

## Philip Morris Marketing/Communications Competition To Award Grants To Students

Philip Morris Incorporated is sponsoring its eighth annual Marketing/Communications Competition for college students. The program has been expanded to accommodate a large increase in response from the academic community.

Separate awards to graduate and undergraduate stu-

dents, recognizing the varied degrees of training and levels of experience between the two, will be offered. A \$1,000 grant will be awarded to the winning committee in each division; runners up will receive \$500 grants, and other finalists in each category will receive special merit awards.

The purpose of the program is to provide students with a practical and realistic business project, bringing them into direct contact with the business community. Entries may deal with any aspect of the broad area of marketing/communications related to Philip Morris Incorporated, its operating companies or any of its non-tobacco products.

For additional information, contact the Pilot or write Marketing/Communications Competition, Philip Morris Incorporated, 100 Park Avenue, New York, N.Y. 10017.



Carnival leads off the festivities tonight with a dance in the gym at 8. An exciting and growing group it promises to be a lively affair.

## Gospel choir reassembles for this year

The Gospel Tones, a student gospel choir, has been formed again this year. The group was extremely popular last year as it performed in chapel and at numerous local churches. The choir practices Monday at 9:50 p.m. Student participation is welcomed. The officers for this year are Jacob Underwood, Director; Shirley Seagriff, president; Caroline Ruffin, vice-president; Shelia Robbs, secretary; Helen Watkins, treasurer and Ken Scarlett, chaplain.

## Phi Beta Lambda—A Club On The Move

PHI BETA LAMBDA. To the English mind these words might not strike a responsive cord. But, to the Greek mind these words might mean Future Business Leaders.

The Gardner-Webb Col-

lege Phi Beta Lambda is a part of the state and the national Phi Beta Lambda Association. Its goal is to prepare the business oriented student for the world of business. Presently the club is seeking to boost its membership roll by recruiting 100 new members. Any business major with 30 semester hours credit and an overall QPR of 2.0 or encouraged to join.

Speakers are scheduled to come and talk to the club

and to present some of the problems facing the business student after the completion of his education. Many other interesting and informative events are planned for the school year. Phi Beta Lambda also has a new advisor who is also a new professor and who was once a student at GW; she is Mrs. Sue Camp. Phi Beta Lambda plans an exciting year for business majors, and all are wholeheartedly invited to participate.



Tom Query busy at work bringing sweet chords of music to the ears of students at the end of their weary day.

## Music Machine—a popular radio campus program

88.3 on your FM dial. Ring a bell? If not here's another hint: 88.3 FM Thursday night from 10-12:15. If you are any type of music connoisseur, then you should immediately respond—"The Late Night Music Machine" hosted by Tom Query.

The program, which was started last year, is now a big success on campus as it specializes in broadcasting the Top Forty secular and Christian songs. If things go as expected the show might expand to two nights a week and a talk show might be added. The show now averages about 75 calls a night for requests. Tom is assisted by six staff mem-

bers. Three which man the phones, two comedy writers and one who assists with the records for the evening.

Tom describes the musical taste of G-W as "normal". He ascribes the popularity of the show to the fact that the show is "dynamic, entertaining and just a fun show." Tom also tries to give the program a "spiritual emphasis."

The ultimate goal of the show is not only appeal to the campus as a whole, but also to the community in trying to serve the educational and inspirational needs of everyone and yet be entertaining.

## SGA President candidly speaks

The following is a verbatim transcript of an interview between SGA President Bill Baucum and the Editor of the Pilot. The purpose is to fully inform the students of G-W with those in positions that will directly or indirectly shape policy and make decisions concerning the total student welfare. Some editing done due to lack of space.

Ed.—What is the role of Student Government?

BB—"The student government role is to actively unite all of the students to work together for one common goal, basically to listen to their gripes, their complaints and effectively channel them into the right areas."

Ed.—How do you as president see yourself in that role?

BB—"As a mediator or moderator between the administration and the students, basically wanting just to help both of them understand each other just a little better."

Ed.—Do you have any ideas that would better student government?

BB—"There are a million ideas that would better student government. But, right now I think the main thing is just enthusiasm in the student body. Right now I think we are all in a higher key, feeling alot better, so I think enthusiasm should do away with apathy."

Ed.—How are student problems handled when brought to your office?

BB—"First of all they are discussed by the Executive

Council and we try to take them to the needed faculty or administrator it needs to be taken to.

Ed.—Who makes up this Executive council?

BB—"The SGA president, vice-president, secretary, treasurer, the Student Center Board Chairman and an elected representative from each male dorm and the president of AWS."

Ed.—To what extent does the SGA try to find out the wants and needs of students?

BB—"There are a lot of ways, basically the best way is just talking to people, we're going to send out another questionnaire in the latter part of this semester. We should get a little more feedback, but basically just trying to listen to all of the complaints. The Senate is the main way to listen to complaints."

Ed.—What in your opinion are students wanting or asking for now—being as specific as possible?

BB—"More Open House, dorm visitation things like that. More entertainment and activities to on the weekend."

Ed.—To what extent are those two areas being implemented?

BB—"Right now there is a dorm visitation and open house committee that met last Monday evening and twice before trying to finalize some plans to present them to Mr. Banner and Miss Kiser. And the weekend activities, as you know Dr. Williams gave us \$3,000

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The practice of selecting Homecoming courts has been with us for some time. This picture out of the Pilot files dates back to Homecoming '56 (according to our files). The girls then are as beautiful as they are now.