

AMA Chapter Holds First Meeting

The first meeting of the newly organized St. Andrews Collegiate Chapter of the American Marketing Association was held Monday, October 18.

The speaker, Mr. Louis Shannon-manager of the extension division of the Dupont Company, Wilmington, Delaware, spoke to the group of about 60 on "Corfam - A Research to Relative Case Study."

Corfam is a new Dupont product used for shoe uppers. It is a highly porous film which allows air to circulate around the foot while keeping water out.

The product Corfam got its name from a computer selection of 5 and 6 letter combinations. The Dupont people fed information to a computer, telling it to reproduce words in combinations of 5 or 6 letters. The machine found about 150 thousand letter combinations. These combinations were supposed to be entirely new so that they could be associated with the new Dupont product only. The first name selected could not be used because it was found to be Swedish. Therefore, the second choice became the product name.

This example was used to illustrate not only the marketing problem in production and selling, but also in name choosing.

The A. M. A. received tentative approval from the Student Life Committee at its last meeting. They hope to receive a permanent charter from this committee in the Spring.

Officers for the new campus organization are: John Killian - President, Mike Tyndall - Vice President, Cooper Davis - Secretary, and Bob Shaffner - Treasurer.

Peace Corps Functioning

Since the beginning of the year, the St. Andrews Peace Corps has been organized and functioning.

The construction team has been going out on Saturday afternoons from 1 til 5 p.m. for the last four weeks. They are working on two projects with two different teams.

So far they have painted some of the rooms in the homes, cut the grass, and cleaned up the homes inside so that they are sanitary and livable.

The recreation group has been to Rowland and is in the process of surveying other locations for possible expansion.

The project in Rowland has been well received and helpful to the community. They leave from in front of the Student Center at 1:30 and return about 5:30.

The tutoring team went to Laurinburg High School this past Thursday to organize the students there and begin tutoring. They will go to the high school each Tuesday and Thursday at 3 p.m.

The visitation team is planning to visit the nursing homes in the area this Sunday. They go out every Sunday afternoon if possible.

If the Peace Corps is to function properly, more students are needed in all areas, and more transportation must be obtained.

If any student or faculty member would like to help the Peace Corps, either by working or by transporting the volunteers, please contact Dee Luhn at extension 267 if you are interested in working or Sal Farha at extension 254 if you are willing to transport the workers.

Youth Corps Work Underway

The Neighborhood Youth Corps is one of the projects of the Office of Economic Opportunity and is administered by the Department of Labor.

Since the program has an in-school-phase, Mr. C.C. Knotts, speaking to the SNCEA, October 12th, pointed out the possible involvement of the future teachers in the program.

Mr. Knotts, director of the Neighborhood Youth Corps for Scotland, Richmond, and Robeson counties, explained that the purpose of his organization is to keep adolescents in school who would ordinarily drop out of school because of economic insecurity by finding part-time jobs for them. To point up the success of the program so far, he cited an example of a predominately Negro high school which has become revitalized since a number of its students have joined the Neighborhood Youth Corps.

During the business session, members who had attended the District Teachers Meeting in Fayetteville, October 13, commented on their experiences in participating in workshops and observing exhibits.

President Marion Diack has announced that the next regular meeting of the SNCEA will be November 9, with Mrs. Bill Davis, attendance counselor at

South Vietnamese Visit Campus

Five South Vietnamese chieftains with two French-English interpreters and a representative of the State Department were the guests of the International Relations Club Monday evening October 18, at 7:30.

The program included a question-answer period after which the chieftains mingled with the audience in an informal exchange of thoughts and feelings.

One of the students asked what the consequences would be if the United States ceased giving aid to South Vietnam. By using the Socratic method, the speaker got the student to answer that the Chinese Communists would win by sheer numbers, and that with the Chinese in South Vietnam, they would be able to take over all Southeast Asia.

The chieftains' reaction to America was full of praise. They said that they had seen for themselves that Communist claims were untrue, and what could be accomplished through democracy.

The Lance invites any debate on the subject of Vietnam to be submitted as a Letter to the Editor.

"La Boheme" To Play In Laurinburg

Two of the world's foremost creative interpreters of opera combine their talents in the artistic direction of the Warner Bros. presentation of the La Scala production of Giacomo Pucini's immortal "La Boheme"—Herbert von Karajan, the musical director and conductor, and Franco Zeffirelli, the stage director and set designer. In addition, heading the cast of singers are Gianni Raimondi, Mirella Freni, Adrina Martino and Rolando Panerai.

Uniquely captured on film, in Technicolor, as produced at the renowned La Scala opera house in Milan, Italy, "La Boheme" opens November 3 at the Gibson Theater here in a special, four-performance engagement, including two matinees and two evenings. Zeffirelli was born in Florence, Italy, where he began his career, in 1945, as a radio actor. In 1947, he designed Tennessee Williams play, "A Streetcar Named Desire" for Luchino Visconti and later did Shakespeare's "Troilus and Cressida."

Zeffirelli created settings for his first opera, "L'Italiana in

Algeri," for La Scala, in 1952. The first opera he both designed and directed was "Cenerentola," in 1954, again for La Scala. Since then, he has done "La Traviata," "Lucia di Lammermoor," "Cavalleria Rusticana" and "Pagliacci."

He is designing and will direct a new La Scala production of "Aida."

In the United States, Zeffirelli recently was acclaimed for his staging of the Old Vic's production of "Romeo and Juliet" in New York. He will make his Metropolitan Opera debut with "Falstaff."

"La Boheme" is the story of young lovers in the Latin Quarter of Paris, about 1830.

The Warner Bros. Actual Performance Series will follow "La Boheme" with a similar presentation, in early 1966, of Laurence Olivier in "Othello" a Technicolor - Panavision version of the Shakespearian tragedy in the British National Theatre interpretation that has been hailed as the greatest ever stage

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