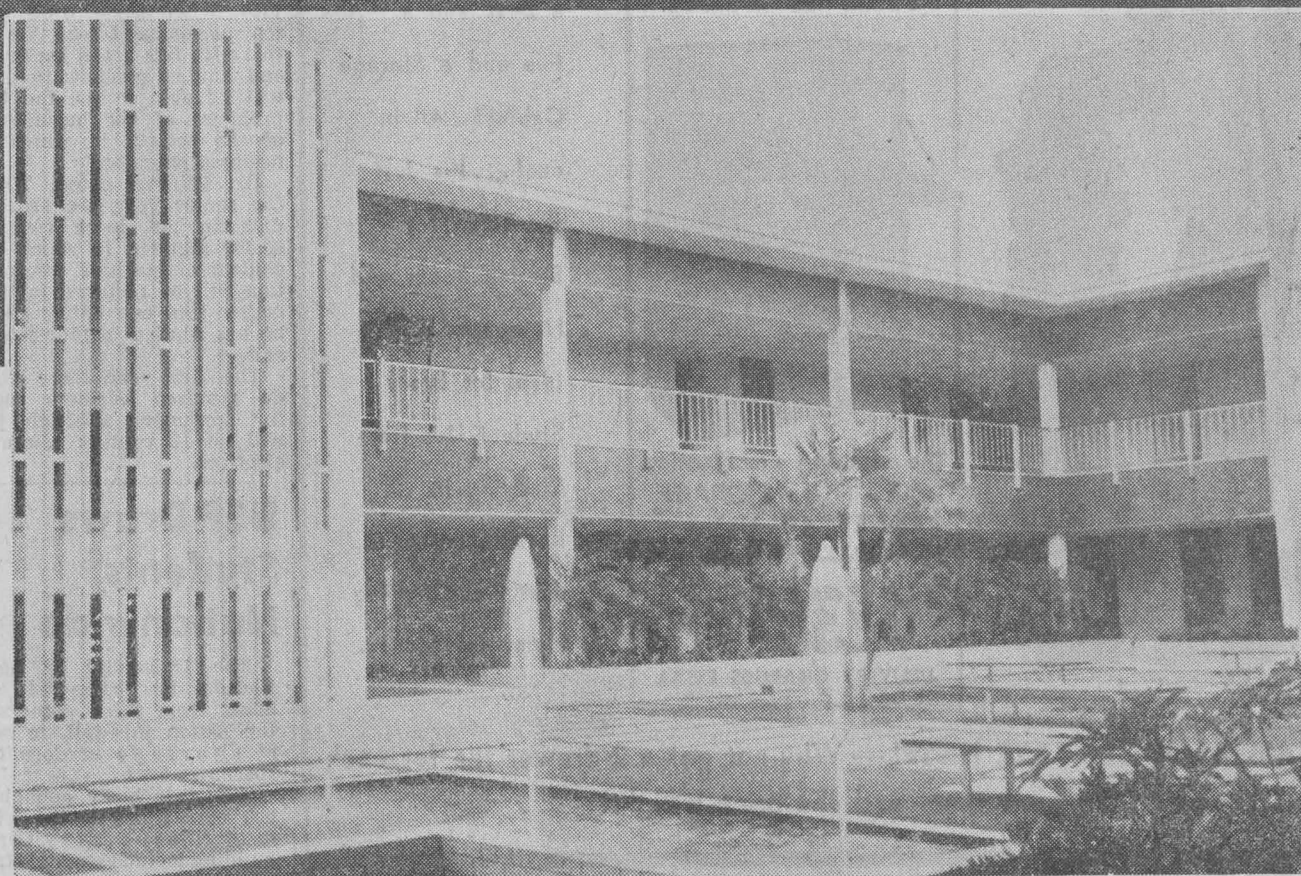
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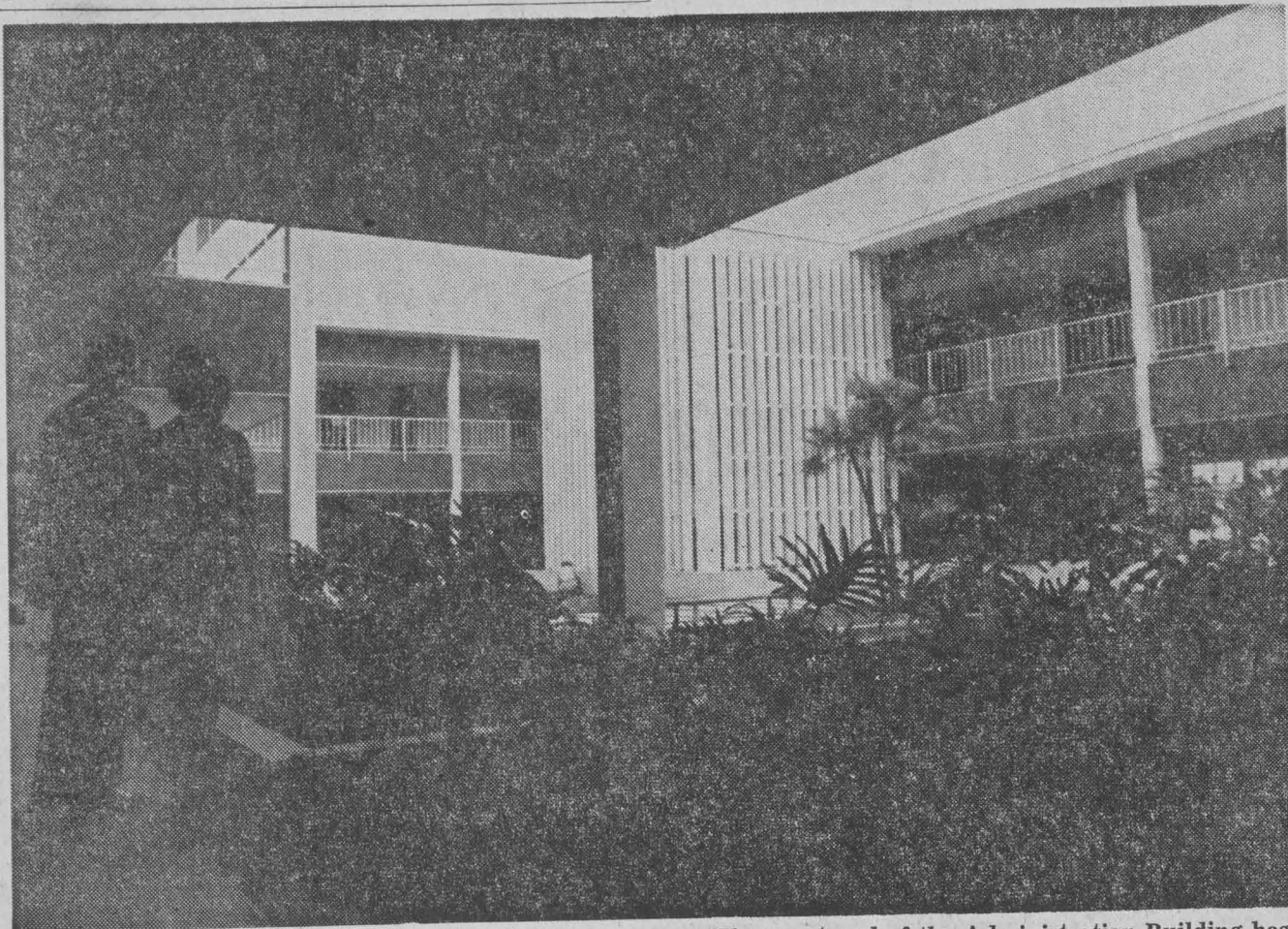
In keeping with the patterns of progress indicated by the establishment of the University of South Florida, the most modern facilities were installed for heating and summer air conditioning with **Natural Gas** by the **Peoples Gas System**. The administration building (as pictured on this page) must be healthfully air conditioned in the cleanest and safest way, and with the most modern equipment to be conducive to the arduous tasks involved with running a University. The choice of **Natural Gas** is another indication of the superb planning that will make Florida's newest University a credit to the nation, and a model for future institutions of higher learning.

**Peoples
GAS SYSTEM**



This cleverly designed patio garden with all its tropical planting is a creation of Culbreath Landscape Nursery, 2301 Swann Ave., Tampa, Fla.

You will also find the unique planning of the outdoor reading and study patio at the LIBRARY BUILDING on the University of South Florida campus, to be an outstanding example of the skill and imagination of the Culbreath Landscaping Nursery. This outdoor area reflects the natural, quiet atmosphere so characteristic of outdoor tropical gardens . . . the clever selection and arrangements of plants and shrubs suggest a harmony that is conducive to quiet meditation, thoughtful reading and concentration. A wide spacious garden area, rimmed with an artistically designed wall, beneath a canopy of lofty palms.



Cool Verandas, Sunny Courtyard:

The courtyard of the Administration Building has become the focal point for tourists and other campus visitors, and will draw a lot of attention from students and faculty when school begins. Frequent open-air and other assemblies are planned for this area. Students Cliff Howell and Sheila McClendon look it over.

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Business Students Promised 'More For Their Money'

"They are going to get more for their money." That is the especially apt way the dean of the college of business administration describes the pioneering study course his college will offer business students at USF.

Dr. Charles N. Millican said, "In designing our program of study so far, and as we continue to design it, we will have profited from the findings of a number of colleges around the country who have been good enough to share their experiences with me personally."

The University of South Florida also is able to draw fully on the findings of two nationwide studies of schools of business administration, completed last year by the Ford Foundation and by the Carnegie Foundation.

