

WELCOME AAC Page 1

CONOVER STORY - - - Story on Page 2

VOL. 15—No. 7

MONDAY, FEBRUARY 2, 1948

The MINIA RET

OF THE UNIVERSITY OF TAMPA

University of Tampa - - -

Unfortunately, I will not be here to welcome all new students at the beginning of the semester. I am, therefore, expressing the welcome of the trustees, staff, and administration through our college paper. We are very glad to have you as new members of our University family. It is our hope that your experiences at the University will be enjoyable and profitable and that you will not hesitate to ask questions about the things you do not understand or to afford us the privilege of helping you in any way possible. We hope you enter

into the spirit of the school and help us realize our ambition to make the University of Tampa one of the greatest educational institutions in the country.

I shall be glad to talk with you personally anytime you care to stop by my office. Students always have a priority on my time. I am sure this is true of other members of the staff as well—Dean Rhodes, Dean Baker, Dean Jones, and other members of the teaching staff.

Ellwood C. Nance,
Pres., U. of Tampa.

NOTICE - - -

The Spartan Wives will meet Tuesday night, Feb. 3, to plan a party to be given soon in honor of their husbands and newcomers to the group. Members are asked to be in the lobby of the University

building at 7:45 P.M. The meeting will be held at the home of Mrs. H. G. Baker, 702 S. Delaware Ave. Married women enrolled in the University as well as wives of students are invited to joint the group and be present Tuesday night.

Sweetheart Number One - - -



Mrs. Roy E. Pinch, Jr., the former Ruth Carolyn Stover. She is a native of Portland, Maine, and moved to Tampa at the age of Two. She attended Pineland Jr. College and Stetson University. She has blond hair, green eyes, and is five feet tall.



KENNEY L. FORD

Manhattan, Kan., Jan. 13—Kenney L. Ford, president of the American Alumni Council, will speak on "The Great Summons" at the annual meeting of District III of the Council on the University of Tampa Campus in Tampa, January 31 to February 3.

Ford is alumni secretary at Kansas State College, Manhattan. Mrs. Elizabeth C. Duncan, associate alumni secretary of Emory University Atlanta, Ga., is chairman of District III.

Alumni To Hold Open Forum

Colleges and Universities to be represented on the "Open Forum"—University of Tampa Ballroom, Monday evening, Feb. 2 at 8:15, will be the following:

Bates College, E. A. Childs; Beloit College, Rev. Philip H. Ralph; Berea College, Ida Mae Pieratt; Berry College, W. L. Teague; Bowdoin College, Dr. C. S. F. Lincoln; University of British Columbia, Mr. & Mrs. Guy Waddington; Centre College of Kentucky, Charles E. Archers; Colgate University, James D. Howlett; The College of Wooster, Merle E. Rudy; Culver-Stockton College, Russell S. Bogue; Emma Willard School, Mrs. L. L. McMasters; Florida State University, Mrs. T. M. Shackelford, Jr.; Georgia School of Technology, Homer W. Hesterly; Haverford College, C. L. S. Tingley, Jr.; Harvard Alumni Association, Miles H. Draper; Holy Cross College, John J. Twomey; Hood College, Mrs. B. C. Blitch; Illinois State Normal

Tampa University Host To Alumni Convention

By NANCY E. HUMES

The University will be host to District 3 of the American Alumni Council Convention on February first, second and third. Among the colleges and universities which will be represented at the Convention are Yale, Dartmouth, University of Maryland, Massachusetts Institute of Technology, Harvard, and Holy Cross College. In all, over a hundred colleges and universities are expected to be represented.

Speakers at the Convention will be Mr. Kenny Ford, Alumni Secretary of the Kansas State College and National President of the American Alumni Council; Mrs. Elizabeth Duncan, Alumni Secretary of Emory University and District-Director of the American Alumni Council; and Dr. C. C. Denny of the Psychology Department of the University of Tampa.

Headquarters for the Convention will be in the Hillsboro Hotel. One

of the aims of the three-day Convention is to give the delegates an opportunity to visit places of interest in Florida.

