

**SPARTANS PLAY
WESTERN CAROLINA
SATURDAY
at Phillips Field**

The Minaret

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NUMBER 1

\$60,000 FACE-LIFTING AT TAMPA U.

12 ARE ADDED TO T.U. STAFF

University of Tampa faculty has 12 new professors, who are teaching in departments of education, English, history, geography, sociology, chemistry, business administration and dramatics and radio.

Three professors are in the History Department. Milton S. Cushman was graduated from Tulane University, where he also received his Master of Arts degree.

Marston Headley, associate professor of political science has a Master of Arts degree from Carleton College, and received a Doctor's degree at Harvard University.

Roscoe Baker, associate professor of political science, holds a Master of Arts degree from Ohio State University, and a Doctor of Philosophy degree from Northwestern University.

Joining the faculty as assistants—
(Continued on page 4)

A Message From Dean Rhodes

Greetings to Students, both former and new, on this the beginning of another new year. May it be the best yet! It can be if each and everyone does his or her best to make it so.

This new year is new in many ways. First of all, we have a new President with new and invigorating ideas for the future growth and development of the University.

We have two new dormitories under construction. The main building is undergoing a face-lifting which, when completed, will greatly improve its appearance.

At long last visitors to the University will soon be able to enter the University from the front. A two-way drive is scheduled to be constructed in the immediate future so that automobiles may enter and leave by way of the front entrance. These are some of the things which make this new year a prophetic and a challenging one.

Despite the many bright spots on the horizon, the University still needs many things including the help and full cooperation of students and faculty to achieve its maximum service to the community, the state, and the nation.

The University is in urgent need of a new classroom building. There were more than twenty-three hundred applicants for admission to the current semester. The University was compelled to turn away many deserving students because of lack of space and facilities.
(Continued on page 2)



Greetings From President Delo

It gives me a great deal of pleasure to extend greetings to all of you. I hope we will become well acquainted as rapidly as possible.

With those of you entering the University for the first time, I feel that I have much in common. I am almost as new to the University as are you; hence we will all learn together.

May I emphasize to you that here is a great opportunity which you will realize fully only through your own consistent efforts.

Those of you who are returning will find many physical changes. I urge your full cooperation not only in maintaining the fresh appearance of the rooms and corridors, but also in the many projects in which we will engage cooperatively during the year. For, if all of the University family will work together in full cooperation, we can and we will make this the greatest year in our history.

Sincerely yours,
David M. Delo,
President

From Dean King, Dean Setear

To you who are coming to us for the first time, as well as to all who have been with us before, welcome to the University of Tampa. Since I have been at the University of Tampa, I have had many, many joyful experiences with the lovely young friends I have made, and I am looking forward to adding to these happy memories during the coming year. Now you know who I am, won't you come to my office and introduce yourself to me? I want to meet and know all of you.

All of us have common goals—but my major goal is to aid you in reaching and realizing your aims and ideals. We all have obligations in life—to
(Continued on page 2)

Welcome to the University of Tampa. A challenge awaits you! No one can give you an education. You must reach for it yourself. You have been accepted by the school of your choice, and it is now up to you to make the most of this opportunity. You will be introduced to a new way of life, new friends, new opinions, and new ideas. Evaluate these things carefully and let no act mar your future. All students should remember that grades are a mark of achievement and also that participation in the varied activities of the University helps form a well rounded, mature individual. When you have questions to be answered or
(Continued on page 2)

RENOVATION, NEW DORMITORIES TRANSFORM SPARTAN CAMPUS

by Ron Brickey

Dream of a railroad magnate—barracks hall for Spanish-American War troops—ghost shell of depression years—mecca for honeymooners—landmark of a city—bustling university.

In any discussion among persons familiar with the history, past and present of the sprawling minaret-topped building which houses the University of Tampa, these descriptions and others would most certainly appear.

'We Must Excel' Is Convocation Theme

As the University of Tampa faces its 28th year, everyone connected with it must accept the obligation for excellence that is imperative for the future of all institutions of higher learning and for the course of our national history, President David M. Delo said Sept. 23, addressing the first convocation of the University year.

We should excel in two general areas, the academic program and the integrated operation of the college community, the President said. "If we accept this obligation, we can never be content unless our academic program is characterized by the highest standards and proper content, and is supported by completely adequate equipment." But course content, he said, is not the sole measure of academic excellence, for students must "not merely acquire knowledge; only if they master the art of its utilization will the educational process find success."

The President emphasized that each student also has obligations—the obligation of making the most of his endowments, and the responsibility of good citizenship. "Each of you has a personal responsibility to be a good citizen, the kind of citizen whose presence will improve the University. This involves cooperation, thoughtfulness, and constructive participation in college life."

The convocation was one of the most impressive occasions of its kind at the University in many years.

The President, the Deans, and Rabbi David L. Zielonka, in academic robes, and Student Body President Ray Porcaro, entered the auditorium by a rear door and proceeded to the platform, led by Dr. Jesse L. Keene, University marshal, who carried a beautiful new mace, symbolic of the University, constructed by Prof. James Bignell.

Rabbi Zielonka offered the invocation. Christopher Napoli gave a vocal solo and Prof. Lyman Wiltse directed the singing of the national anthem and the Alma Mater. Prof. Stephen F. Park was the pianist.

For perhaps nowhere in this state can one find such a mixture of qualities as different as night and day. And for each person in any such discussion there would be different and opposing evaluations of the building's appearance.

The disclosure recently that the 67-year-old university building is slated for extensive interior repairs, and that two new modern dormitory buildings costing \$500,000 will be built, seems to establish that new things are in the works for the institution.

But with a fast growing population of students, more than 1500 in all at present, and grants from various sources, University of Tampa is showing signs of heading for its deserved place as a modern institution of learning.

On July 7, 1958, David M. Delo turned a shovel full of dirt, and officially started the building of the new dormitories. Since then he has thrown himself into his job as president of the University of Tampa with breath-taking vigor.

The aging, once lavishly decorated building which houses the university is undergoing a face-lifting that is strikingly changing its inside appearance.

A crew of 30 painters and carpenters is working to complete this job as fast as possible.

"We're fixing up the plant because we want Tampa to know we mean business," Dr. Delo said. "We're going to have a clean, attractive building and we're going to keep it that way."

The face-lifting might be considered a symbol, Dr. Delo said:

Aims High

"In general, we have adopted a policy that what we do will be of the very highest caliber, the very highest quality."

"I think that every educational institution has an obligation for excellence which it must fulfill as part of its educational mission."

"That is what we're doing at the University of Tampa—building on the excellent foundation of 25 years of educational contributions the university has made to the city of Tampa."

Dr. Delo came to the university in July from Wagner Lutheran College at Staten
(Continued on page 2)

THE PRESIDENT IS A BUSY MAN

Dr. Davil M. Delo took over duties as president of the University on July 5.

He has been a very busy man since that time and is the key figure in the big remodeling job that began the last part of the summer.