Big Advantage
"This may be the first college of business administration anywhere," Dr. Millican said, "able to take full advantage of these studies. One tremendous advantage we have is that we don't have to tear down and then re-build. We don't have customs and traditions built in for years as do some schools which are now painfully, and necessarily slowly, attempting to re-assess their programs."

The 43-year-old Millican, who was born in Wilson, Ark., came to USF from Hardin-Simmons University, where he had been dean of the school of business administration since 1956. There he worked out some aspects of the program that USF will be emphasizing in the field of business education.

Broad Background
"We are going to give our



DR. CHARLES N. MILLICAN
.. business administration dean

students a broad background," Millican said, "in such fields as math, science, social studies, psychology and so on."

"Then, on top of that, we are going to build a slightly narrower base — a solid background covering the general field of business and economics. This we call the core course, which will be at the center for any student taking a major in business administration. The core of business courses will include instruction in the field of finance, marketing, management principles, and so on."

"Then beyond this we'll let the student specialize,"

Millican, whose teaching and administrative career has been varied by such things as managing a farm and serving as pastor of Baptist churches, added:

"We think it important that our graduates have competence in at least one field of business. The difference is this: as we allow them to specialize, we are going to do our best to keep them from going off the deep end in specialization."

Succession of Jobs

The dean said, "We are hoping to have our students qualified for a succession of jobs. When some wind up in top management jobs, we hope that with this broad background and limited specialization, they will be able to see the broad problems of the business and of the society in which that business operates."

Dr. Millican noted, "During the senior year, we are planning to put in a course, a senior seminar, in which every student of business administration will be required to tie together into one entity all that he has studied in four years of college."

This first year, there will be no required business courses for freshmen, although there will be 16 courses offered as electives.

USF Draws Students Nationwide

The University of South Florida has attracted students from three corners of the nation this fall, in spite of a shortage of dormitory space. The girls lucky enough to get reservations for the rooms in the University Center building include students from Washington State, Maine, New Jersey and points in Florida from Jacksonville to Key West.

Quarters for only 50 girl students were available on campus this fall, and they were committed early in the summer.

A full dormitory building, with accommodations for 400 students, will be built by next summer, with a second building to follow soon afterward.

FROM OTHERS

Library Gets Help

A dozen other colleges have chipped in to help the University of South Florida build a library from scratch.

And USF, before its doors even opened for students, was able to provide books for some other institutions of higher learning.

This sharing of the books in collegiate circles has been part of the story of how the new university at Tampa has started its collection.

Library Director Elliott Hardaway says when classes begin, the library will have between 15,000 and 20,000 volumes. "We will be adding very rapidly after September," he went on.

Hardaway was the first man hired after Dr. John S. Allen accepted the post of president. That was back in 1957. The action demonstrated the importance that Dr. Allen placed on the job of building a library as the very heart of a new university.

Depend on Gifts

"We didn't have any money the first year," Hardaway recounts. "All the books and other publications we got were gifts. It is interesting how much material, how much good material, you can get through gifts."

Many of the gifts came from individuals in Tampa and elsewhere.

"The University of Tampa gave us a lot of chemical abstracts to fill out our files," he said. "This is very valuable when you consider it costs \$150 a year for chemical abstracts. They helped us out with other things we needed too."

What happens often is that heirs to private library collections often have smaller homes than their forebears and consequently give books to the nearest library. When these are duplicates of what the library already has in sufficient supply, the books are passed on to others.

Came Into Money

"We finally came into money in 1959," said the library director, referring to the first legislative appropriation for acquiring books. "We bought basic things, such as encyclopedias, dictionaries, reference books—basic books we knew the faculty wouldn't quarrel with."

There was no faculty to consult during that period, so the library and administrative staff used its own judgment. "On some of the faculty book lists, we didn't have to buy more than 20 per cent. We already had the others. It made us feel good to know we anticipated that well."

The library director said, "By and large, we will depend on the faculty from now on to determine which things to buy."

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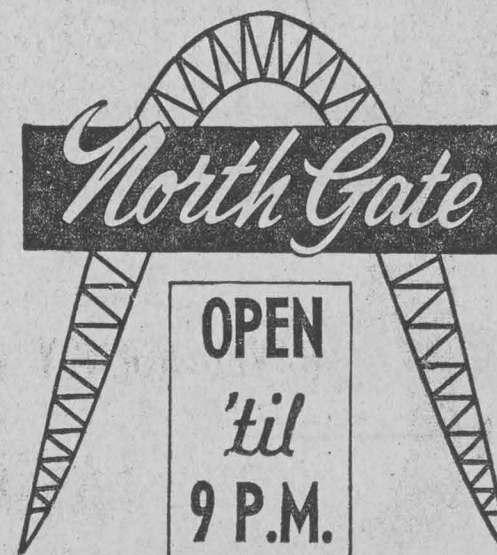
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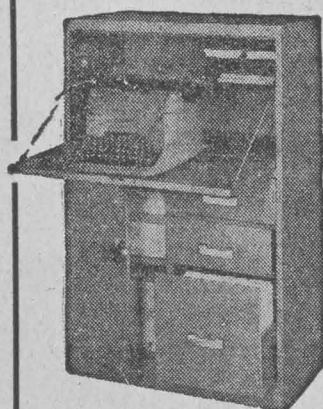
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Campus Engineer's Biggest Headache: Fighting for Time

"The biggest thing has been fighting time." That was the conclusion Clyde Hill reached when asked whether he has had one outstanding headache in helping to get the University of South Florida campus ready for this fall's opening.

The bespectacled, athletic-looking Hill gave that answer only after some deliberation, in the manner of engineers who like to be precise down to the last decimal point.

Hill is campus engineer. It only took a couple of hours hanging around his office during the summer to see some

examples of the type thing that can slow the building of a giant project such as creating a university campus. There was a steady procession of visitors: "Mr. Hill, the latest word is a delay with the air-conditioning because the manufacturer has a strike on his hands." "Mr. Hill, we can't get that right-hand door, on the left-hand side, of the east wing of the north building to close properly."

"Mr. Hill, the contractor forgot to order the master-plaster tilting-tilter rig. Can you expedite it?"

Those are the minute-by-minute type problems that have fallen at Hill's doorstep. Those around him say he has remained calm throughout.

Hill went to work at the university in September, 1958, although he was most assuredly connected with its creation even before then. He is one of the top staff members who already was living in Tampa when hired. Formerly, he was coordinator of building design for Pullara, Bowen and Watson, and as such worked on the administration building, which that Tampa architectural firm designed.

Hill is a native of Fulton, Ky. His college education was interrupted by service as an engineering officer with the Air Force during World War II, when he served more than two years in the European Theater, a civil engineer.

Student Thinking Is Basic Studies Dean's Aim at USF

Dean Sidney J. French has some jokers up his sleeve for the freshmen entering his College of Basic Studies at USF next month.

Example No. One: in physical science courses the students are going to be asked to work out, without benefit of modern refined instruments, the answer to this question: Does the sun go around the earth or does the earth go around the sun?

"They'll snort that they've known the answer to that all their lives," chuckled the dean. "But when we have them examine all the evidence they can gather without refined instruments, they'll find that either answer sounds just as valid as the other."

Of course, this is no joke really. This is an example of an emphasis on teaching methods with a deep-lying purpose.

Think For Himself

"It is to teach the student to think for himself," said Dr. French, who started teaching back in 1916.

"If we would spend more time doing this, instead of trying to cover so much ground in our courses, the student would come out much better. To really learn, the student has to do it himself, grappling with the problems himself rather than being a bystander or observer."

Dr. French added, "This is the most difficult kind of teaching there is—for a teacher to keep his mouth shut and let the student figure it out for himself."

This is called "problem-centered" teaching, and at the University of South Florida the concept is being pushed.

For All Freshmen

The College of Basic Studies is the one that all freshmen and sophomores must enter for two years of study before moving into one of the upper-class colleges. Dr. French said, "The philosophy of the college is that no matter what specialties are in mind, the student ought to have a broad background and one in common with all other students."

Consequently, the basic college will offer seven courses. All students must take the course in English Communication and five of the other six.



DR. SIDNEY J. FRENCH
... serious tricks up his sleeve

Normally, that will mean three of them one year and three the second year, leaving room for two other elective courses each year.

French said, "I don't think our courses are unique, but we hope to make them more vital than has been the custom. They are not mere surveys of knowledge—they go into the subject as deeply as they can."

"And we will strive to relate them. After all, when you meet problems in life, they don't fall neatly into categories, but merge."

Make Courses Exciting

The college will be striving to make its courses exciting. There will be advanced interdisciplinary courses available for students ready to plunge ahead, and there will be the chance to receive credit for courses through taking the final exam without enrolling.

"One of our goals," Dean French said, "is to get students through as fast as they are able, yet not short-change them."

Aren't freshmen courses often no more than reviews of high school subjects? It won't be that way at USF, Dr. French said.

"That is the last thing we want. It too often happens that a freshman arrives all goosely and quivering with excitement over college and after six weeks says in disgust, 'This

is the same old stuff.' We will try to make it more exciting to avoid that."

French was born in Superior, Wis., in 1894, and attended Superior State Normal which is now Wisconsin State. He began teaching in 1916 in the high school at Superior, then served two years during World War I, taking part in the battles of St. Mihiel and Meuse Argonne.