The following will be present at the Convention:

Mr. Harry Davis, Alumni Secretary, Auburn; Miss Alice Haymer, Alumni Secretary, Miss. State College for Women; Mr. Hill Turner, A.S., Vanderbilt; Mrs. John Marshall Ribble, Randolph-Macon; Mr. W. H. Kelley, A.S., Southwestern at Memphis; Mrs. Leslie Booker, A.S., University of Richmond; Miss Harriet Shaw, A.S., Sweet Briar; Mr. Carl Fein, A.S., University of Miami; Mr. Cy Young, A.S., Washington & Lee; Miss Gertrude Sloan, A.S., Randolph-Macon; Mr. Bill Crane, A.S., University of Georgia; Mr. Jack Thiesen, A.S., Georgia Tech; Mr. Charlie McCurdy, A.S., William & Mary; Mr. Myron Saunders, A.S., University of North Carolina; Miss Shirley Henn, A.E.,

(Continued on Page 4)



HARRY CONOVER

University, Dr. Arnold D. Collier; Iowa State Teachers College, John R. Slacks; Juanita College, Miss Bessie Rohrer; Kansas State, Kenny Ford; University of Kansas, Mrs. T. H. Currie.

Lake Forest College, Mrs. George F. Ward; University of Louisville, Mrs. Louis Frazee; Loyola Uni-

versity, William Davidson; Marietta College, Mrs. Eileen Fogle Dunham; Mercer University, Mrs. Fred P. Riesbol; Miami University, Mrs. Arthur G. Lane; University of Minnesota, Niel W. Upham; U.S. Naval Academy, E. R. Wilkinson; Northwestern State College, Mrs.

(Continued on Page 4)

THE MINARET

Nancy E. Humes Acting Editor
Bruce C. Atkins Acting Managing Editor
Leonard Gotler Business Manager

The Minaret is the official publication of the student body of the University of Tampa. It is published every other Wednesday during the school year at no cost to the student body.

The staff welcomes comments and criticisms. Address all correspondence to The Minaret, University of Tampa, Tampa, Fla.

COST VERSUS EDUCATION

In an article by W. Emerson Reck, Director of Public Relations, Colgate University, entitled "Our Colleges See Red," published in "School and Society," Mr. Reck states that the heavy GI enrollment in colleges and universities has compelled them to use "extraordinary methods" to secure enough funds to keep going. Twenty-five per cent have borrowed from unrestricted endowment; forty per cent have used gifts received for current expenses; twenty-five per cent have used gifts received for current expenses; twenty-five per cent have held campaigns; and forty-four per cent have used other methods, such as borrowing from outside sources, floating bond issues, seeking more and larger gifts from alumni, using accumulated reserves, and, in the case of state institutions, securing deficiencies in appropriations.

Even though the large influx of GI's has caused most colleges an increase of \$100,000.00 a year, most college professors fight hard and strong against any move to raise the amount specified in the GI Bill for education. Universities have fought, and are still fighting, to keep themselves remaining in the black, even though now a yield on a \$3,500,000.00 endowment fund would be less than \$141,000.00. The universities have not complained; instead they have opened their doors wide and flooded their class rooms and burdened their professors with classes and courses.

The GI owes a lot to the universities, for the universities are trying desperately hard to give the GI the education he so richly deserves, but the universities must have help. Whether they are to get this help from the federal government, from state governments, from the churches, or from individuals is the question that must be answered; and answered soon. Certain individuals and churches have contributed generously. Whether private and municipally owned schools should accept loans from the federal government and from state governments has to be decided.

Some people say that borrowing money from the federal government and from the state would give the government too much control over our education. Some say that it is the only way the universities can save themselves.

The veterans and all the students of the University of Tampa can help their school meet this crisis, and help now, directly, any time they see something being wasted. And, remembering that this waste may mean one or more veterans not coming to school next semester, they can do something to try and stop the waste. Another way they can help is by conducting themselves as college students should at all times. When one is walking down the street, he never knows who is walking beside him. It may be a potential donor to the University endowment fund. Each and every student should "talk up" the University wherever he goes. Let people know that you are a student at the University of Tampa and that you are proud of your University.