Mrs. Delo has also lent an extremely helpful hand with redecorating.

In fact, the president reveals that "some distinguished faculty members" have been wielding paint scrapers in the lobby.

He is looking forward to co-operation from the student body to help keep the building in good condition.

For instance, he says that there are plenty of new trash receptacles and places to put cigarettes. He estimates the cost of workmen to pick up trash in halls and class-

rooms as three or four thousand dollars a year, an amount which could be spent on more useful work.

Part of the redecorating plan is to recreate in the lobby the atmosphere of the former Tampa Bay Hotel, which was the original of the university building. If a refreshment booth is set up in the lobby, the president feels that those who set up the booth are responsible to clean up when they are finished.

Already workmen have had to take time out to clean up a mess left from a refreshment stand.

Dr. Delo believes that a tastefully decorated and clean building will make a good impression.

Truthfully, the Minaret office should be cleaned up before our new president sees it. Any volunteers?

EDITORIALS

NEW DEAN LIKES "UNIQUE" ATMOSPHERE

The Minaret welcomes Frank W. Setear, the new dean of men. He comes to Tampa U. from Northern Illinois University where he says he was a combination director of the dorm of 486 men, assistant to the dean of men and a professor of psychology.

He received a Bachelor of Science degree and a Master of Science degree from Purdue University.

Dean Setear is seeing Florida for the first time and comments, "Florida temperatures are rather warm, but so are relations between faculty, staff and students".

He likes the "unique atmosphere" of the University and refers to it as "one big castle."

A MOST EXCLUSIVE SOCIETY

Freshmen should be told about Phi Society. It is an honorary fraternity whose purpose is to reward excellence in scholarship in the freshman year.

The minimum requirement for eligibility to Phi society is that the student should attain the Dean's list (2.5 quality quotient) for both semesters of the freshman year, and complete at least six hours of college mathematics during the freshman and sophomore years.

A chapter of the scholastic honorary was established at the University of Tampa in 1940. To date, the total number of students elected to the fraternity is 80; 41 girls and 39 boys.

You see, it is an exclusive society. But membership in this fraternity will be something that you will be proud of all of your life. And it will be an impressive reference when you go job hunting. Aiming for membership in this society is a good way to accomplish some book learning.

Phi Beta Kappa Society, of Colgate University, Hamilton, New York, created Phi Society as an honorary fraternity devoted solely to rewarding high scholarship in the freshman year.

The award is made during the sophomore year. Good luck.

The Minaret

The Minaret is the official publication of the student body of the University of Tampa. It is published bi-weekly during school year.

The editor welcomes comments and criticisms. Address all correspondence to the MINARET, Box 28, University of Tampa, Tampa 6, Florida.

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CAN YOU THINK SITTING DOWN?

Scientists probing the mysteries of the human brain at various colleges and universities have come up with some surprising new conclusions, reports the October Reader's Digest. Among them:

It's as easy to think hard as not to think at all.

You think more imaginatively lying down, more forcefully when you stand.

How much you "talk to yourself" is probably the most accurate measure of your intelligence.

In the article, "New Light On How The Mind Works," Lawrence Galton reveals that researchers at the University of Pennsylvania found subjects engaged in solving difficult problems used virtually no more energy than others who were sound asleep. They concluded that most of the brain's energy is used in just "keeping the circuits open." It takes little more effort to use the circuits.

Dr. Hugo Beigel of Long Island University tested subjects in different postures. He discovered thinking is more complacent lying down. Associations are freer, ideas have wider range. Stand up, and thinking becomes more energetic; decisions come faster. Want to take advantage of the tendencies of both positions? Merely sit down. It's an effective compromise.

A University of Massachusetts psychology professor suggests that the extent of our "conversations" with ourselves may determine how intelligent we are. Verbal cues are commonplace, he says, though they may not be audible. How much we use those cues influence the extent of our learning and the power of our reasoning.

Ever feel tense while studying? You should, says a Lehigh University psychologist. He found that during concentrated mental effort, tensions flow over the muscular system in waves. That should come as no surprise to anyone who's ever "cramped" for exams.

\$60,000 FACE LIFTING

(Continued from page 1)
Island, N. Y. Many arrangements already had been made as to faculty, curriculum and general program for this school year.

New Furniture

"We're spending \$60,000 on the complete clean-up program here at the university," he said.

New furniture for 200 dormitory rooms has been purchased. New floor tile is going down on wooden floors that have grown dark with age. Bright pastel paint is covering walls and 17-foot-high ceilings that had grown dingy.

Old, ornately-carved woodwork is being restored to former luster in many cases.

Nothing will be changed about the sometimes controversial minarets on the building.

"They're landmarks of the city, and we're preserving everything of historical interest," Dr. Delo said.

As to what a university ought to be, Dr. Delo had these positive ideas:

"A university ought to provide a great deal of community service. Our faculty is very

active in civic, service and cultural activities in the community.

"A university ought to be a cultural center for the community. It should make its resources available to the community. We expect the University of Tampa will make an even greater contribution as time goes on."

DEAN SETEAR - - -

(Continued from page 1)
problems to be solved, feel free to come in and discuss them with me. I am here to help you.

FRANK W. SETEAR
Dean of Men

DEAN KING - - -

(Continued from page 1)
ourselves and to others—and it is my hope that I may help you face these obligations successfully.

LUCILE KING
Dean of Women

NOTICE ALL STUDENTS PLANNING TO INTERN IN SECOND SEMESTER

There will be an important meeting on Wednesday, Oct. 8, at 12:30 o'clock, of all students who plan to intern the second semester. Elementary majors will meet in GCR Building, Room 1, and secondary majors in GCR Building, Room 2. This is an important meeting. All students who plan to intern second semester should be present.

REX C. KIDD
Director of
Teacher Training

DEAN RHODES - - -

(Continued from page 1)
ilities. This is not something that is unique to the University of Tampa. Higher institutions of learning all over the country are being overwhelmed by sheer numbers. Hence, those of you fortunate enough to be in college have a special obligation to make the most of your time and energies. By the same token, institutions of higher learning have a corresponding responsibility to see that each student does make the most of his time and energies if given the opportunity.

Doubtless, many students come to college with the idea that college is the magic gateway to success and happiness. So it is, if the student applies himself diligently to the tasks at hand and avails himself of the opportunities besetting him on every side; but he must learn early that there is no royal road to learning. College can only provide the opportunity. The student succeeds to the extent that he avails himself of the opportunity provided. Education is not a passive process. On the contrary, it is an active, participating, inquiring, seeking, striving, never ending process. Colleges are designed to facilitate this process.

It is my sincere hope that the University of Tampa will provide for each of you a most fertile climate in which this process may grow and develop; that each of you will find in years to come that your years at the University were good ones and enabled you to build wisely and well for the future.

M. C. Rhodes
Dean of Administration

WAX FACTS

By Jean Morris

Step aside, Professor, we're going to LOOK AT THE RECORD, wax . . . that is . . .

