“EVEN THE SHY STUDENT...”

Magazines Reveal Rice ‘Image’ As Engineers, Money, And Ivy

By GRIFFIN SMITH

Rice University? A small, wealthy, Ivy League type engineering school, nestled “deep in the heart of Texas.”

Such is apparently the “Rice Image,” gradually creeping over the country as the school more and more rates mention in nationally-circulated magazines. 

LIFE MAGAZINE for example, groups Rice with ten other colleges at the top of their list of “Costs and Competition at 50 Colleges” in the issue of October 3. The basis for judgment is the mean scores on the College Board math and English aptitude tests. Other colleges in the top bracket of 645-675 scores were Amherst, Carleton, Columbia, Harvard, Haverford, Princeton, Reed, Swarthmore, Williams, and Yale. Rice ranked well ahead of all other Southern schools—Duke and Sewanee fell in the 580-615 bracket, S.M.U., 490-550.

BY FAR THE least expensive of the private schools on the list, Rice’s cost of $1055 compared favorably with Harvard’s $2363 and Yale’s $2550.

A brief summary for each school was also included in the Life article. Of Rice they said: “Tuition is free and can afford to attract the very best minds to its campus. Superior technical institutes. Even the shy student is soon at home. Good for engineering if you can tolerate Texans 10 months out of each year.”

FIVE PAGES OF Rice campus fashions were featured in the August issue of Mademoiselle. The authors also cleverly remarked: “Rice University has some of the most impressive campus architecture in America, plus interesting boy-girl figures: about 400 women students to about 2500 men. The latter fact explains the omnipresence of frankly pretty dresses on pretty girls.”

SPORTS ILLUSTRATED, another Luce publication, last year referred to Rice as “the Ivy-league school of the South.” And during the summer SI called attention to the University’s name change by quoting Thresher columnist John Fowler’s immortal, “Rooty toot toot, rooty toot tersity We are the boys from the University!”

PERHAPS THE MOST unusual publicity, however, appeared in the June 13 issue of Time. Retorting to an earlier article by the magazine on the grandeur of the Ivy League, Tom Scott of Amarillo wrote the following letter to the editor:

Sir:

Chop the old college tie off the kook that is promoting this Ivy League claptrap and send him west of Pennsylvania for a few months. In this part of the country only the faint-hearted who fear being turned down by Rice apply for admission to Harvard, Princeton, or Yale.