WELCOME FRESHMEN!

Another year has begun, and we are all starting off anew with a clean slate. Last year was one of the most successful the University has ever known, and we should all try to make this year even more prominent in the U's history. Besides all of us old students, we have with us now lots of new freshmen to give us assistance and suggestions. Let us take advantage of all the opportunities which are open to us for learning, and for the betterment of T.U.

THE AMERICAN ALUMNI COUNCIL

The University of Tampa wishes to extend its heartiest welcome to the Convention of the American Alumni Council. We sincerely hope that your stay with us will be pleasant in all respects, and we assure you that we will do all in our power to make it so.

NOTICE . . .

Just a little reminder that all students are eligible for Adult Education courses at half fee and veterans are eligible under G. I. Bill. Courses open this semester are Accounting - Taxation, Amateur Movie Making, Aptitude Testing, The Art of Living Together, Conversational Spanish, Contract Bridge, Creative Art, Food and Life, French, Hy-Speed, Geo-Politik, German, Law For The Layman, Import-Export Problems,

Management- Labor Relations, Personality and Charm, Photography, Portraiture, Psychology of Successful Selling, Public Relations, Radio Speech and Writing, Recent U.S. History, Self Expression Thru Speech, Short Story Writing, Social Dancing, Standard English, Oral and Written, Typewriting For Beginners, and Typewriting-Intermediate.

To register for these courses, contact Dr. Donald W. Robinson, Dean of Adult Education.

Moroccan Pictures Sent To Conover

The Moroccan staff has announced that the pictures of the contestants for the 1948 beauty section have been mailed to Harry Conover in New York for judging.

Harry Conover is today the No. 1 man in the most exotic line of commercial endeavor—the model agency business. That's the story of Harry Conover, head of the Cover Girl Career Agency, whose shrewd business sense and clever merchandising ideas made the Cover Girl a catch-phrase known all over the world.

Today, Conover's agency supplies girls for fashion shows motion pictures, photographers, artists, newsreels, television and the theatre. The striking faces of his girls adorn the top magazine covers in the country.

His cover girls are now a national institution; but it wasn't always beer and skittles for Harry Conover, born in 1911 in Chicago. An only son and educated in the finest schools in the East, young Harry suddenly found that he had to make his own way in New York, in the midst of the great depression.

His first inclination were toward radio, as a soap opera hero, on a sustaining New York program. But since this type of show wasn't exactly lucrative, Harry was forced to seek other means to help "sustain Conover."

He turned to retail selling, behind the counters of several New York department stores, but his retail career came to an abrupt halt, following a brief interlude in the educational toy department of Abercrombie and Fitch. The irrepressible Harry spent more time playing with the toys than selling them, with the result that with his pay one Saturday, he was handed a pink slip.

Undaunted by this setback, Harry headed for the Detroit area and for about a year, labored as a disc jockey over WEXL, in Royal Oak, Michigan. But the lure of the big town was too great and he headed back to New York.

While spending an evening with friends, a girl mentioned that she had received a bid to pose for a local photographer and asked Harry to accompany her for "moral support."

Conover went along the next day and his rugged physiognomy made such an impression that he was hired on the spot and asked to pose that day. It didn't take long before he was in great demand as a model because of his versatility, but Harry had other plans. It hadn't taken him long to foresee the tremendous possibilities in the fertile, uncrowded modeling field and he decided to test his theories by opening his own agency.

His approach revolutionized the modeling business. Models, he reasoned, were products that had to be merchandised and advertised as carefully as the products of any other business. Each had to have something that would instantly attract the public's attention.

The astute Mr. Conover started with the girls' names. It didn't take too long before the entire country was talking about Melody Thompson, Choo Choo Johnson, Candy Jones and Jinx Falkenburg. Shrewd merchandising and clever advertising had caught the public's fancy.

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THE PROGRAM FOR DISTRICT 3—A.A.C.