Music . . . one word and yet it plays an important part in all of our lives. Can you imagine this world without the magic of music? Music sets the mood of our lives, mood music, marches, dance tempos, ballads and love songs, rock and roll, jazz, rhythm and blues, polkas, and hymns. I'm sure that you can think of many more types of music in the main categories of popular, classical, semi-classical, and jazz, and I'm sure that you will agree about its importance. In this column I will highlight some of the new releases that you will be hearing on your radio or that you might want to buy for your own collection.

The newest thing in records is the stereophonic recordings and tapes that are available in some stores, but require rather expensive special equipment. MGM Records has released the first 45rpm stereo disc in the popular vein with Joni James singing "There Goes My Heart" b/w "Funny". Promotion is being given to the first side, but I'm sticking my neck out and betting on "Funny". It's a nice lilting ballad sung in the haunting style of Miss James with excellent backing by Aquiviva and the orchestra.

Among the new album releases Johnny Mathis "Swing Softly" is holding its own. The LP includes many old standards sung in a swinging Mathis manner. Johnny Mathis fans will flip over "This Heart of Mine", the opening selection on the second side of the LP.

Columbia Records leads in the field of new album releases this fall as far as this reporter is concerned. New releases include "Baby, Baby, Baby" with Mindy Carson, Ray Conniff's "Concert In Rhythm" (a real musical treat), "Closer Than A Kiss" styled by Vic Damone, melancholy Tony Bennett singing "Long Ago and Far Away", and for the piano fans there's Chauncey Ritten-Four swinging through "Show Me The Way To Go Home".

Andre Kostelanetz is featured on another new Columbia release directing the orchestra in old favorites by Cole Porter, Jerome Kern, and Franz Lehár.

The top five tunes in the pop records this week: 1. Nel Blu Dipinto Di Blu — Dean Martin; 2. Patricia—Perez Prado; 3. It's All In The Game—Tommy Edwards; 4. Everybody Loves A Lover—Doris Day; 5. Are You Really Mine—Jimmie Rodgers. Coming up fast are "No One But You" — Ames Brothers; Devotion — Janice Harper; Fibbin' — Patti Page. Anyway this is the way I see 'em.

NO TWO ALIKE

So far as science has been able to discover, there are no two objects exactly alike, no matter whether they are natural or artificial. No two leaves or snowflakes, no two objects manufactured by man, are exactly alike. Scientists believe that even each infinitesimal atom composing the elements differs from the rest.

TO THE FRESHMEN---

(From the Sophomore Class President)

On behalf of the Sophomore Class and the entire student body of the University of Tampa, I would like to welcome you to our fine University.

I feel it only proper and fitting to inform you of some of the clubs and organizations open to you and also to remind you that delegates from each of these organizations are eyeing your every move. Your past history will have no effect on your scholastic and social standing in this University unless you wish it. All of your previous mistakes can be cleared now and you can begin a new life. I can not attempt to impress upon you strongly enough, the need to take college life with more than just a grain of salt. We are here to have good times but in campus life you will find it necessary to know when it's time to socialize and when it's time to settle down to serious study. No matter what organization you wish to join, you will find a C average required and even higher in some categories. Since no one is forcing you to attend school and since your being here proves that you want to gain knowledge, you must realize the importance of learning.

The organizations begin with our social fraternities and sororities, of which we have eight national. Theta Chi, Tau

Kappa Epsilon, Pi Kappa Phi, and Sigma Phi Epsilon are the fraternities, while Alpha Chi Omega, Sigma Sigma Sigma, Zeta Tau Alpha and Delta Zeta are our sororities. Each and every one of these organizations has been outstanding in this University. Among our Honorary organizations we find Alpha Psi Omega National Dramatic Fraternity, Kappa Pi National Art Fraternity, Kappa Kappa Psi National Band Fraternity, Pi Delta Epsilon National Journalism Fraternity, Sigma Alpha Iota National Music Fraternity for Women, Sigma Tau Delta National English Fraternity, and Los Picaros National Spanish Fraternity. There are numerous other departmental organizations which I shall not mention, but you are all welcome provided you make your grades. Let's be Social and Studious Students.

At the time of this writing, I can say that you, the Freshman class of '58, are one of the finest Classes to pass through the halls of this University. You have spirit and drive which only can lead to building a better student body for an extremely brushed up University. I also want to thank the large number of you who came out for the clean-up last Sat. You did a wonderful job.

WAYNE WILSON
Sophomore Pres.

Dean of Women Holds National Club Office

Mrs. Karl F. King, dean of women, holds a national post in the Federation of Women's Clubs.

She was appointed Chairman of Literary Division in the Department of Education in August, by Dr. Chloe Gifford, president of the General Federation of Women's Clubs.

She is beginning her seventh year as dean of women. She holds the degree of Master of Arts from University of Michigan in the field of counseling and guiding.

SORORITY NEWS

By Joan Jones

Alpha Chi Omega will initiate pledges Monday, September 29.

The Alpha Chi's will also have their annual **Autumn Leaves** Script Dance following the Western Carolina football game, Saturday, October 4. Everyone is invited to attend.

All students interested in working on **The Moroccan**, which is the University's Year Book, please contact Pauline Tourles in the Women's Dorm or leave your name at The Moroccan office or write Dr. Baker, our advisor.

59 Seniors Receive Degrees At Summer Commencement

by Ron Brickey

Dr. Charles Doren Tharp of Miami gave the Summer commencement address at Municipal Auditorium for 59 University of Tampa students who graduated this summer.

Dr. Tharp is vice president and dean of faculties of the University of Miami. His topic was **The Genealogy of An Alumnus**.

Fifty-one of the 59 graduates are residents of Tampa. Fifty-two received the Bachelor of Science degree. Of these, 43 expect to teach. Thirty-four received contracts beginning this month.

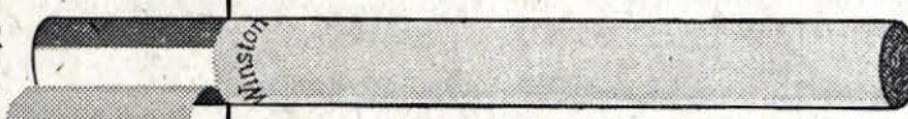
A reception for the graduates and their parents and friends was held following the commencement in the ballroom of the main university building, under auspices of the University of Tampa Faculty Woman's Club.

Those receiving the Bachelor of Arts degree were: James Martin Eikeland, Myron Philip Hamer, Wilbur Richard Jesmer, Dennis James Kennedy, Lawrence Marion Polk, Jr., Charles James Stockford, Jr., Ray Tamargo, Jr.