Headed Navy Program

During World War II, incidentally, he was coordinator of the Naval Flight preparatory program at Colgate University. Before that, however, he taught in public schools and colleges, and along the way received his doctor's degree in chemistry. He was on the Colgate faculty from 1932 until 1954, first as a teacher of chemistry and, through successive posts, serving as Dean of the Faculty for the last 10 years.

From 1954 until 1958, he was Dean of Rollins College, at Winter Park, Fla. He has served as consultant for many American colleges and universities in the development of general studies, as well as for the Japanese Ministry of Education. He is the author of numerous research papers in chemistry, and especially in the field of alloys of rare metals. One such alloy is named for him.

A friendship developed between Dr. French and USF President John S. Allen when both were on the Colgate faculty, and collaborated in teaching and writing projects.

Physical Education Proficiency Required

Proficiency in four physical education activities is a requirement for a degree at USF.

Students may take examinations to demonstrate this proficiency. If they fail, they must then take a non-credit course in that particular activity. The exams can be skipped, however, with the student registering each semester for a physical education course, until four such courses have been passed.

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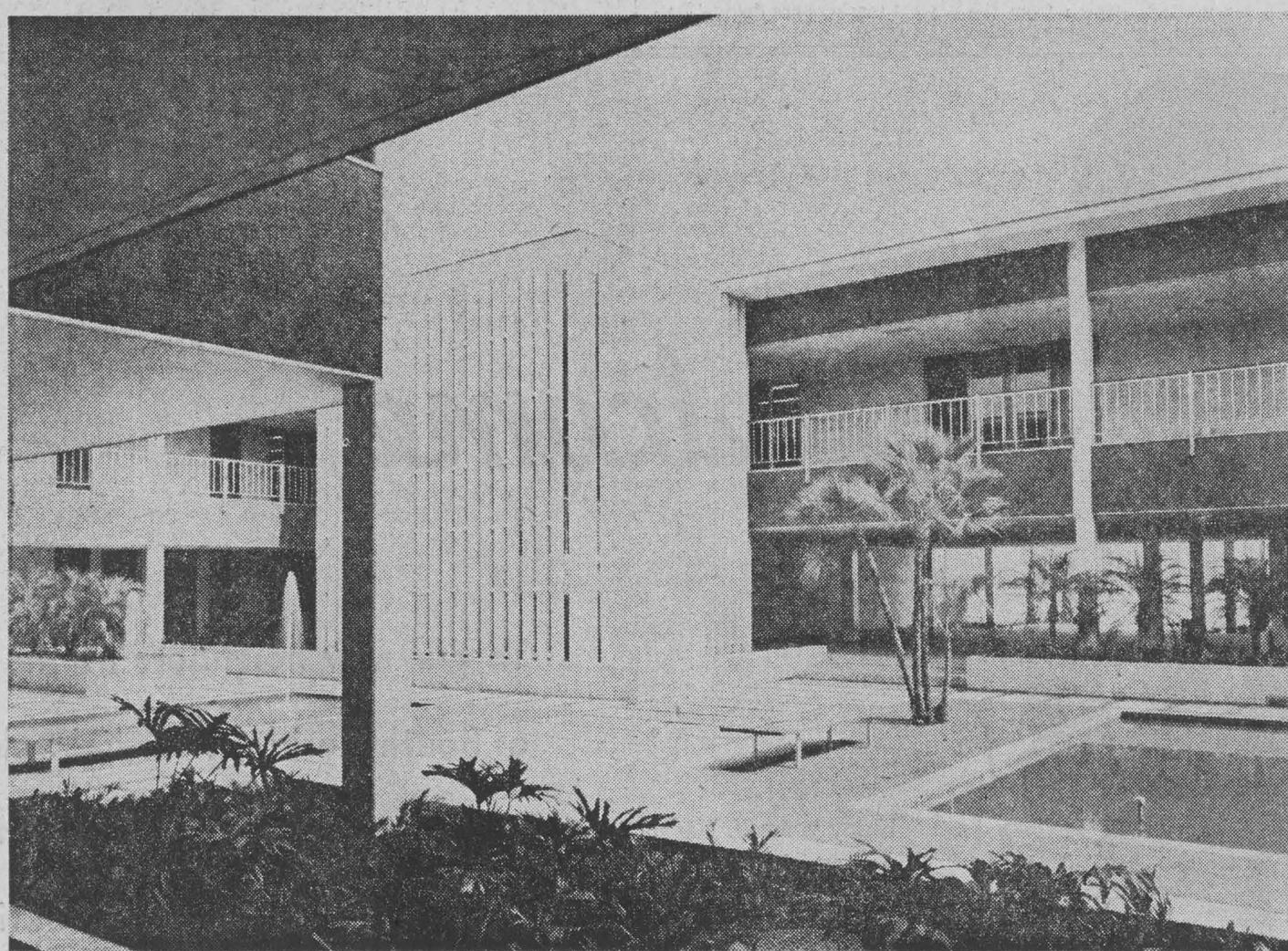
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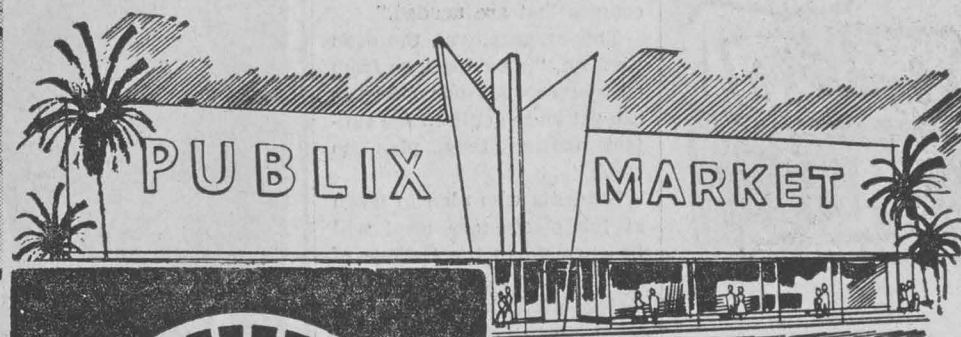
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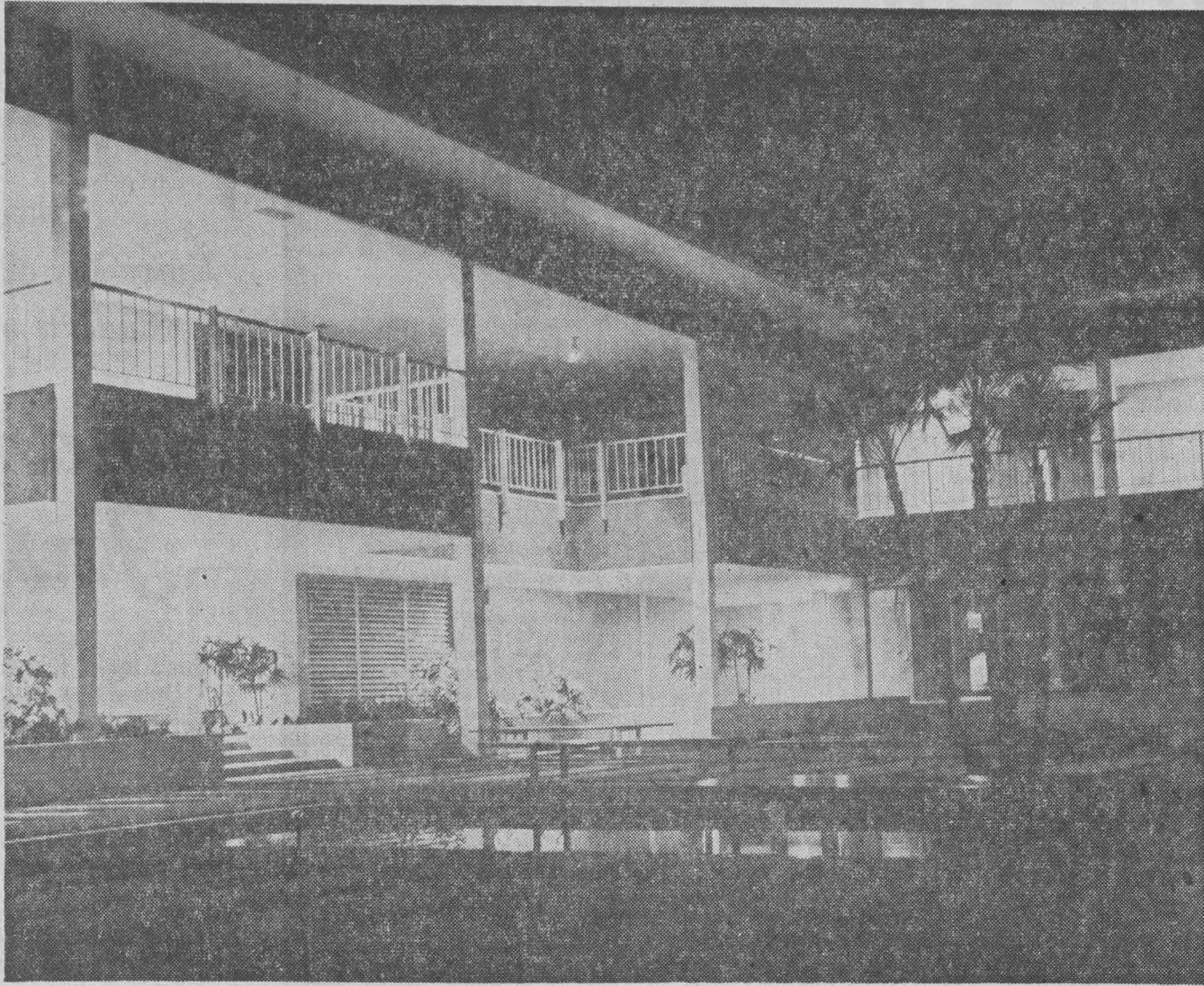
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Patio Night Scene at University:

Well lighted but quiet are the night hours enclosed in the Administration Building patio now, but next month will bring rings of student laughter, and the reflection pool (foreground), now dead still, will ripple alive as it registers passing student activities, both day and night.