MONDAY MORNING, FEBRUARY 2

9:00 - 10:20 (The Arbor Room)

"Field Activities of the Alumni Secretary."—By: Chess Abernathy, Jr., Alumni Secretary, Emory University. Discussion leaders:—R. J. ("Jack") Thieson, Executive Secretary, Georgia Tech Alumni Association. Roane Beard Manager of Alumni Activities, Georgia Tech Alumni Assn.

10:20 - 10:40—Recess

10:40 - 12:00—(The Arbor Room)

"The Establishment and Maintenance of an Alumni Council."—By: Walter A. Johnson, Alumni Secretary, Berry College.

Discussion Leader: Telfair Brooke, Jr., Alumni Secretary, University of Chattanooga

12:30 - 1:45—Luncheon (Mezzanine)

Presiding: Mrs. Elizabeth C. Duncan, District Chairman. Speaker: Kenney L. Ford, President, American Alumni Council. Topic: "The Great Summons."

MONDAY AFTERNOON, FEBRUARY 2

2:00 - 4:30—(The Arbor Room)

"Fund Raising."—By Dr. A. C. Marts, President, Marts and Lundy, Inc. (Public Relations and Fund-Raising Counsel to Churches and Colleges) 521 Fifth Ave., New York 17, New York.

"Fund-Raising for State Universities." (Room 735).—Discussion Leader: William ("Bill") Crane, Alumni Secretary, University of Georgia Alumni Society.

"Fund-Raising for Privately-Supported College and Universities." (Arbor Room).

Discussion Leader: Harry K. ("Cy") Young, Alumni Secretary, Washington and Lee University.

MONDAY EVENING

6:00 - 8:00—Open for individual alumni dinners.

8:15 P.M.—Forum.—University of Tampa Ballroom, University of Tampa Campus

"The Making of A Good Alumnus."—Moderator: Victor ("Vic") M. David, Alumni Secretary, University of Tennessee.

Welcoming Address: Kenney L. Ford, President, American Alumni Council.

9:00 - 12:00—Special Session for Women's Colleges (The Arbor Room)

"The Alumnae Magazine."—By: Miss Mae Grimmer, Meredith College.

"Alumnae Clubs."—By: Miss Ruth Williams, Alumnae Secretary, Wintrop College.

9:00 - 11:30—Special Session on Athletics—Room 735

"The Alumni Secretary's Relation to the Athletic Association."—By: Harry ("Hap") Davis, Alumni Secretary, Alabama Polytechnic Institute.

Discussion Leader: J. Maryon ("Spike") Saunders, Alumni Secretary, University of North Carolina.

12:30 - 1:45—Luncheon

Presiding: James W. Whitehead, Alumni Secretary, University of Tampa.

Speaker: Dr. C. C. Denney, Head of the Department of Psychology. Topic: "The Place of the Faculty in the Development of Alumni Support."

(Continued on Page 3)

LEN'S DEN

By LEONARD GOTLER

Passing Thoughts . . .

The crew shells that are going to be built on the river bank will add a new and exciting sport to the University's activities. It is rumored that races have been scheduled with Harvard and other big schols. This should bring a lot of much-needed publicity to Tampa U . . .

* * *

Did you know that radio funny man Arthur Godfrey received a solid gold recording of "She's Too Fat For Me" from Columbia records? Godfrey introduced this novelty number on one of his programs.

* * *

The freshly waxed halls looked quite nice at the beginning of the semester last week—that is, if you were looking at them from a standing position. To the students who went sprawling on the greased surfaces, they looked mighty gooeey.

* * *

Some new faces have been seen in many of our classes . . . Welcome, newcomers, welcome. Accept a word of encouragement from this corner: You'll find that Tampa U. is probably the friendliest higher institution of learning in the Nation.

* * *

Just a reminder to Attend the Beaux Arts Ball on Feb. 7 . . . Student tickets are only \$1.00 . . . \$1.00 . . . \$1.00.

* * *

To Improve Our Campus: The hundreds of students who have classes in the Government Classroom Building would undoubtedly be very grateful if a sidewalk were to be built from this building to the main building. The muddy, root-studded path now being used is definitely unsuitable. Some kind-hearted philanthropic citizen please note.