Those receiving the Bachelor of Science degree were: Maria Louise Adam, William Bruce Banks, Kathrina Trower Beasley, Joseph A. Beiro, James Crittendon Blomeley, Robert

Charles Bondi, Harry Yost Britton, Felix Calderone, Joyce Josephine Capitano, Augustine Nestor Carrera, Betty Rodes Cary, Domenick Vincent Chirlura, Mary Louise Chirnside, Marion Robert Christ, Dorinda Diaz D'Agostino, Doreice Pauline Ferlita, Arthur H. Fernandez, Frank William Fernandez, Sandra Rita Fernandez, Rene Jose Gonzalez, Frank Greco, James Andrew Greenwald, III, Phyllis Jo Hagin, Ruth Eleanor Halde-man, Ella Margaret Hartley, Eleanor Buzzetti Hernandez, James Gilbert Jones, Philip Lawrence Lindsley, Maurice Mann Long, Jack Ignazio Magione, Frank Anthony Mano, Christine Bernice Martin, Ernest Milian, E. Ann Mayo, Marie Jo-Ann Mirabella, George Lewis McKay, Julius Ronald Padgett, Frank Morgan Paul, Domingo Albert Pazo, Robert Lee Pratt, Frank James Pucciarelli, Michael Joseph Pullara, Kathleen Cafery Richardi, Joyce Gaddy Sanchez, Grace Catherine Somers, James Arthur Stauch, Marye Easley Sullivan, Edward Van Gelder, Brightman James Skinner, Jr., Mary Theresa Prado, Paul Eugene Daniels, Dorothy Ramos Vanderpoel.

A PURE WHITE MODERN FILTER
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tobaccos, specially processed
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**WINSTON TASTES
GOOD** LIKE A CIGARETTE SHOULD!



SYLVIA SEARS

"MISS TAMPA" IS STUDENT HERE

by Sylvia Sears

(Editor's Note. Sylvia Sears is a sophomore here and is working toward a B.S. degree in Secretarial Administration. She won the Miss Tampa contest in June.)

Upon winning the Miss Tampa contest, I was able to enter the Miss Florida Pageant, held in Sarasota throughout the first week in July.

This was an experience I shall never forget. There were approximately twenty-nine girls, all representing their cities.

Each of us, having won before, felt like a winner regardless of whether we actually became Miss Florida or not. There was such a closeness among the girls, as if we really weren't competing against each other at all.

Now that I am back in the city of Tampa, I plan to resume all duties performed by Miss Tampa. In February, I take a trip to Cuba and Mexico for one week, and in June I am to fly to seven Latin-American countries for two weeks on another good-will tour.

I feel that I am a very lucky girl, having won the contest, and I want to do my best, throughout this year, to represent Tampa and all the wonderful people.

Tampa, being a cosmopolitan city, could be well-represented anywhere in the world. Therefore, I am proud, but yet feel humble toward my city, Tampa.

NEW PROFESSORS - - -

(Continued from page 1)

ant professor of elementary education is James A. Chambers, who earned a Bachelor of Arts degree at Marshall College, and his Master of Arts degree at George Peabody College for Teachers.

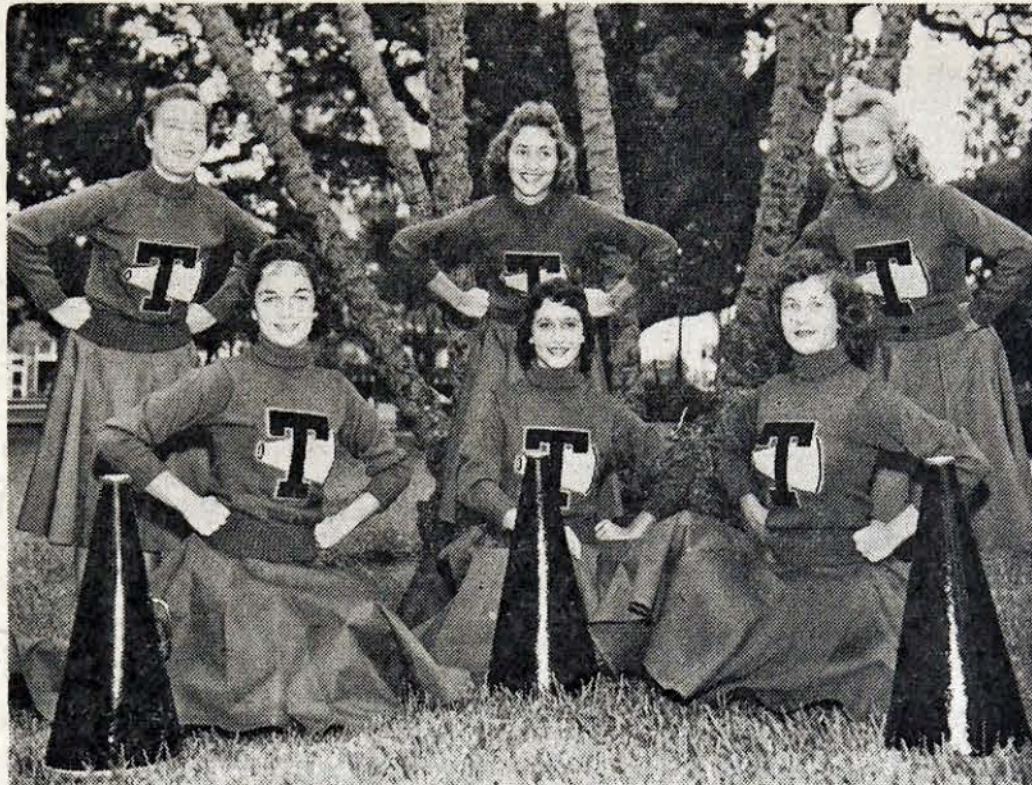
Robert J. Freeman, assistant professor of secondary education, received his Master of Education degree from Mississippi State College, and his Doctor of Education degree from University of Mississippi.

Willis J. Dunn, assistant professor of Sociology, earned Master of Arts and Doctor of Philosophy degrees at Michigan State University.

Stanley A. Duttonhoffer, Jr., instructor of geography-geology, is a graduate of University of Miami and has a Master of Science degree from University of Wisconsin.

Frederick M. Hornyak, assistant professor of chemistry, will arrive in November.

Julius Duane Locke, instructor of English, graduated with Bachelor of Arts, Master of



GO SPARTANS, GO — Here dressed in their new bright red cheering uniforms are the cheerleaders that will cheer the Spartans to victory this season. They are, from left to right, front: Vilma Tamargo, head cheerleader Ramona Hernandez, and Jan Pesola; back, June Snow, Sandra Perez and Anna Lee Katzinger. All girls are from Tampa except Jonie Bouey, of Jacksonville, who was not present for the picture.

FRESHMAN CLASS HAS BUSY WEEK

by Roseanne Cinchett

A record enrollment of freshman students were introduced to their new Alma Mater through the 1958-59 orientation activities, September 15 through 17.

Activities opened on Monday with the introduction of the faculty, student senate president Ray Porcaro, and sophomore class president Wayne Wilson.

After a welcoming speech by President Delo, the freshmen enjoyed a new feature of orientation, a tour of the campus led by sophomore students.