ONLY ELEMENTARY TEACHERS GET EDUCATION DEGREES

Education Emphasis On Knowing Subject

Jean A. Battle, presumably the nation's newest college dean of education, already is finding himself slightly embattled in a longtime dispute over the best way to teach teachers.

The pun is the writer's, but the report on the situation is Dr. Battle's. Speaking of some professionals in teacher training, the USF dean said, "They think I've sold out to the liberal arts people."

What this boils down to is that USF, in applying its "all-university approach" to teacher education, is riding the crest of a new trend to give potential teachers far more depth of learning than the purely "professional" education courses alone do.

Some of the public's criticism of professional courses has been exaggerated, Dr. Battle says, but he added, "There have been grave mistakes in teacher education, and we are trying to correct them."

Termed Salvation
"I think this total program approach is the salvation of education, for education is not methods alone but a total program."

At the University of South Florida, potential teachers will find a great emphasis on the courses they plan to teach later, or if their field will be elementary teaching, emphasis on a broad liberal arts education.

"We will not give majors in education for those who plan to teach in high schools," Dr. Battle said. "They will make their major concentrations in the College of Business Administration or the College of Liberal Arts. We (the College of Education) will provide the professional courses that are needed."

This arrangement, the dean went on, "is a departure from custom so that our students can get more depth in the subject matter they plan to teach."

Students who plan to teach at the elementary level will be enrolled in the College of Education because of the state's accreditation requirements in that field.

Electric Wires All Underground

Utility poles and long wires dipping down between them won't be seen at the USF campus.

All wires leading from the Tampa Electric Co. substation on the northside of the campus are underground.

Mercury-vapor street lights are used along the main entrance streets, and to a lesser degree to provide light on the Mall at night.

Dr. Battle said that as a new member of the executive committee of the teacher education advisory council he plans to suggest that potential elementary teachers be given a liberal arts education in depth. "It is not that they have traditionally had too many teacher courses," he said "but they have not had enough liberal arts courses."

He insists, however, "Definitely the University of South Florida does not intend to become distinguished in its professional education program by its brevity . . . but by the quality of its program."

This move toward a better balance of courses in teacher training, Dr. Battle said, is a nationwide trend, but one in which the USF is in a better position than most for it has no old traditions to break down first.

Dr. Battle, 46-year-old na-



DR. JEAN A. BATTLE
... not 'professionals'—teachers

tive of Talladega, Ala., came to USF from Florida Southern College, where he was dean of the college. He received his master's degree from the University of Alabama and his

doctorate at the University of Florida. An Army Air Force officer during World War II, he has spent most of his adult life as a college administrator and teacher.

One phase of the College of Education program that is unusual Dr. Battle says, is that there will be class visitations for all courses. "Even the first year students will go out and visit elementary or secondary schoolrooms," he said.

There is a tremendous need for more school teachers in the state, Battle said. "Hillsborough County has to hire 500 new teachers every year," he said, "and Crockett Farnell says he has to go out-of-state for half of them."

The college will offer in-service courses for teachers already in the field, and one particular bit of community wide service will be coming up Aug. 17. A program will be broadcast over WEDU, beamed for schoolteachers themselves, highlighting new trends in teaching reading. "It should help give parents, who tune in, an insight into what teachers are doing," Battle said.

Police-Type People Keep Tab on USF

There will be a police force at the University of South Florida, although no one really calls it that.

Heading it up will be superintendent of security and communications. Under his direction will be four patrolmen.

They will enforce campus police-type regulations and watch for such things as night-time prowlers and fires.

Their patrol station wagon will be completely equipped with fire-fighting equipment, first aid kit, stretchers and other emergency paraphernalia.

Work-Study Plan In Future at FSU

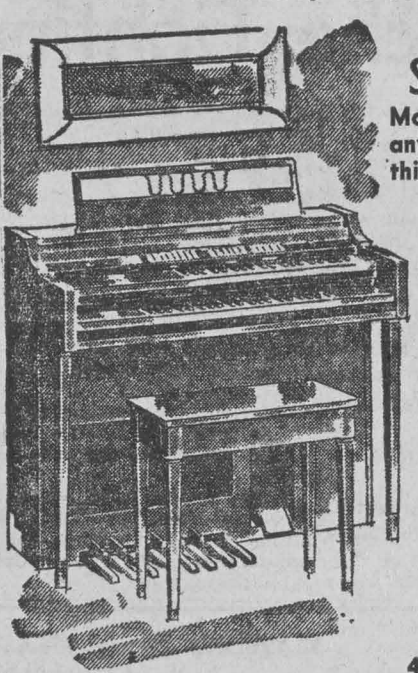
A cooperative program, permitting students to attend school half-time and work half-time, will be developed by the University of South Florida.

The program, seeking to combine practical job experience with related studies, will be open only to superior students after they have completed one full year at the university.

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Sports Not In Plans Now at USF

Those who hanker to hoot and holler for University of South Florida athletic teams in intercollegiate competition will have a long wait for their first hurrah.

Such by-products of modern education as football, basketball and baseball will not be in the planning stage when the new university opens its doors next month.

In fact, "they are not" even "in the talking stage," said Dr. John S. Allen, president, then adding, "We have a great many other things to think about first."

Cold fact is that legislative appropriations have been hard to come by for academic necessities, let alone for items athletic.

An early indication of the scheme of things came when the Legislature whittled away a request for funds for a gymnasium, the first step in any large scale sports program.

One Project Ready
What has been approved and will be ready are locker rooms and showers. These must form the centerpiece for the one project athletic that will be undertaken immediately.

ately—a sound physical education and health program with accompanying intramural activities.

"We will have these going very soon," said Dr. Allen. "It will be a program of health, physical education and overlapping sports." He was referring to game sports such as volleyball, softball, perhaps badminton and the like. Temporary layouts for these activities can be worked out.

Dr. Gilman W. Hertz heads up this program. He is the director of intramural sports and an associate professor of physical education, under the office of student affairs. Dr. Hertz, age 38, is a native of Weyauwega, Wis. He is a graduate of the University of Wisconsin and the University of Indiana. Before his appointment here he was athletic director and professor at High Point College.

Recently named instructors in this department were Marion A. Berrian, Jean J. McCarthy and Mary Pat Shely. Native of Winter Haven, Miss Berrian, a native of Winter Haven, has just received her masters degree from the University of Florida. She will be an instructor of intramural sports and physical education.

McCarthy, 30, will be an instructor of physical education. He is a native of Minneapolis and received his undergraduate degree and doctor's degree from the University of Minnesota.

Miss Shely will be an instructor of intramural sports and physical education. She is a native of Lexington, Ky., receiving her B.A. from Kentucky and her master's from Columbia. Before coming here she was director of women's intramurals at Georgia Southern College.

Dr. Allen says he has in mind "an extensive intramural program," but he declines to be drawn into any prediction on when an intercollegiate program will develop, except to acknowledge that none is planned.

"The fact is," he said, "There's just nothing to talk about yet," a signal for would-be Saturday afternoon cheerleaders to put away their megaphones for a spell.



USF—That's My School:

Judy Smith displays a new USF pennant to Winton Lynn, during a pre-school tour of the campus by a group of prospective students. They are in the campus bookstore, whose shelves are just beginning to be filled in readiness for the school's opening on Sept. 26.

735,000 CUBIC FEET PER MONTH

City Can't Supply Water for University

The University of South Florida is operating its own water system because the Tampa city water system didn't have enough pressure to serve the highest campus buildings.

The school at present is pumping from two wells whose purity is such that very little treating is needed to maintain the very highest standards.

Engineers estimate the school will be using 735,000 cubic feet of water each month, and the budget calls for an annual operating expense of \$5,600.

Campus engineer Clyde Hill explained, "City water was available but the pressure was not high enough to serve the library. We would have had to put in our own elevated tank and pump anyway, so we went ahead with our own water system."

The university built in its own sewer systems also. Hill said, "Drainage has not been a problem here because of the porous soil and the fact the land drains well. We do have a storm sewer system, however, to protect our streets, parking lots and buildings."

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Florida Christian College, at Temple Terrace, will be working with Tampa's newest institution of higher learning, when USF opens its doors in September.

Through an exchange agreement, students of either school may take some courses at the other.

Florida Christian, which was founded in 1944, offers lower division work in Bible, Greek, and Hebrew languages, liberal arts, business administration and education. It offers upper division programs in Bible and Religious Education.

Under the exchange agreement, USF students may elect to take courses in Greek, Hebrew, Bible or religious education at the Florida Christian campus, three miles away. Credit for such work would count toward their graduation at USF.

At the same time, students of Florida Christian may elect to take certain courses at USF, with credits transferred to the Temple Terrace school.

The Motto

TRUTH—WISDOM.
That is the motto which appears on the official seal of the University of South Florida.

The seal shows a bright sun shining on the earth, with a lamp of knowledge imposed between the words truth and wisdom. Around the circumference are the words University of South Florida and the date 1958.

The seal, done in the school colors green and gold, was designed by Henry Gardner of Tampa. It was adopted officially by the State Board of Control in February, 1959.