CONOVER . . .

(Continued from Page 2)

completely and with it came the tremendous demand from the nation's photographers for "Conover Girls."

As these girls gained prominence, their appearance on magazine covers and ads marked a radical departure from the standard type model. He disdained the bored-looking, long-legged china-posing. Instead, Conover substituted the wholesome, natural, well-scrubbed girl. To make sure that he was getting that type Conover canvassed friends at Yale, Princeton, Bates and other Eastern Universities to act as unofficial "scouts" for his agency and to help supply him with the girls who were the reigning campus favorites, for work before the cameras. Before long Conover Cover Girls became a national institution.

Now that Cover Girls are solidly entrenched in the American scene, Conover's emphasis is on careers for his girls. In choosing his models, Mr. Conover especially looks for girls with enterprise, initiative and intelligence to go along with their natural attributes. His Cover Girl Career Agency is interested in the girl who knows exactly what she wants and looks upon modeling as a springboard toward bigger and better things.

In effect, his agency is a "General Store for Girls" where young women come from all over the world for career guidance and for the recognition they will get as "Conover Girls" that will help them in all fields of endeavor.

Among those girls who have used what Conover characterizes the

"intelligent approach" and have made their mark in other fields are Candy Jones, Jinx Kalkenburg, Dusty Anderson, Anita Colby, Hazel Brooks, Janice Carter, Joan Caulfield and countless others who have made good in less publicized careers. In fact, so many girls have sought out Mr. Conover to seek his formulae for success in most feminine careers outside of modeling—to gain that "extra" something that Mr. Conover seems to instill in his girls—that he has found himself in two enterprising businesses; that of launching girls in the Sover Girl business, and also preparing girls for many other feminine careers.

Mr. Conover has high-pointed the latter by devising a unique type of training or Briefing, as he terms it, to prepare girls for careers by injecting them with the know-how and confidence necessary in almost any career for success.

On the personal side, Conover has dark hair, rugged good looks and is well built. He is rated as

one of America's ten best dressed in the Fashion Foundation of America poll. He is married to Candy Jones, famous career girl and they have one son, Jones, born October 28. Quick thinking, always-on-the-go Conover gets along on five hours sleep a night and is a steady customer for steak (medium) and hash brown potatoes. His favorite relaxation, aside from doing the rumba, comes from reading detective stories every night, and he is as omnivorous a who-dunnit fan as General Eisenhower and the late President Roosevelt.

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and RCA Radio-Victrola

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DRINK Coca-Cola

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Tampa Coca-Cola Bottling Co.

A.A.C. PROGRAM

(Continued from Page 2)

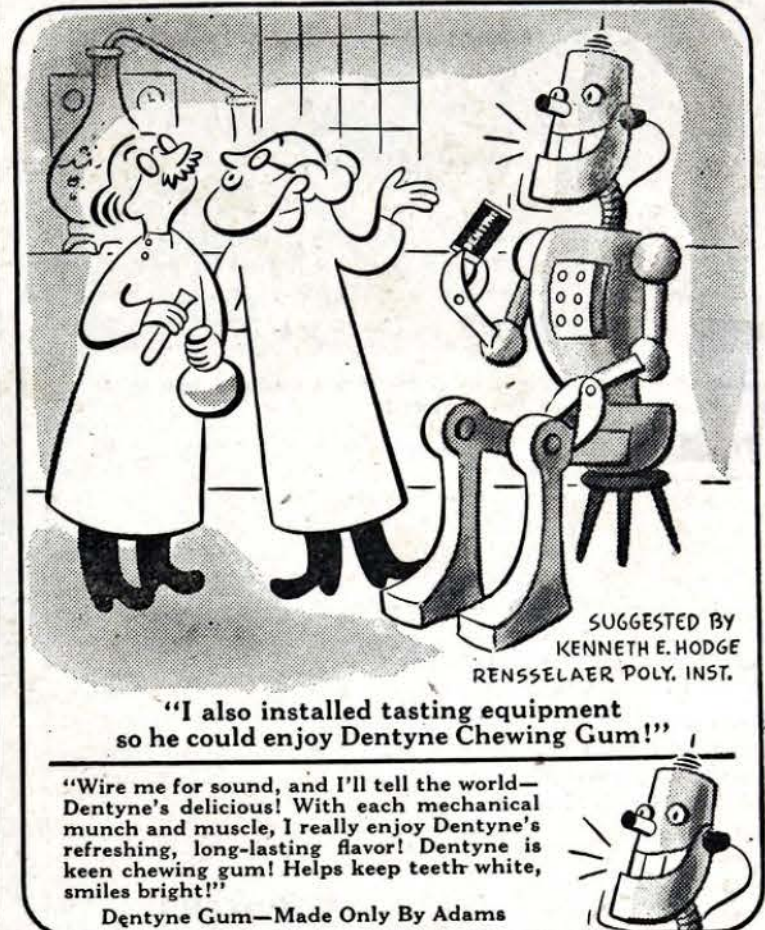
TUESDAY AFTERNOON:

2:00 - 4:00—(The Arbor Room)

"The Alumni Magazine—A Public Relations Medium."
By: J. D. Brown, Director, Vanderbilt University News Service; and Hill Turner, Alumni Secretary Vanderbilt University.

Discussion Leader: Charles ("Charlie") P. McCurdy, Alumni Secretary, College of William and Mary.

Adjournment of Conference.




SUGGESTED BY
KENNETH E. HODGE
RENSSELAER POLY. INST.

"I also installed tasting equipment
so he could enjoy Dentyne Chewing Gum!"

"Wire me for sound, and I'll tell the world—
Dentyne's delicious! With each mechanical
munch and muscle, I really enjoy Dentyne's
refreshing, long-lasting flavor! Dentyne is
keen chewing gum! Helps keep teeth white,
smiles bright!"

Dentyne Gum—Made Only By Adams



Top of the deck Record!

It's **MONICA LEWIS'** top Decca recording
... "The Gentleman Is a Dope"

HER MONIKER is Monica (Lewis, that is) ... and she
has one swell set of pitch pipes.

When it comes to cigarettes — well, let Monica sing it:
"Camels are my choice — they suit me to a 'T.'"

Millions of smokers agree with you, Monica. That's
why more people are smoking Camels than ever before!

Try Camels! Discover for yourself why, with smokers
who have tried and compared, Camels are the
"choice of experience!"

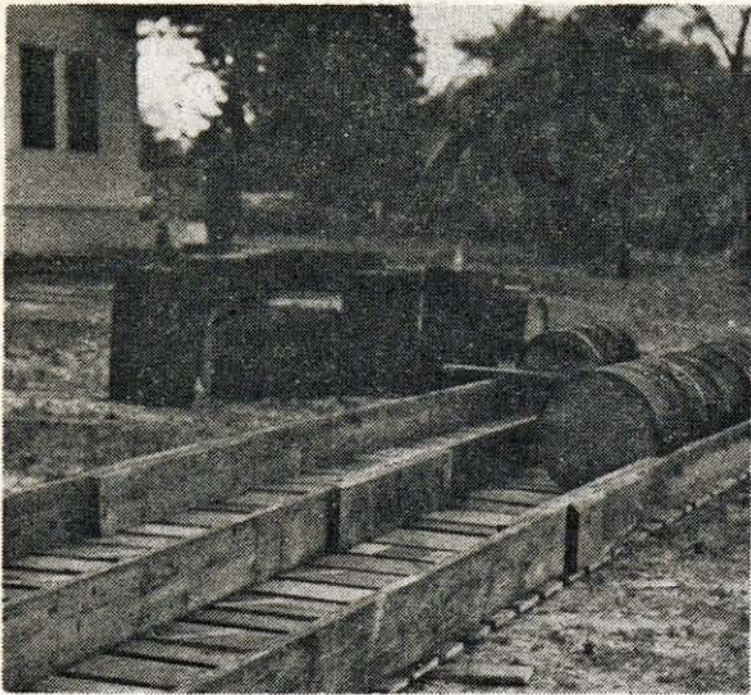
AND HERE'S ANOTHER TOP RECORD—

More people are smoking
CAMELS
than ever before!