The remainder of the day was saved for placement tests required of all entering freshmen.

Student Senate orientation took place on Tuesday, with a welcome by Ray Porcaro. Wayne Wilson explained the Sophomores list of "Rat Rules" to which freshmen listened with mingled emotions.

The cheerleaders led the group in the school cheers while upper classmen strolled the aisle to insure enthusiasm.

Library orientation was next on the agenda. Later in the afternoon, a tea was held by the faculty in order to give freshmen a first-hand chance to meet their teachers and fellow students.

Wednesday climaxed the activities with registration from 8:30 a.m. until 5 p.m.

Maid of Cotton Contest

Memphis, Tenn. (Special)—The National Cotton Council has announced the official opening of the 1959 Maid of Cotton contest.

To be eligible to be Maid of Cotton, a girl must have been born in a cotton-producing state, must be between the ages of 19 and 25, must be at least five feet, five inches tall and must never have been married.

Entry blanks may be obtained from the National Cotton Council, Box 9905, Memphis, 12, Tenn. Contest finals

will be held on December 29 and 30 in Memphis.

The new winner will go around the world, visiting cities in the Far East as well as in the United States, Canada, the Caribbean and Europe. She will be outfitted in a complete all cotton wardrobe created by more than 40 of the nation's top fashion designers.

The council reports that 18 of the 20 winners to date have been coeds or recent graduates at the time of their selection.

Arts and Doctor of Philosophy degrees from University of Florida.

Frederick W. Schaeberle, associate professor of business administration, has Master in Business Administration and C.P.A. degrees from University of Michigan.

John J. Von Szelinski, director of radio and instructor of radio and drama, holds a Bachelor of Science degree from Purdue University, and a Master of Science degree from the same university.

Phillip M. Youngman, assistant professor of biology, received his Bachelor of Arts degree from University of Connecticut and his Master of Arts from University of Kansas.

We welcome all of these new professors to our University and hope that their stay will be a pleasant one.

One Man Art Show

Dr. Charles Stanton Giles, associate professor of fine and industrial art, is presenting his 25th one man art show at Craft Village, 2700 Fourth St. No., St. Petersburg.

The exhibition will be open to the public daily through October 25. Sponsors are Dr. David M. Delo, president of University of Tampa, Alpha Alpha Theta chapter of Kappa Pi, the university chapter of the national honorary art fraternity and Creative Arts Group of the Tampa Bay Area in conjunction with the Contemporary Arts Gallery.

A reception for Dr. Giles will be held at the University from 3:30 p.m. until 6:30 p.m., Monday, October 5. Music will be presented by University of Tampa music department.

Pictures in the exhibition will include scenes of Tampa, (Continued on page 7)

LIBRARY HOURS

New library hours went into effect Monday, September 22. The library is now open from 8:30 a.m. until 9 p.m., Monday through Thursday, 8:30 a.m. until 5 p.m., Friday, and 9 a.m. until noon on Saturday.

But the same fines will be charged on overdue books.

Circulating books may be checked out for two weeks and renewed once for the same period. The fine is 5c a day.

Reference books may be identified by R above the Dewey number. They may be used in the library only.

Maximum withdrawal of reserve books is one book per subject. Time limit of 1, 3 or 7 days or overnight is stamped in the back of each book.

Overnight books cannot be checked out until 4 p.m. and must be returned when the library opens the next day. The fine is 10c for the first hour overdue and 25c after 9:30 a.m. The fine increases at the rate of 25c for each additional day the book is overdue.

Circulating issues for current and past year are alphabetically arranged on shelves in the magazine room. Older issues may be obtained at the desk. Unbound issues may be checked out for a two week period only. The fine is 2c per day after the date due.

Pamphlets circulate for a two week period only. The fine is 1c per day after date due.

College catalogs also circulate for a two week period only. The fine is 1c per day after date due.

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Sports Spotlight

by Vic Pezzulla

Once again University of Tampa athletes don the paraphernalia of battle as they begin their intercollegiate competition in the 1958-59 season.

Last season's sports program deserves much praise. The Spartan football machine was a credit to the university. Coached by head mentor Marcelino Huerta, Sam Bailey and Angus Williams, Tampa rolled to a fine season.

The Spartans showed tremendously well against the highly rated Virginia Military Institute and although losing 7-0, were outstanding in defeat. They beat many of their

opponents by very large margins. The team has a host of returning lettermen and a good crop of freshmen. Included in these are Bill Turner, Fred Cason, Gil Rodriguez and Charlie Colman, to name a few.

Incidentally a Tampa footballer, Don Herndon, of Wauchula, signed a contract with the New York Giants of National Football League, and is making a great bid for a starting berth.

Last year's record was five wins and three defeats.

In basketball, Tampa had a rather discouraging season. Coached by Gene Biittner, now resigned in favor of Bob La-

voy, the team never could get started. They, however, are looking forward to a much better year. Their record last year was four wins and twenty-one losses.

The baseball team enjoyed a fairly good season, beating teams from much larger schools such as Miami and Florida State University. Standing out were J. C. Miller, Fred Girgis, Jim Marshall and Jack Henry. Head coach Sam Bailey will be looking forward to bettering the team's nine wins and eight losses record.

The crew, under guidance and instruction of coach Bill Stalnaker, after a slow start, made a great showing to other rowing schools of the nation. The varsity boat was composed of all lettermen save one hard-working freshman, Tommy Simmons. The Junior Varsity boat, inexperienced and light, showing, thanks to Stalnaker's

showing, thanks to Stalnaker's ability and patience.

Next year brings an even brighter picture with 17 experienced oarsmen. Both crews won the Florida State Championship and the S. Rae Hickok trophy and placed third in the Dad Vail Regatta. The aim next year is to win the Dad Vail in Philadelphia, Penna. Varsity record: won 5, lost 6. J.V. record: won 6, lost 2.

Every team needs support and backing from some source. University of Tampa students owe to these athletes this support. In order to better the school, you must first take some personal pride in it. Everyone wants to make the school better if he possibly can, and by his support his part in the betterment of the school can be realized. Go out and support the Red, Black and Gold of the University of Tampa.

Imagination is more important than knowledge — Albert Einstein.

* * *

Imagination is the first faculty wanting in those that do harm to their kind. — Margaret Oliphant.



There needn't be. You can get a head start on your savings program by beginning now, while you're in college.

