

Alumni to seek academic funds

"A Day for Carolina" is an attempt by USC alumni and friends to raise funds for academic efforts.

The drive has a \$1.6 million goal. The main thrust of the campaign which lasts through June, is this month.

During November, 650 volunteers will contact prospective contributors in South Carolina, North Carolina and Georgia. A mail campaign also is being conducted.

A special personal contact campaign for the Columbia area began yesterday and will continue through Thursday. Jack Graybill is general alumni campaign chairman for Columbia and Donald S. Russell Jr. is law school

alumni chairman.

The campaign is being conducted in Charleston County this week, also.

Beginning with a 9 a.m. breakfast Wednesday at the Ft. Sumter Hotel, Charleston area workers will return to the hotel at 5:30 p.m. to evaluate results.

Charleston's goal is \$12,000. T. Allen Legare, circuit chairman; Shelby Merritt, county chairman; and Marion B. Owens, alumni chairman will lead the Charleston volunteers.

"Never before has there been such an obvious desire among alumni and other friends of Carolina to conduct an intensive program for

advancement of academics," Leonard L. Long of Atlanta, general campaign chairman, said.

This year's fund-raising plan is the first under a new system authorized by USC's Board of Trustees to appraise the institution's financial needs beyond normal income.

The new plan eliminates independent fund raising by various campus departments and organizations, but allows contributors to select specific University areas for contributions.

USC's Division of Development, working with persons representing University constituencies, is coordinating the fund-raising.

Two USC students face grand larceny charges

Two USC students, Richard P. Ewing and Albert D. Ventura, have been charged with housebreaking and grand larceny.

The suspects allegedly broke into offices in LeConte College and took a coin-operated machine, two polaroid cameras, a portable radio, and a 35 millimeter camera.

The pair were apprehended around 4 a.m. Sunday by campus police and have since been released on a \$1,500 bond.

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Advertising, public relations club to host Time Magazine official

The Assistant Promotion Director for Time Magazine will address the USC Advertising - Public Relations Club at 7:30 p.m. Tuesday in Room 3020 D, Carolina Coliseum.

Enfield Ford, of Time's New York office, will discuss the results of an experimental project conducted by the magazine in 1969.

An invitation was issued to a number of the country's top advertising agencies in that year to show what they could really do with print media advertising.

One full page was given each week by Time and any subject could be used by the agency, except the use of any specific product.

The resulting demonstration has produced much attention from all areas of journalism as well as inspiring sermons from the pulpit and other speeches.

New ideas for the use of print media advertising have developed as a result.

Prior to assuming his present position with Time Magazine, Ford

served with the W.R.C. Smith Publishing Company; Promotion Director of Holiday Magazine; Vice President of Gaynor and

Ducas Advertising Agency and as Manager of Creative Services for Life Magazine.

Ft. Jackson to stage 'Lovers, Other Strangers'

"Lovers and Other Strangers," will be presented as the Hadassah Players 24th production Nov. 13-14 at the Fort Jackson Theatre No. 4

A comedy by Renee Taylor and Joseph Balogna, dealing with the play marriage and sexual relationships among married and unmarried couples.

Frank Harris, directing his 21st show for Hadassah, is one of Columbia's best known actors, has been a president and stage director of Lyric Theatre and has appeared in numerous productions at Town Theatre, Columbia College and with Hadassah.

"Lovers and Other Strangers" is four one-act plays with four separate casts.

The first in the group, "Brenda and Jerry" will feature Libby Fratkin and Ray Elmendorf. "Johnny and Wilma" will be portrayed by Diane Siegfendorf and Maury O'Dell.

The third one-act, "Mike and Susan," will be performed by Stan Edgehill and Jocelyn Tucker and "Bea, Frank, Richie and Joan," will be played by Lou Kaplan, Nancy Gottlieb, Ray Lancaster and Jeanette Walberg.

Tom Tobin is set designer and technical director, Robert Fechter is production chairman and Mrs. Rae Berry is costumer. Tickets are \$3 and will be on sale at Playhouse No. 4 box office.

Brittons will allow you \$25 trade in on a purchase of a new suit for an old wearable suit and \$15 trade in on a new sport coat for an old wearable sport coat. The proceeds will be given to local charity for Christmas. This is a great way to help others and Save Money

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25.00

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