Campus-Wide TV in Future

The University of South Florida will have its own closed television circuit in one building this year, with plans for a campus-wide network in the future.

The TV circuit has been built into the chemistry building, serving two lecture-demonstration rooms, seating 212 and 150, and 16 classrooms in that building.

Business Manager Robert L. Dennard said, "Some day we'll tie in other buildings with the circuit and have a real campus network. Eventually, too, there will be a small building added devoted to television production."

A PERSONAL WELCOME to all U.S.F. STUDENTS, FACULTY and STAFF . . .

Greetings and a Hearty Welcome

In the years we have lived in Tampa, we have seen many fine additions to our city that we are proud of, but none exceeds our pride in the new University of South Florida.

It is our hope that in the days to come, we will be able to participate in your activities in a way that will make your task more pleasant.

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AFTER SCHOOL DAYS, STUDENTS STOP READING

Librarian Points to Failure

"One of the failures of our college work in America is that college graduates quit reading after they leave school."

That opinion of Librarian Elliott Hardaway is one of the feelings behind his determination that maybe things can be made different at the University of South Florida.

It is a determination shared fully by those who have shaped the brand-new school so far: make the library attractive to

The library building was designed to tower above other campus structures as a symbolic heart of the university.

The building, still under construction but scheduled to be ready by January, will be a handsome structure, with most up-to-date ideas about library functions incorporated into its plans.

"We will try everything to make the library attractive to

students, to get them to use it," said Hardaway.

"If we can teach them to read — to read books, newspapers, journals — then they will carry something away from college that will stand them in good stead all their life."

Reading Right

"I am talking about teaching them to read analytically, teaching them not to take as God-given everything they see in print, but to compare what they read with their own experiences, to judge the merits of what they read."

All polls show, the librarian said, that this nation is well down the list on reading of books by adults. "The horrible thing is," Hardaway added, "that the percentage who read has dropped in the United States in the past 10 years."

He mused, "Reading is hard work. It requires thought to read. It is a lot easier to get in your boat and chugging down the Hillsborough River."

The new library building is designed to make the hard work of reading easier to take, if not easier to do.

Patio for Books

The main entrance, facing toward the student center and potential dormitory area rather than toward Fowler Ave., will be into an inviting comfortable atmosphere, with an open-air reading patio opening off it to the left.

Here there will be available new books and lighter things — fiction, mysteries perhaps, paperbacks. Easy chairs and carpeting will help avoid the "institutionalized look."

The library building was designed by the architectural firm of Smith, McCandless and Hamilton of St. Petersburg, and is being built by J. S. Stephens and Sons of Tampa. The building itself was budgeted to cost about \$7,700,000. It will have

space for 2,000 users and for 250,000 volumes, although there will not be near that many books at first.

Crowded by 1970

"This is a fairly big library," said Hardaway conservatively, "but probably in 10 years, we'll begin to feel crowded. The building is planned so that wings can be added when needed."

The architect has used the slope of the ground to create a ground-level entrance that is actually above what is called the ground floor. That ground floor will include the department where books are received through a service entrance.

Also on that floor will be a listening room. Here good music will play softly at all times, while there will also be booths where students can hear records or tapes of their choice. Here also will be the microfilm department where material on film can be studied.

On the floor above — the one entered by the main entrance — there will be the reserve reading room housing books which the faculty has put on reserve as required reading in their courses. Eventually, this floor also will house the special collection of books selected for the freshman class.

Art Gallery

This floor also will contain an art gallery, where there may be on display — in sight from the main entrance of the building — a "picture of the month." This, according to plans, may be some famous painting borrowed a month at a time from some of the nation's great museums.

To the left, on this floor, will be a special collection of Florida literature which Hardaway hopes to develop. "There are good collections of this type in Florida," Hardaway said, "but no public ones on the West Coast. D. B. McKay has such a collection, but that of course is a private one."

That section of the building also will house the "fine book" collection which the librarian expects to see grow as the University does. The school's own archives also will be collected here.

Showplace

"The special collection room," Hardaway said, "will be the showplace of the library."

On the second floor there will be the reference room, where such things as dictionaries and encyclopedias are kept. One portion of this floor will be devoted to the work-space needed for cataloging the new books and otherwise processing them.

Also on this floor will be the current periodical room, and a row of tiny offices which can be reserved for a year at a time, as needed, by faculty members doing special, lengthy research projects where proximity to the library collection is needed.

The third and fourth floors will contain the "stacks" of books, but with a difference. The plan calls for the tall shelves of books to be intermingled with chairs and tables. "The books and the areas for reading them will be interspersed," the librarian said. "When a student finds the book he wants, he will always find a chair nearby so he can sit down and do his reading there."

Study Offices

These floors will contain more of the small, faculty "study offices" as well as several seminar rooms.

The top floor will be off-limits to students. Half of this floor will be non-library, turned over to the university's testing organization. Here tests will be drawn up for all courses, and here they will be graded.

The other half of this floor will be a staff lounge. This will be a place for faculty members to relax in off-hours. There will be rooms where committees can meet. Opening off this is a promenade deck. This facility is considered important in the job of bringing faculty members closer together, getting them to work as a team.

And, librarian Hardaway added, with a smile, "It won't hurt to get the faculty into the library and exposed to the books, any more than it will the students."

USF Foundation Fills Many Useful Roles

No state college can depend completely on state funds these days for all the help it needs. Strong alumni associations provide some of these needs at most colleges.

What does a new school without any alumni do? The University of South Florida Foundation is part of the answer at USF. The Times, in this special interview, asked for an explanation of the Foundation from its president, State Sen. Sam Gibbons.

Q. Just what is the University of South Florida Foundation?

A. The Foundation is a non-profit corporation whose objectives are to promote the aims of the University of South Florida and of education in general. It is an outgrowth of the spirit that led to the establishment of USF.

Q. What sort of help does a state university need?

A. Through the Foundation, we are trying to do things which the state is unable or unwilling to do, such as establish additional scholarships for needy students, provide additional compensation for especially gifted instructors who would not be attracted by the state's pay scale and provide some of the physical facilities which the state cannot furnish.

Q. Why cannot the state provide all of those things itself?

A. It has never been a state policy to furnish all the needs of a state university. At some state colleges, strong alumni associations, or athletic associations or foundations similar to this one play an important part. Private organizations cooperating with the state can stretch the dollar a lot further.

Q. Are students the principal beneficiaries of Foundation efforts?

A. I'd say they are the principal ones, but the entire community benefits. One of the first activities the Foundation undertook was the "Dollars for Dorms" drive last year. That will enable the University to build dormitories far in excess of the capacity the legislature had appropriated for. It will allow more students to come here, and it will help trade and business in this area, to say nothing of the \$2,500,000 construction work that stems from that one drive.

Q. Is membership in the Foundation confined to Tampa residents?

A. No. We have members from throughout the state of Florida and also from outside the state, some as far away as Massachusetts. These include friends of Dr. Allen, and people intrigued with the idea of a new university starting from scratch.

Q. How many members are there now?

A. There are at least a couple of thousand members at present.

Q. Would you say that re-

sponse to the Foundation has been favorable?

A. I'd say it has been very favorable.

Q. What are some of the past activities of the Foundation?

A. I mentioned the "Dollars for Dorms" campaign that was successful. The Foundation is also engaged at this time with the Veterans Administration in a cancer research project; we are supplying some of the funds and some of the personnel.

The Foundation also is engaged in botanical research. Funds for that project have come from private donations, and the federal government has given the Foundation a use permit on some very valuable land it owns in connection with the botanical research.

Q. What are the plans for the future?

A. Generally speaking, I think you will find the Foundation engaged in making educational opportunities available through scholarships to the needy and worthy stu-



SEN. SAM GIBBONS
... foundation president

people who have already worked with it will cooperate to put those ideas across after they have evaluated them.

Q. Is there any way that citizens can help efforts of the Foundation particularly at this time?

A. If they are interested, we would like to add them to our committees and we can certainly put them to work on a voluntary basis, for there are many things that need to be done particularly with the opening exercises. We can use a great deal of manpower, and lady-power, there. We are not soliciting any funds at this time, but if anyone wants to make a donation, we certainly would accept it.

Q. What are the requirements for membership?

A. Nothing very formal. Mainly an interest in the school and in the Foundation. Membership is open to anyone who would like to join. The minimum donation would be \$5 a year, although there are many who contribute much more than that.

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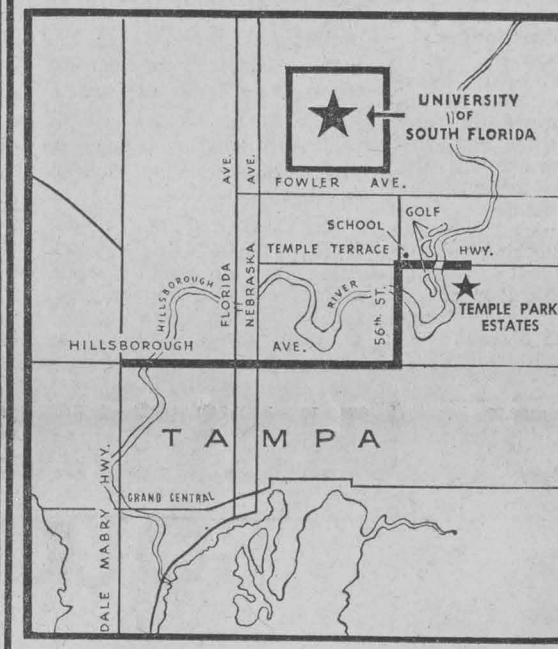
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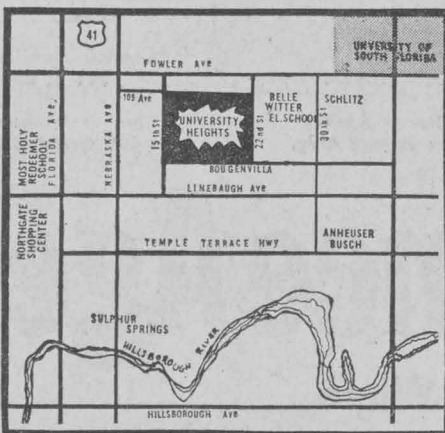
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REMEDIES NOT GOOD ENOUGH

Development, Not Adjustment, at USF

Developmental is a big word at the University of South Florida.