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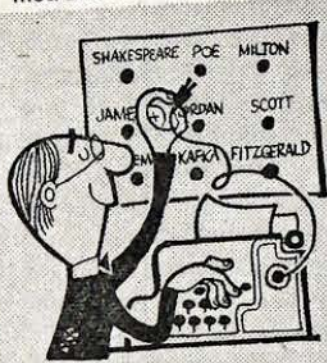
GERRY SHAW
FRANK BURNS
VIC PEREZ
TELEPHONE 8-0136

ENGLISH: highway for mules



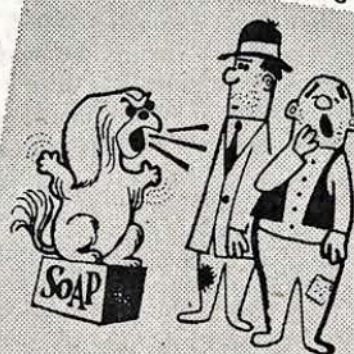
THINKLISH: BURROFARE

ENGLISH: writing instrument for plagiarists



THINKLISH: SWIPEWRITER

ENGLISH: talking dog



THINKLISH: SPEKINGESE

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new Thinklish words judged best—and we'll feature many of them in our college ads. Send your Thinklish words (with English translations) to Lucky Strike, Box 67A, Mt. Vernon, N. Y. Enclose name, address, college or university, and class. And while you're at it, light up a Lucky. Get the full, rich taste of fine tobacco—the honest taste of a Lucky Strike.

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SPARTANS READY FOR NEW SEASON

by Mel Baumel

The University of Tampa Spartans will begin their 1958-59 season when the Red Wave of Troy State invades Phillips Field on Saturday, September 27.

This year the Spartans will be big and fast but with little experience. The Spartans lost 13 out of 22 lettermen via graduation.

On September 20th the Spartans played an inter-squad game which was their last test before the opening game of the season. Coach Marcelino Huerta split the squad into two units. The white unit was considered the first team and the red unit, the second team.

The white unit was led by Ken Beliveau and Charlie Coleman at the ends, Gil Rodriguez and Don Econe as the tackles, Lowell Freeman and Norman White as the guards and Wayne Story as the center. The backfield consisted of Billy Nuznoff at quarterback and the halfbacks were Paul Davis and Rick Rados and Fred Cason was the fullback.

On the red team were Dave Davenport and John Hanna at end, Dick Leis and Dick Walters, and Walton Smith and Tony Belec guards, with Ron Tecza at center. The backfield was manned by Billy Turner at quarterback, Billy Smith and



TAMPA SPARTANS—Here is the 1958 edition of the Tampa Spartans, 48 strong, as they pause from their rugged scrimmages to pose for this photo. Left to right, front row, Walton Smith, Alan LeBeda, Charles Lyles, Rick Rados, Norman White, Paul Davis, Charles McCullers, John Mitchell, Terry Oswald, Bill Nuznoff, Bill Turner. Second row, Jay Gould, Tony Belec, Mike Whitwell, Lowell Freeman, Charles Trulock, Wayne Story, Dick Leis, Pete Bruni, Bill Smith, Charles Coleman, Buddy Williams, Fred McNaughton. Third row, Hardy Stanley, Fred Cason, John Hanna, Dennis Trosky, Jerry Lawson, Dick Walter, Gil Rodriguez, Tony Tecza, Ronnie Bland, Ken Belliveau, Dave Davenport, Billy Rouse. Fourth row, John Felicione, Paul Gore, Charles George, Buck Hurley, Don Econe, Wilmer Bemby, Tom Scott, Bud Wesenbert, Bob Sajovetz, Bill Osler, Charley Crawford, Don Worsham.

Charlie McCullers as halfbacks and John Mitchell as the fullback.

This year spectators will see the pin-point passing accuracy of Billy Nuznoff and the Auburn Flash, Billy Turner. You will see the running of Fred (Moose) Cason, Tampa's seventh little All-American candidate.

This year the Spartans will play seven home games. They will play such teams as Chattanooga and VMI at home and Arkansas State and Florida State away. The other teams

will be Troy State, Western Carolina, Presbyterian, Appalachian, Southeastern Louisiana, Jacksonville State.

All students may attend the games by just showing their student activities card. Everybody will be treated to thrills and excitement when the Spartans take the field. After each game there will be a dance in the school lobby sponsored by one of the Greek Letter organizations. I would like to see everyone attend the games and cheer Tampa on to a winning season.

HOMECOMING

Homecoming will be held approximately three weeks earlier than last year. It has been moved up to Oct. 22-25.

Last year Homecoming began on November 14.

Student Senate has announced that names of all candidates for Homecoming Queen must be in the office of Mrs. King, dean of women, by Tuesday, October 7. Girls must be sponsored by a campus organization.

These are Student Senate rules for the 1958 contest.

1. Use voting machines.
2. Have the girls presented on the stage as in the past.
3. Each candidate personally submit a picture and qualifications (junior or senior, one year at Tampa U., C average, and carrying 12 hours or more) of herself to Dean King's office at noon one week prior to appearing on the stage.

4. If the candidate is ineligible the organization has a two day grace period to select another candidate; with all the previous qualifications standing for the new candidate.

5. Name of the girl and her sponsoring organization should be given with \$10 to the business office by October 7. The money will be refunded except in the case of the winner, whose money will be used for the queen's corsage.

SPARTANS OWE NAME TO ANCIENT RIVALRY

Have you ever wondered how the University of Tampa teams came to be called the Spartans?

In 1932, when we were still a junior college, Miller Adams, then head of the athletic department, called a meeting of the members of his various teams for the purpose of choosing a name.

At that time our bitterest rival, especially in basketball, was St. Petersburg Junior College, known as the Trojans. Mention of Trojans calls to mind the Greeks, and in particular the Spartans, who in the legendary Trojan War were among the Trojans' most redoubtable adversaries; and because of our rivalry with the St. Petersburg school Fletcher Crawford suggested we call ourselves the "Spartans".

The name was finally agreed on, and Spartans we have been ever since.

INTRAMURALS

by Guy Walton

Well it's time for us to get out our first aid kits and rubbing alcohol again as it is intramural time.

I feel that since this is the first article on intramurals this year that it should be devoted to general information concerning intramurals for the benefit of the new students.

Whether you know it or not our University has one of the best intramural sports programs in the South. Our program is directed by Prof. Ben Scherer. Prof. Scherer is, always ready to help or advise anyone interested in intramurals. If you have any problem concerning intramurals feel free to stop by Prof. Scherer's office during school hours and consult him.

There is a very good article in our Student Handbook concerning intramural eligibility, intramural scoring system, and our complete intramural program. All freshmen should read this article as you are all eligible to play intramurals and are encouraged to do so as you will most certainly enjoy yourselves in competing for the various championships. You will find this article on pages 82, 83, and 84 in the Student Handbook.

The first two sports this year will be Tag Football and Fencing, so start practicing men.

1958 FOOTBALL SCHEDULE

Sept. 27—Troy State	Home
Oct. 4—Western Caro.	Home
Oct. 11—Arkansas State	Away
Oct. 18—VMI	Home
Oct. 25—Presbyterian	
(Homecoming)	Home
Nov. 1—FSU	Away
Nov. 8—Jackville State	Home
Nov. 15—Chattanooga	Home
Nov. 22—Appalachian	Away
Nov. 22—Southern La.	Home



Gosh frosh!

how'd you catch on so quick? Catch on to the fact that Coca-Cola is the hep drink on campus, I mean. Always drink it, you say? Well—how about dropping over to the dorm and downing a sparkling Coke or two with the boys. The man who's for Coke is the man for us.



