

# Aid Encourages Marketing Skills

By News Argus Staff

--Philip Morris Incorporated has announced its eleventh annual Marketing Communications Competition for Students. The competition is designed to provide an opportunity for students nationwide to sharpen their marketing and communications skills.

A first place award of \$2,000, a second place award of \$1,000, and a third place award of \$500 will be presented to the winning teams in both the graduate and undergraduate categories. In addition, student representatives and faculty advisors will be invited to corporate headquarters in New York City or another corporate location to discuss their proposals with Philip Morris executives.

Students are invited to develop a marketing/communications project related to Philip Morris Incorporated or any of its non-tobacco products and operations. A distinguished committee of marketing/communications experts will judge selected entries. They are: Louis T. Hagopian, Chairman, N W Ayer ABH International; Mary Wells Lawrence, Chairman, Wells, Rich, Greene; Arjay Miller, Dean Emeritus, Stanford Business School;

William Ruder, President, Ruder & Finn; James C. Bowling, Senior Vice President and Assistant to the Chairman of the Board, Philip Morris Incorporated; John T. Landry, Senior Vice President and Director of Marketing, Philip Morris Incorporated.

The competition is divided into graduate and undergraduate categories, and is open to students currently enrolled in any accredited college or university. Undergraduate students must work in groups of three or more, and graduate students in groups of two or more, both under the counsel of a full-time faculty member. (For additional information about the competition, please contact Gerry Rizzo, Competition Coordinator, Philip Morris Incorporated, 100 Park Avenue, New York, New York

Philip Morris Incorporated, one of the world's largest cigarette companies and producers of beverages, includes Philip Morris U.S.A., whose major brands are Marlboro -- the number one selling cigarette in the world -- Benson & Hedges 100's, Merit, Virginia Slims, and Parliament Lights; Philip Morris International, which manufactures and markets a variety of brands, including Marlboro, through affiliates, licensees, and export sales organizations.



Dr. Herman Branson, President of Lincoln University, will address WS-SU, November 28 in the Auditorium, as part of the Joseph N. Patterson lecture Series.

# Program Has Funds

By News Argus Staff

The National Endowment for the Humanities through its newly-expanded Youthgrants program will offer more than 100 awards throughout the nation this fall to students and other young people in their teens and early twenties to pursue independent projects in the humanities.

The deadline for submission of completed applications has been extended to December 1, the only deadline during this academic year. Application forms should be on file in college offices which deal with federal grants.

They are intended primarily for those between the ages 15

and 25 who have not completed academic or professional training. While the program cannot provide scholarship support or financial aid for thesis work, undergraduate work which seems assured of public dissemination can be supported. The humanities include such subject areas as history, ethnic studies, folklore, anthropology, linguistics, and the history of art.

Youthgrants have been used by young people to carry out a wide variety of projects such as exhibits of documentary photographs, printed or audiovisual records of local history, and films on anthropological subjects.

# NSF Seeks Fellows

By News Argus Staff

Eligibility is limited to those individuals who, as of the time of application, have not completed postbaccalaureate study in excess of 30 semester hours or 45 quarter hours, or equivalent, in any field of science, engineering, social science, or mathematics. Subject to the availability of funds, new fellowships awarded in the spring of 1980 will be for periods of three years, the second and third years contingent on certification to the Foundation by the fellowship institution of the student's

satisfactory progress toward an advanced degree in science.

These fellowships will be awarded for study or work leading to master's or doctoral degrees in the mathematical, physical, medical, biological, engineering, and social sciences, and in the history and philosophy of science. Awards will not be made in clinical, law, education, or business fields, in history or social work, for work leading to medical, dental, or public health degrees, or for study in joint science-professional de-

gree programs. Applicants will be judged on the basis of ability. The annual stipend for Minority Graduate Fellows - will be \$4,320 for a twelve-month tenure with no dependency allowances.

Applicants will be required to take the Graduate Record Examinations designed to test aptitude and scientific achievement. The examinations, administered by the Educational Testing Service, will be given on December 8, 1979 at designated centers throughout the United States and in certain foreign countries.

The deadline date for the submission of applications for NSF Minority Graduate Fellowships is November 19, 1979. Further information and application materials may be obtained from the Fellowship Office, National Research Council, 2101 Constitution Avenue, Washington, D.C. 20418.

## The News Argus

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# Ebony Fashion Fair Highlights Week

A REVIEW

By Brian K. Washington  
Staff Reporter

The coming of the Ebony Fashion Fair to Winston-Salem State University's (WS-SU) Kenneth R. Williams Auditorium added much excitement to the university. People came to the Fashion Fair to see and to be seen. Although ticket prices ranged from twelve to fifteen dollars, there were not many empty seats.

The presentation of the Fashion Fair was fast-paced and never had a dull moment. Once the show started, all eyes were glued to the stage. The nine models, which consisted of seven females and two males, were excellent. In fact, the models were so good, one would never think that they had only been on the road since August.

The clothes were stunning.

They were selected by Mrs. Eunice W. Johnson, wife of Ebony magazine publisher, John H. Johnson. Bill Blass, Yves St. Laurent, Gevency, Oscar De LaRenta, and Halston, all world famous designers, made special outfits for the Fashion Fair.

The Ebony Fashion Fair was a delightful blend of commercialism with show business.

The Fashion Fair kept everyone on the edge of their seats wondering what was coming next. The Fashion Fair was presented by the Winston-Salem Urban League Guild.



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