"Rigorous, little-known Rice University, a 300-acre oasis of lush lawns and cool buildings . . ."

Of course, it’s the straight word. It was printed in Time Magazine. Besides, there was a picture. Four smiling Rice boys, a Rice girl (whose face was hidden), and a man in a suit. They stood on a slab of lush and cool concrete.

The article, entitled “Call to the Semifrontier,” fills the bigger part of Page 36 in the November 24 issue of Time. Oxford U. got a couple of inches at the bottom of the page.

The article is fun to read and many of the facts are facts. But not all. Everybody knows Rice has a lot of money. The article says that the university “never even badgers alumni for cash.” If that’s true, somebody is making a fortune with requests for contributions.

Past presidents of Rice are catchily described. Dr. W. V. Houston is “no back-slapping money raiser” and Dr. E. O. Lovett was “aloof, derby-hatted” and “autocratic.”

Once upon a time someone called the first freshman class, “these torchbearers of the sun dawn.” Time picked it up and called a couple of paragraphs, “Sun Dawn.”

Anyway, it’s a good article to cut out and send your friends at other schools.