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2000th SEASON TICKET—Carol Sue Logan is shown here presenting the 2000th Spartan ticket to Rose Marconi as Tampa University head coach Marcelino Huerta looks on. Only 1700 season tickets were sold last year.

Strictly Feminine

by Jean Morris

Another fall season. . . beginning of a new school term. . . new fashion trends. . . these phrases go together like cooler weather and football. This season's hottest fashion news is SHAPE! . . . and it promises some very pretty figures for fall. But there is one solemn caution. . . all of the new shapes can not be worn by everybody. For proof of this cautious statement, look what happened to the chemise. The true test of any fashion is how it looks on "real" people, not fashion models. There are many new looks for this fall, among them the empire, the bulky look, princess lines (especially in the one-piece wools), then there's the sheath with the flounce around the bottom. Most popular among the nation's co-eds will be that old standard. . . the skirt and sweater. However, even an old stand-by can have a new look, and the new skirts and sweaters are no exception. The latest sweater news is the revolving sweater. This garment can be worn turned either way—front and back. There is usually a pointed collar that reverses to become a bateau-necked casual sweater. This fall, sweaters are also bulkier. We had a glimpse of the bulky knit sweaters late last season, but they are here again bulkier than ever. The double-sweater look has become popular with many of the co-eds from the large eastern colleges. For example, a sleeveless V-neck sweater worn over a bulky knit collared

Maybe You, or You, Can Win This

What's a stenographer with a bad cold? A SIRETARY! What's an extremely narrow car? A SLIMOUSINE! What's this all about? It's "Thinklish" — a brand new language appearing on campus this fall.

And any student who speaks it may make \$25. To speak Thinklish you simply put two words together to form a new one. For example, a writing instrument for plagiarists is a SWIPEWRITER (swipe plus typewriter).

Thinklish is the invention — and main feature — of this year's Lucky Strike collegiate advertising. The Lucky ads, running in scores of college newspapers, will offer \$25 to the hundreds of students who submit the funniest Thinklish words. Many of these words, together with the names of the students who submitted them, will be printed in the Lucky Strike ads. Thinklish will also be promoted over approximately 80 campus radio stations.

Thinklish is the successor to Lucky's popular Stickler and Droodle ad campaigns. Both of these also offered students the chance to make \$25.

sweater in a contrasting color. Skirts have also changed, the most popular model predicted is the scotch plaid and the slim sheath. Of course, all skirts are much shorter this year than last. Colors are vivid, and appear in every shade imaginable. The "head to toe one color look" will be fashion headlines this fall and winter.

No matter what style interests you, what color you select, or where you buy your clothes, it's always fashion wise to remember one important thing . . . a full length mirror is your best critic.

"Strictly Feminine" with Jean Morris will return to the air on WTUN, 88.9 meg. on your FM dial soon. Watch this column for date and time.

ART SHOW - - -

(Continued from page 4)

Mexico, Guatemala, Switzerland and Italy. Categories are oil paintings, water colors, casein paintings, pastel paintings, charcoal and conte drawings, pencil drawings and commercial art.

Dr. Giles is a graduate of Vesper George School of Art of Boston. He was formerly a Commercial Art instructor at Technical and Vocational High School of Newark, N. J. He established an art school for shell-shocked and wounded veterans in Pisa, Italy, during World War II. He was assistant professor of Fine Arts at Florida Southern College for five years, where he earned his B.S. and M.A. degrees. He served as interim instructor of Industrial Arts and Vocational Education at University of Florida, where he earned his doctorate.

The human race is governed by its imagination—Napoleon Bonaparte.

Attention Students

All students majoring in education who plan to graduate in January, should have their National Teachers Examinations applications. The deadline is Sept. 26.

Can This Have Been The 'Turkey Trot'?

It is said that the "dancing turkeys" of Phineas T. Barnum, the famous showman, were indirectly responsible for bringing the Society for Prevention of Cruelty to Animals into existence.

Before the SPCA was organized, there was a lesser enterprise called the Band of Mercy, devoted to the same objective. The story goes that a perceptive Band of Mercy agent had turkeys of his own, and after seeing Barnum's bird ballet, tried to coax his dumb charges into doing a dance too, but without result.

The agent revisited Mr. Barnum's circus and this time took a very close look at the Barnum glassed-in cage. He noticed that on the floor was a sort of metal gridiron. Going to the rear and peering under the cage, he saw rows of gas jets dimly aflame. The turkeys were dancing because they had no choice.

The Deep West

Tampa is West of the entire continent of South America.

This Word To You From Dean Setear

We are all proud of the new building program here at the University. Now let's see how cooperative we can all be about keeping litter off the floors and other places around the building! There are receptacles provided for used cups, napkins, cigarette butts, and other trash. Why not use them? The faculty and staff naturally assume that college students are well-bred and come from homes that are kept clean and tidy. Why not show the same amount of interest in your school as you do in your home? Remember. DON'T BE A LITTERBUG!

ORANGE BOWL QUEEN CONTEST

MIAMI, FLA., (Special)—Miami's famed Orange Bowl Queen Contest, which has been won by college coeds eight of the past 11 years, again is open open for entries. The winning beauty will reign over the Silver Anniversary Orange Bowl Festival in Miami from Dec. 26 through Jan. 3.

In addition to fame and world-wide publicity, prizes include a \$500 scholarship, a complete wardrobe including an exclusive coronation gown, a screen test by Paramount Pictures, and the right to be Florida's official candidate in the 1960 Miss Universe Pageant in Long Beach, Calif.

Each year four princesses are selected to reign with the Queen.

"As in past years, several candidates will be sponsored by fraternities, sororities, student publications and other campus groups, but this is not a requirement," Mansfield explains. "As far as we are concerned, the contest is open to all eligible Florida girls and those from outside the state who are attending Florida schools."

Of chief interest to the sponsoring organizations is the beautiful plaque which is presented by the Orange Bowl Committee to the group which sponsors the title holder. This plaque has a color picture of the queen imbedded in plastic with lettering identifying the winner and her sponsor.

Candidates for the title should send three photographs and personal data to the Orange Bowl Queen Contest, 615 S. W. Second Avenue, Miami 36, Florida. The pictures should be 8 x 10 inches, unretouched, glossy photos including one of head and shoulders, another in street or evening wear, and a third in swimming suit or shorts ensemble.

The age bracket is 18 through 24. Personal data should include name, age, height, weight, color of hair and eyes, bust-waist-hip meas-

Business Study Test Announced

Princeton, N. J. (Special)—The Admission Test for Graduate Study in Business, required for entrance by a number of graduate business schools or divisions throughout the country, will be offered on four dates during the coming year, according to Educational Testing Service, which prepares and administers the test.

