

ing. The sudden growth of magazines for teen-agers created a demand for young, healthy, natural-looking models. Advertisers began to ask for girls who, while remaining tantalizing, looked enough like ordinary women so that the American housewife could identify herself with the model. Out of this came what is called the "well-scrubbed American look," which glows alike from magazine cover and washing-machine ad.

First to take advantage of this shift was a shrewd young man of Irish descent named Harry Conover, himself a former Powers model. By ardently promoting the fresh, casual, college-girl type, he has in eight short years made his agency the largest in the country, handling models whose fees total some \$2,000,000 a year.

As part of his burning faith in freshness he discarded the term "model" and called his charges "Cover Girls"—on the questionable assumption that all of them appeared on magazine covers. Now he is tired of this; if you engage a Conover model today you get a "Conover Career Girl," so called in the pious belief that modeling should be only a steppingstone to better things.

THE MODEL AGENCY is itself a wondrous institution. The New York state law looks upon it as an employment agency, constantly finding jobs for girls who are hired and fired several times a day. It regards itself as a sort of fond parent, protecting and educating its flock of helpless girls, and only incidentally remembering to collect ten per cent of their fees.

Actually it is first and foremost a clearing house, finding the right girl for the right client, taking assignments and arranging schedules for the girls, keeping track of their whereabouts at any given time, and serving as a billing and bill-collecting service. It gives advice on clothes and make-up, helps arrange and maintain contacts, and promotes the institution of modeling with all its might.