It describes a planned approach to helping students in some very special areas, where traditionally emphasis may have been on remedies.

Dr. Howard Johnshoy, dean of student affairs, explained, "Most people these days have heard of remedial reading courses. These are the ones designed to help poor readers improve their ability."

"We don't want to confine ourselves to that kind of help. The truth is that most students entering state college read at a speed that is not adequate for people going into the serious business of higher education."

Improve Reading Speed. The "Developmental Reading Lab" consequently is designed to help all students at USF improve their reading speed and comprehension.

To make the distinction: The reading lab is not set up to remedy poor reading, but to develop all students' reading.

"Even our very top students can well go into this developmental reading," said Dr. Johnshoy. "Nowadays we can produce students who can read 2,000 to 3,000 words a minute, according to the material."

The dean pointed out that good students in particular will be encouraged to take up developmental reading. "Our good students can often cover their inability to read well," he said, "so we spot the poor students. All can be helped, but the good students can profit more by also learning to read well."

The developmental reading will be on a voluntary basis.



DR. HOWARD JOHNSHOY
... dean of student affairs

"We have discussed requiring it, but when that is done, the student is apt to come in with an attitude that would work against his getting the most out of it," the dean said.

Reading won't be the only developmental offering. There also will be a writing and arithmetic lab, operating for basically the same purpose; a speech and hearing center; and a counselling center—all in the Division of Developmental Centers, one of three divisions within the organization headed by the Dean of Student Affairs.

Why should all these various centers, from counselling to arithmetic labs, be put into one division? Dr. Johnshoy explained, "When a student is having trouble, it is hard to isolate it."

He recounted that it is not unusual to have a student come in and say that he has decided to drop out of school because of financial reasons. "No one loses status with that reason," Dr. Johnshoy observed. "We invite him to postpone his decision until he talks to counsellors, takes a few tests to pick out his strong points and weak ones."

"What happens then is that

we find that maybe he can't really read very well, or that perhaps he can't hear well.

"We are trying to pull all these things together into one division. We will have specialists, but they will be working together as a clinic."

The counselling centers will be staffed exclusively by men or women with their doctor's degrees in clinical psychology.

"I've eliminated the word 'adjusted' from my vocabulary," the dean said. "Education should be the development of the individual to his highest ability, not to teach him to adjust. But there will be many students who will need help to see themselves in relation to others, in relation to the aspirations they hold."

Highway Planning Extensive

The University of South Florida has been made accessible for highway travel from north, south, east and west—and more roads are in the works.

Because commuting students were expected to play a heavy part in the school's initial enrollment, development of the highway and access road network was an important undertaking.

Part of that undertaking was the development of Fowler Avenue, the southern boundary of the campus, all the way from Hwy. 41 (Nebraska Avenue) on the west across to Hwy. 301 on the east. That gives a good H-type connection with the campus for those two primary north-south highways.

To help carry the load, Fletcher Avenue, was developed from Nebraska, through the heart of the campus to 46th St. The 1960-61 budget of the State Road Department calls for extending Fletcher from 46th eastward to Morris Bridge road, well beyond the campus, and in the plans, but not yet in the budget, is a proposal to extend Fletcher on to Hwy. 301.

Road From North

Finished this year was a new highway leading to the school from the north. The first phase was 30th Street, from Temple Terrace Highway to Fletcher Avenue. The second phase was extension northward to the Pasco County line. A 2½-mile gap remains there, but the Pasco budget calls for tying that road to State Rd. 54, which runs east-west linking Odessa and Zephyrhills.

The State Road Department's current budget contains reference to the project of improving another university route from the south, along 56th Street. The new street would be four-laned from Columbus Avenue along 50th Street, Haney Road, and 56th as far north as Fowler, and then two-laned from that point to Fletcher.

Another project in the works is extension of Waters Avenue westward to the Pinellas County line and thence to connect up with the north-south U.S. Hwy. 19.

Easier to Reach

Meanwhile, larger-scale highway projects have made Tampa, and consequently, the university more quickly reached by commuters in a wide area. Interstate Hwy. 4 now connects the Plant City-Lakeland area directly with Tampa. State Rd. 60 has been four-laned from Tampa to Brandon, and is under improvement further to the east.

The newly-opened Howard Frankland Bridge furnishes another connection with populous St. Petersburg and other sections of Pinellas County, and U.S. Hwy. 41 is being improved southward toward Bradenton-Sarasota.

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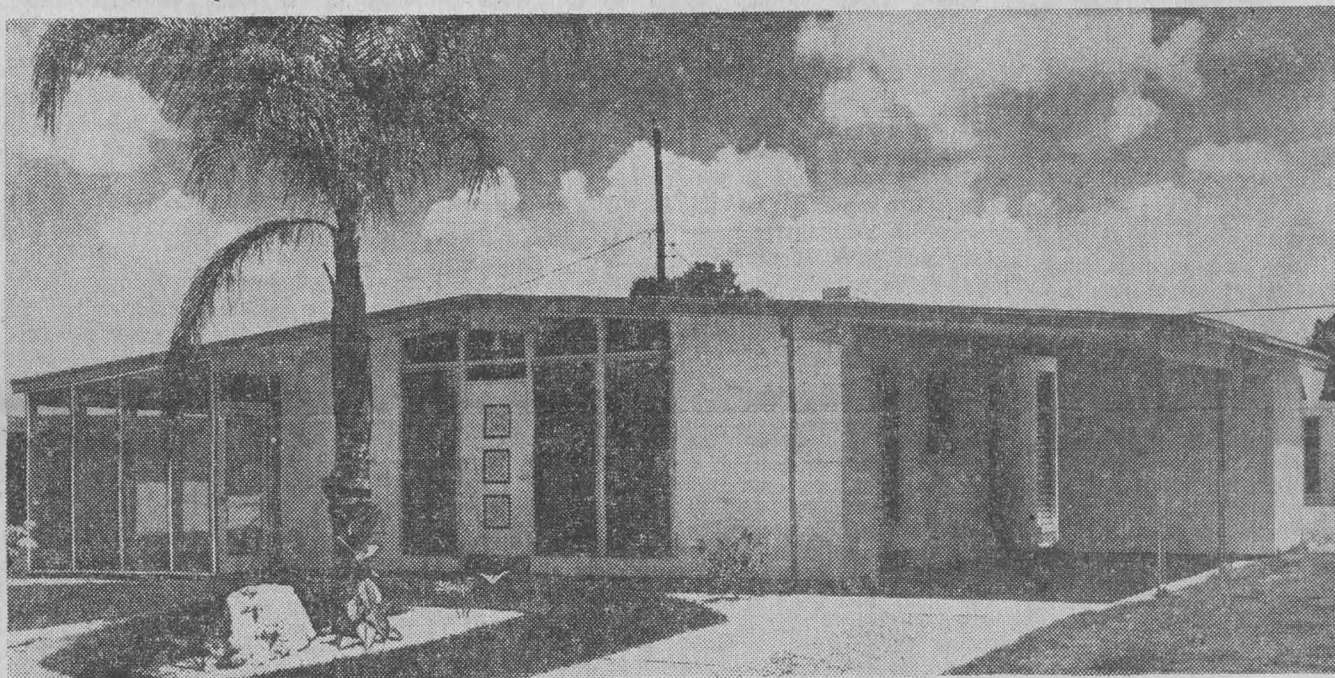
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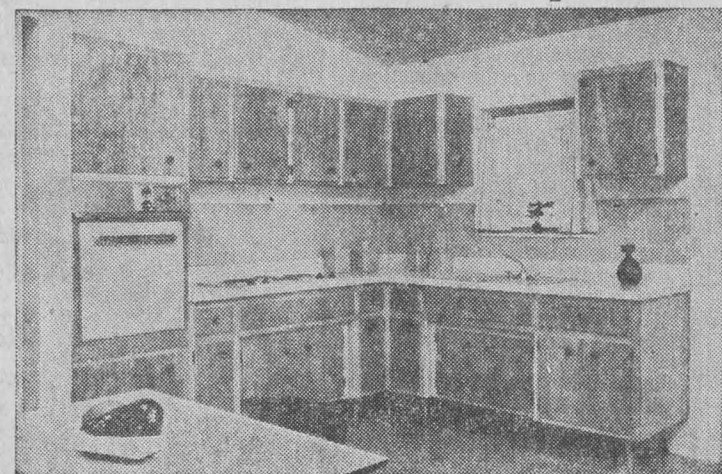