CAMELS
are the choice
of experience
with me!

Monica Lewis

R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina



An upside view of the new shell docks which means a new sport is about to be introduced to the University.

CONVENTION . . .

(Continued from Page 1)

Hollins College; Telfair Brooke, A.S., University of Chattanooga; Mr. Vic Davis, A.S., University of Tennessee; Mr. Eugene Olive, A.S., Wake Forest; Mr. F. J. Montgomery, A.S., University of Tennessee; Miss Ruth Williams, A.S., Winthrop College; Miss Mary rock, A.S., Greensboro College; Mr. O. N. Darby, A.S., Mississippi Southern College; Mr. Harry Smith, A. S., Mercer University; Mr. Leonard Dill, A.S., University of Pennsylvania, National Treasurer of the A.A.C.; Mr. Ralh Lewis, A.S., University of South Carolina; Miss Jewell South, A.S., University of Georgia; Mrs. Lelia Graham Marsh, A.S., Salen College; Miss Mae Grimmer, A.S., Meredith College; Walter Johnson, A.S., Berry College; Miss Aurora McKay, A.S., Rollins College; and Mr. Ralph Lewis, A.S., University of South Carolina.

OPEN FORUM . . .

(Continued from Page 1)

Herbert A. Brennan; Ohio Wesleyan University; Miss Iva G. Brashhear; Smith College; Mrs. Robert L. Scales, Warden Emeritus; State University of Iowa; Paul W. Penningroth; Stephens College; Mrs. W. D. Brown; Stevens Institute of Technology; Alexander Allaire; Syracuse University; Mr. Levi S. Chapman; Temple University; Dr. G. F. Zimmermann; Trinity College; Mrs. Augustos J. Downey; Wesleyan University; E. W. Hockenbury; Western Michigan College;

Mrs. Clarence A. Bayer; Wheaton College; Mrs. Joseph Williams; University of Maryland; Dr. Jas. Hoedstock; Roanoke College; Mr. Clyde G. Gillespie; University of North Carolina (Women's College); Mrs. W. Mercer Rowe, Jr.; Northwestern University; Rev. Ray B. Kipp; University of New Mexico; Mr. Carl D. Brorein; and Villanova College; William E. Jennings.

Mr. Vic Davis, Alumni Secretary of the University of Tennessee, will be the moderator.

FOR MEN'S COLLEGE APPAREL

Shop in The
MEN'S STORE
MAIN FLOOR

**MAAS
BROTHERS**

In Tampa

SOON IN
ST. PETERSBURG, TOO

RHO NU DELTA NEWS
Rho Nu Delta Fraternity celebrated its annual birthday anniversary banquet at the Crystal Ball, January 9. State Senator Raymond Sheldon was the guest speaker. Following a theme of "Alumni Fraternal Relationships," fraternity pre-

sident Tony Ippolito gave the welcome address and a brief history of the fraternity. Charles Perez acted as master of ceremonies.

Hear ye! Hear ye! All ye students! Just around the corner is one of the greatest days of all, the

Beaux Arts Ball. This the day when the University will be transformed into the gay atmosphere that prevailed during the time that it was the Old Tampa Bay Hotel. So students, get your costumes ready, and prepare to be in the grand march on February 17.

"Chesterfield is my cigarette—it's Mild and pleasing"

Valli

STARRING IN
DAVID O. SELZNICK'S PRODUCTION
"THE PARADINE CASE"
DIRECTED BY ALFRED HITCHCOCK



WHY I smoke Chesterfield
(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

"I smoke Chesterfields because I know the kind of tobacco that's in them and I like their flavor and mildness."
"Chesterfield is in the market for the yellow, mellow, ripe tobacco. We farmers here know that. It's good tobacco."

Russell C. Day
TOBACCO FARMER, PARIS, KY.



CHESTERFIELD

ALWAYS Milder BETTER TASTING COOLER SMOKING

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