During 1957-58, many students took the test in partial satisfaction of admission requirements of graduate business schools which prescribed it. Among these institutions are the graduate business schools or divisions of the following universities: Carnegie Institute of Technology, Columbia University, Harvard University, Massachusetts Institute of Technology, Northwestern University, Rutgers University, Seton Hall University, Syracuse University, University of Chicago, University of Michigan, University of Pennsylvania, University of Virginia and Washington University (St. Louis.)

A candidate must make separate application for admission to each business school of his choice and should inquire of each whether it wishes him to take the Admission Test for Graduate Study in Business and when. Since many business schools select their entering classes in the spring preceding their entrance, candidates for admission to the 1959 classes are advised to take the test at as early a time as possible.

Sample questions and information regarding registration for and administration of the test are given in a Bulletin of Information.

The tests will be administered on November 1, 1958, and February 5, April 11, and July 25 in 1959. Applications and fees must be filed with the Admission Test for Graduate Study in Business, Educational Testing Service, 20 Nassau St., Princeton, New Jersey, at least two weeks before the testing date desired in order to allow ETS time to complete the necessary testing arrangements.

urements, school, activities, hobbies, ambitions, previous contests and name and address of parents.

HELP WANTED

Excellent opportunity for a wide-awake, aggressive student interested in earning extra cash while learning business management and salesmanship as an "on campus" agent for one of America's leading collegiate men's apparel manufacturers. Offers top-drawer opportunity and pleasant association with a firm in a dignified field of which you can be proud. Prefer students in sophomore or junior year. Write, giving brief resume of your collegiate activities, to P.O. Box 291, Camp Hill, Pa.



NEW FACES—University of Tampa's two new coaches, both of whom once played for the Spartans, and players are shown at Plant Field practice session. From left are Backfield Coach Fred Pancoast, Quarterback Jimmy Smith of Wauchula, End Tommy Phillips of Wildwood and Line Coach Reggie Colvard. Pancoast last played at Tampa in 1952, Colvard in 1954.

The Dreambeat

By Bernie McGovern

Why don't they put wedding rings on those mannequins in the Maternity shop windows? . . . Why don't they make bigger actors so the people in the cheap seats can see them? . . . Why don't three or four rich Texans get together and buy Russia? . . . Why don't they invent a noiseless bromo for guys with hangovers? . . . Why don't they teach waiters that 2 and 2 are 4 and not 5? . . . Why don't they play cops and juvenile delinquents? . . . Why don't they have a mouthwash that removes the taste of other mouthwashes? . . . Why don't they tell you on the jar whether those fried grasshoppers are regular or kingsize? . . . Why don't they have a Tampa Bobsled team? . . . Why don't they build slow cost housing for people who don't pay their rent on time? . . . Why don't they sack that sack look? . . . Why don't they have shocking secretaries for electric typewriters? . . . Why don't they put tear gas in Lawrence Welk's bubbles? . . . Why don't bigamists leave well enough alone? . . .

Why don't they have detestimonial dinners for people you don't like? . . . Why don't they make a gay musical out of "Compulsion"? . . . Why don't they bring Lucky Strike Green back now that the war is over? . . . Why don't they cross a St. Bernard with a greyhound so the mutt can get there quicker with the keg? . . . Why don't they bottle olives in Martini juice? . . . Why don't they make a linen napkin that clings like paper? . . . Why don't they make people who ask "How are You?" wait for an answer? . . . Why don't they have pay radio? . . . Why don't they have More-Cal for skinny people? . . . Why don't they make Castro a little more convertible? . . . Why don't they revive block parties? . . . Why don't they punish people caught wrapping fish in this column? . . .

Drama Department

By Ron Brickey

Tryouts for the Dramatics Department's first play of the season, "The Rainmaker," by Richard Nash, will be held at 8 P.M., Tuesday, October 7, in the Dome Theatre.

As his first official act, Prof. John J. Von Szelinski, new instructor of radio and dramatics, has asked that all students interested in any field of radio or drama meet with him at the time of the play tryouts.

The Radio Department will present a skit about the preparation of a radio play for broadcast and the actual production of a play.

Prof. Von Szelinski says, "We need boys and girls who can act, and we need students who can handle the stage and scenery, therefore I stress the fact that we are in need of many students who can work up a radio program of their own, and they are encouraged to bring their material and ideas to me."

Prof. Von Szelinski has also announced the WTUN radio staff for the coming school year: Jerry Herm, station manager, Tom Spettel, chief engineer, Bernie McGovern, program manager, and Bob Currie, chief announcer.

Dr. Stephen L. Speronis, professor of history, will return to WTUN this fall with his series. At present WTUN broadcasts

from 6 P.M. until 11 P.M. daily, but if the results of the meeting next Tuesdays are satisfactory, the university station will operate for a longer period.

HAD GOOD REASON

Although most wooden schoolhouses in the United States are now painted white, a few generations ago it was customary, especially in N. England and other Northeastern sections of the country, to paint frame schoolhouses red, not because that color was preferred, but because red paint was cheaper than any other kind obtainable. Thus the little red schoolhouse became a symbol of popular education in general.

* * *

What is now proved was once imagined. — William Blake.

NOTICE: ALL STUDENTS

All students driving cars to school are required to have parking stickers. These can be secured in the office of the Dean of Men. They are issued free, and there is no excuse for anyone's not having one — placed on the lower right corner of the windshield. Owners of cars violating this rule will be fined.

DEAN IS HONORED BY PHI KAPPA PHI

Dr. M. C. Rhodes, dean of administration of the University of Tampa, was honored by Pi Kappa Phi fraternity last June when alumni and active members presented him with a plaque in appreciation of his service to the University.

Dr. Rhodes joined the faculty in 1937 as head of the mathematics department. He became dean of the University in 1943, and was acting president in 1944-45 and 1957-58.

The presentation was made by David M. Barksdale, president of the Pi Kappa Phi alumni group, at the annual Rose Ball of the fraternity.

Record Boxing Bout

The largest attendance at a boxing bout was not the famous Tunney-Dempsey Heavyweight Championship fight, of 1927, which 104,943 people viewed.

The record attendance was at the Fraternal Order of Eagles Free Show in Milwaukee, Wis., in 1941, when 135,132 fans saw Tony Zale defeat Billy Pryor and add another victory to his middleweight title career.

THEY SAID IT COULDN'T BE DONE & BUT HERE IT IS!



"Couldn't be done." That's what they told Mr. Bell back in 1876. But where would three million college students be without the telephone . . . especially on a Saturday night? Today you can make a date, or talk to your folks, from practically anywhere . . . even from your own car.

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TODAY'S L&M
GIVES YOU-

Less tars & More taste

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Such an improved filter and more taste! Yes, today's L&M combines these two essentials of modern smoking enjoyment — less tars and more taste in one great cigarette. L&M's patented filtering process enables today's L&M to give you, puff by puff, less tars in the smoke than ever before. And L&M gives you more taste, better taste than any other cigarette.



Light into that Live Modern flavor!