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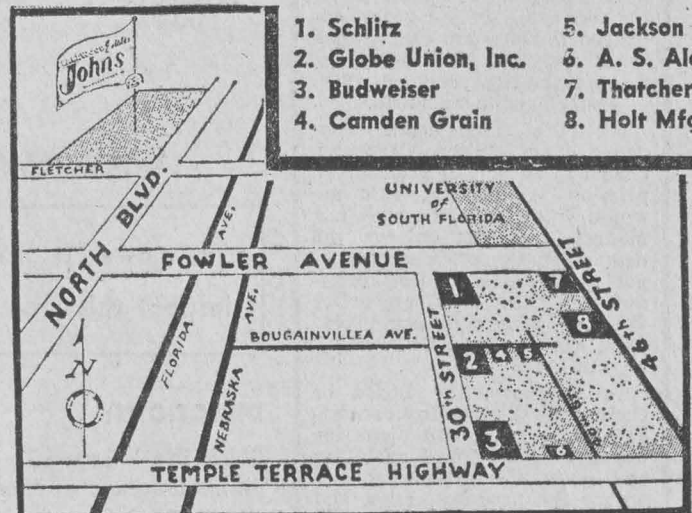
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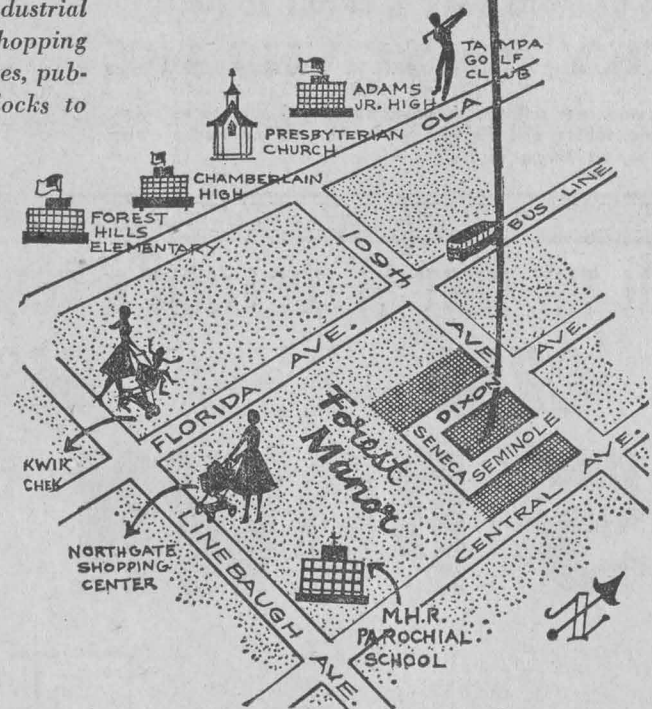
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It's Always Good Time To Primp:

Three soon-to-be students at USF take the chance to check their make-up while touring the dormitory facilities atop the University Center. About 50 girl students will be living on campus this year, with a full dormitory to be built by next summer. Here (from the left) are Sheila McClendon, Susan Spoto and Judy Smith.

\$5 TO \$8 MILLION EACH 2 YEARS UNTIL 1970

\$2.75 Million Budget Not Whole USF Story

The University of South Florida is operating this year on a budget of about \$2,732,000, much of which will find its way into local area trade channels.

Robert L. Dennard, the 33-year-old native of Bainbridge, Ga., who is business manager of the university, reports that \$1,654,000 is budgeted for salaries during this fiscal year that began July 1.

"We'll have 300 employees when classes begin in the fall," Dennard said. The former controller of the University of Florida added, "My guess is that by the time our student enrollment reaches 10,000, we will have somewhere between 1,500 and 2,000 employees, about half faculty and half support people."

The annual operating budget tells only part of the story of the cost of creating and operating the new state university. For construction, Dennard re-counted, "We actually received about \$6,000,000 during the biennium beginning in 1957, and another \$5,500,000 was added by the legislature for the following two year period. To that we will be adding \$2,600,000 of federal loan money for dormitory construction."

Ups, Downs In Spending "To handle a student body of 10,000, which is expected by 1970, we will have to keep up the same level of expenditures for construction each biennium. There will be ups and downs in the rate of spending, but basically it will take between five and eight million dollars each two-year period for construction to take care of that many students."

Dennard, who holds one of the three "line" posts directly responsible to the president (the other two are dean of student affairs and dean of academic affairs), won't predict what the annual operating budget might reach in future years.

This year's operating budget is basically two budgets. One involves \$2,196,000 in educational and general funds from the state and from student fees. The other \$436,000 from auxiliary enterprises, the self-supporting things such as the bookstore, housing and the cafeteria and snack-bar.

Of the salary budget, about \$950,000 will go to faculty members. That is more than half, and Dennard says, "You'll find each year that the percentage of the total budget devoted to teaching will increase."

Salaries is the biggest item in the budget. The second category is "necessary and regular operating expenses," which include everything from telephone bills to postage. From the general educational fund \$231,000 is budgeted this year, and in the third category of the



ROBERT L. DENNARD
... USF business manager

budget is "operating capital outlay," including library books, furniture, science lab equipment and so on. Budgeted is \$146,000 know how much that will be of auxiliary enterprises.

The business manager's office has six divisions in the university's organizational chart. There will be a director of finance and accounting, although Dennard is doubling as that officer at present.

The director of procurement, A. Carroll Rodgers, runs the central purchasing operation. At the moment Rodgers also is holding a second job that will be filled later, that of director of auxiliary enterprises.

Also in the business manager's organization is the campus engineer, Clyde B. Hill, who is responsible for the operation and maintenance of the entire physical plant.

The Director of Personnel Services also comes under the business manager. He is responsible for finding all personnel needed except faculty members, and also handles some employee programs as those covering retirement and hospitalization.

The sixth division under the business office is something of a departure from custom. This is the division of educational resources, which will be responsible for the closed television circuit and other audio-visual teaching aids. Some colleges put this division in one of the academic colleges or in the library system.

ST. PETE? TAMPA? OLDSMAR? RUSKIN? SARASOTA?

Years of Bickering Preceded Site Choice

Nothing worthwhile comes easy, according to some philosophies. Creation of the University of South Florida is a case in point.

In a sense the University, whose doors open to students for the first time in September, has no history yet. It does have behind it, however, six years or more of planning and considerable controversy.

There was disagreement over whether the state should create another degree-granting school, controversy over whether it should be a university or a college, controversy over where it should be located.

For those who dreamed the dream of Tampa as the logical site of a new university, there were obstacles all the way.

Feared Fund Loss

Generally, there was a battle to overcome the resistance of those who feared a diversion of funds from the University of Florida and Florida State University.

Then there was a lengthy name-calling hassle with St. Petersburg over specific site of the school.

Back in June of 1955, Gov. LeRoy Collins signed a legislative bill providing for a study to determine the feasibility of locating a branch of an existing university or construction

of a new one in Hillsborough County.

But the Governor felt constrained to make a formal statement at the same time so that his signature would not be misconstrued. A preliminary study already underway, he declared, "indicates no present need for additional four-year colleges or universities and this has been my firm conviction."

Working Since '53

The State Council for the Study of Higher Education, a group of out-of-state educators appointed by the Board of Control, had already been at work since 1954 to formulate a 25-year program for Florida.

The study had been authorized by the 1953 legislature in an act sponsored by Farris Bryant, then speaker of the House.

The council's recommendations included the establishment of three or four more state colleges in large population areas.

In January, 1956, St. Petersburg made a move to gain the new university that seemed sure in the making. At a March meeting of the Board of Control, Hillsborough County formally offered the old Henderson airfield or any other area free of charge as a university site. St. Petersburg offered at the same time two choices of sites.

On July 19, 1956, the State Council for the Study of Higher Education recommended that a new four-year university be built in the Tampa Bay area and a second one on the lower east coast.

At the same time St. Petersburg offered a new site, a 1,000-acre tract between Gandy causeway and the then-planned third bay bridge.

Offer Alternate Site

In August, the Hillsborough County group offered an alternate site, on the waterfront north of Courtney Campbell Causeway. A few days later,

Sen. Paul Kickliter offered a 500-acre tract of land about three miles north of Henderson airport.

In September, three more offers were received of Hillsborough sites—one near Ruskin, one between Rocky Creek and Double Branch on the northeast side of Old Tampa Bay and one northeast of Henderson field.

Near the end of September, the Board of Control heard oral arguments concerning all the sites. This time there was also introduced a joint offer from Sarasota and Manatee counties.

In October, newspapers in Tampa and St. Petersburg were going at each other hammer-and-long. The St. Petersburg boosters were charged with "last-hour name-calling and distortion of facts."

Pinellas County made another offer of land, near Oldsmar, but by then the choice seemed to have narrowed down to two places—the Henderson airport site or a waterfront tract north of Courtney Campbell Causeway.

Bicker Over Sites

The board of control bickered between the two places through October and November. At one point, it was revealed that one board member was an officer of the corporation involved in the offer of bayfront property.

Even the churches were brought into the controversy, with the Baptist Pastors' Conference going on record as being unanimously opposed to locating a new university near a brewery.

Efforts of St. Petersburg to win success for the waterfront site, brought from Tampa an editorial blast: "We are not trying to establish yacht clubs. We are trying to run educational institutions."

On Dec. 6, the Board of Control voted 5-to-2 in favor of the Henderson Field location. The decision appeared made, but on Dec. 8, Gov. Collins announced he was not ready to go along with it.

He said the site question should be re-opened, and added that improvement of existing colleges and establishment of a new junior college program should come before a new university is established.

Paper Blasts Collins

A delegation of prominent Tampanians immediately made plans to attend the Cabinet Board of Education meeting. At Collins' request, the Cabinet postponed endorsing the Board of Control's site selection.

The University of Florida student newspaper criticized the Governor for "stalling," and at a subsequent cabinet meeting, on Dec. 19, the group approved the site and called upon the Board of Control to prepare to open the new school in 1960. Obstacles still lay ahead.

As the Legislature convened, Sen. Wilson Carraway, chairman of the Senate appropriations committee, said he would vote for no more than a modest appropriation for the new university. "I cannot support the immediate establishment of any new university until we have a chance to expand Florida State University," he said.

In February, the Board of Control hired planning consultants to proceed with plans for the new school. The Legislature appropriated less than requested for the new university, and the cabinet held up releasing that.

By January, 1958, the cabinet

was talking in terms of delaying the new school's opening until 1961 rather than release all the money appropriated by the Legislature for it.

Ground-breaking was held on Sept. 5, 1958, but later that same month University of Florida interests were re-opening an original controversy. The Gainesville Democrat editorially questioned the wisdom of building a new university, rather than expanding the old ones.

In early October, the state cabinet balanced the budget with a cutback in spending. Two of the planned five buildings for the University of South Florida were knocked out.

Nonetheless actual construction was underway. To keep it going, in January, 1959, the Hillsborough County Commission agreed to lend \$80,000 which the state seemed unable to put up.

Tried to Block Funds

Again the Legislature reduced the university's money request, but at least refused to listen to Rep. L. B. Vocelle of Vero Beach. He declared during that session that he would vote to withhold all further funds from USF, stopping construction where it was. "The whole philosophy of that new university is wrong," Vocelle said. "I am willing to admit we made a mistake and stop now."

Vocelle was president of the alumni association of Florida State University at the time.

The Legislature also refused to pay much attention to two state senators, during that 1959 session. Senators H. H. Hair and James E. (Nick) Connor said they would move to convert USF to a junior college.

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USF Police Now on Duty:

Patrolman P. R. Cockerill, member of the USF police force, pauses in his rounds outside the stained and plate glass entrance to the information office. Cockerill carries the rank of deputy sheriff and performs all the functions of other peace officers.

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ALL-UNIVERSITY SPIRIT PLANNED

USF Social Clubs Will Substitute Frats, Sororities

Every freshman at the University of South Florida is going to find himself a member of a social club, whether he ever gave much previous thought to the idea or not.

And the membership in each club is going to be co-educational. Each group will have the same ratio of men and women students as the proportion turns out to be in total enrollment — probably 45 per cent girls and 55 per cent boys.

If the idea works, it may break down the desire for the traditional college pattern of fraternities for boys and sororities for girls. In large part, that will be up to the students themselves.

The social club structure that the new school is launching is one of the new ideas which is being watched by college administrators everywhere.

The idea was born of pure necessity. "We have to have a societal structure," is the way Dr. Howard Johnshoy, dean of student affairs, put it.

All Newcomers

In a school where every student is a newcomer, a social structure must be created as a starter—must be "concocted," Johnshoy candidly says.

The social club organizing is beginning this very week, as students appear on the campus for orientation. Dr. Johnshoy explained:

"We've set it up so that groups of 72 students will come at one time. Those major groups will be divided into six sections of 12 students each.

"They will go through this two-day conference period together.

"First they'll get to know each other within the small sections, and then within the larger groups of 72.

"We will try to encourage them to operate as social units. They won't elect officers, or anything that formal, at first. If they want to select names for their groups, they can."

Dance Planned

The deal said when classes begin, organized school social affairs will be built around these original groups. "We may have an all-school dance and so forth," the dean said, "but we will have other social activities organized by these groups of 72, or perhaps two groups of 144—the ice-breaker type of activities.

"Next, there will perhaps be something like a 'Fun Night' when these groups will compete in putting on skits.

Fluorescent Lights

Fluorescent lighting is used throughout all buildings at the University of South Florida.

Campus Engineer Clyde Hill said, "It is the best kind for seeing. But in addition, where incandescent gives you 600 or so hours of use, fluorescent gives you 6,000 to 8,000 hours of use."

As this goes on, they will start considering themselves as a unit.

"Maybe intra-mural sports teams can come from these groups."

Dr. Johnshoy said, "We are not interested in setting up on the traditional lines of men's groups and women's groups."

'Greek' Question

If this concept of mixed social clubs takes, it may break down much desire for the traditional Greek letter fraternities and sororities. Dr. Johnshoy said, "Maybe these forced entities will break down into more natural entities. If so, fine. But I hope we can stay with these con-

trived groups long enough to see if these mixed programs will survive."

There is no answer at present as to what the future may be at USF for the national fraternities and sororities. Certainly, there will be none this year, for the national organizations require accreditation of a school before establishing chapters.

"Whether later our local organizations become chapters of national fraternities depends on several things," Dr. Johnshoy said. "We want the students themselves to help decide. Nationally, such organizations are diminishing in their importance, a fact that we can demonstrate. Still, many students feel that they are most important."

Called 'Singing Dean'

Dr. Johnshoy, a 41-year-old bachelor who was sometimes referred to as "the singing dean" when he was dean of student affairs at Ball State College, Ind., will have direct responsibility at USF for men and women student activities, student clinics, physical education and intramurals, job placement, foreign students and orientation of new students.

He said, "We shall have a complete program of activities—social, dramatic, journalistic, music, athletic activities, even opportunities for expression in what you would call hobbies. We will have cultural activities—outstanding speakers on campus, musical events, art exhibits, scientific activities."

As to rules and regulations, Johnshoy says he has told many high school students of this guiding generality, "If you come to USF, we'll treat you as young adults and expect you to act as young adults."

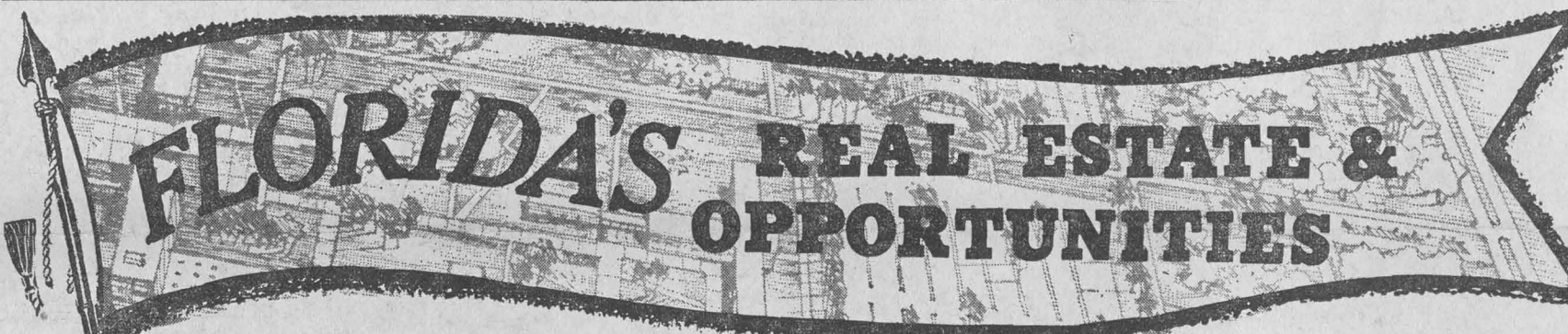
Tests No Hold Up On Entry

New USF students, going through orientation conferences at the campus this month, will take a number of tests, but they do not affect admission to the school.

The students are being given a general academic aptitude test, one of their reading abilities, of their writing abilities, and of their arithmetic abilities. Some, who want to go into advanced mathematics or science courses, are being given special tests in those fields.

Dr. Lewis B. Mayhew, director of evaluation services, said, "These tests won't affect admission to the University. They are simply to give us information for counselling."

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Planning The Decor:

Susan Spoto points out to Sheila McClendon how she would put the drapes if she were going to occupy this dormitory room, in the University Center of USF, this fall. There is plate glass between the girls and the exterior sun-screen, typical of those which mark the architecture of campus buildings.

Library Quarters Abuilding

The University of South Florida library will be in temporary quarters when classes begin this fall.

Pending completion of the library building around the turn of the year, the library itself will operate out of the University Center.

Temporary housing is no

novelty to this library. It first functioned at the school's temporary headquarters, a rented home on Bayshore, until the collection got too big.

Then, well ahead of any other department, the library staff moved with all the books and magazines out to a small cottage on the campus. Actually much of the staff will

continue to operate in that small cottage this fall, processing new publications.

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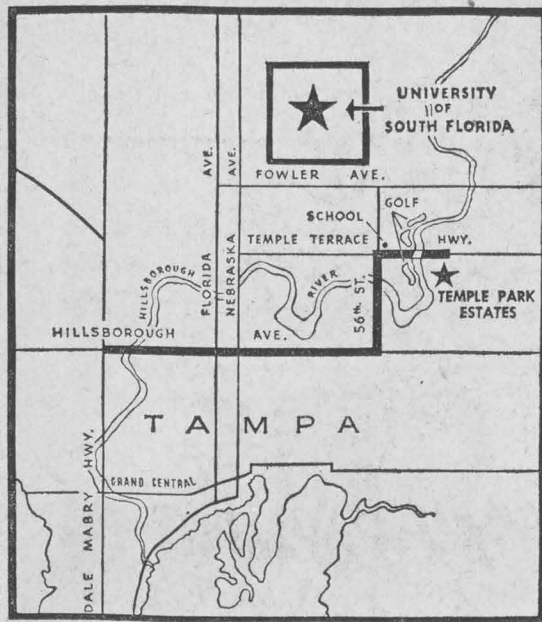
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