

Community News Continues

Announcing

Liggett
Group
and
National
Urban
League

American Collegiate Poets Anthology

International Publications

is sponsoring a

National College Poetry Contest

-- Spring Concours 1981 --

open to all college and university students desiring to have their poetry anthologized. CASH PRIZES will go to the top five poems:

\$100 First Place	\$50 Second Place	\$25 Third Place	\$15 Fourth \$10 Fifth
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AWARDS of free printing for ALL accepted manuscripts in our popular, handsomely bound and copyrighted anthology, AMERICAN COLLEGIATE POETS.

Deadline: March 31

CONTEST RULES AND RESTRICTIONS:

1. Any student is eligible to submit his verse.
2. All entries must be original and unpublished.
3. All entries must be typed, double-spaced, on one side of the page only. Each poem must be on a separate sheet and must bear, in the upper left-hand corner, the NAME and ADDRESS of the student as well as the COLLEGE attended. Put name and address on envelope also!
4. There are no restrictions on form or theme. Length of poems up to fourteen lines. Each poem must have a separate title. (Avoid "Untitled"! Small black and white illustrations welcome.
5. The judges' decision will be final. No info by phone!
6. Entrants should keep a copy of all entries as they cannot be returned. Prize winners and all authors awarded free publication will be notified immediately after deadline. I.P. will retain first publication rights for accepted poems. Foreign language poems welcome.
7. There is an initial one dollar registration fee for the first entry and a fee of fifty cents for each additional poem. It is requested to submit no more than ten poems per entrant.
8. All entries must be postmarked not later than the above deadline and fees be paid, cash, check or money order, to:

INTERNATIONAL PUBLICATIONS

P. O. Box 44927

Los Angeles, CA 90044

1981

Essay

Contest



Liggett Group is honored to sponsor the sixth annual Essay Contest and to be associated with the National Urban League.

We also are pleased to again contribute, in a meaningful way, to the education of our young people. Their efforts remind us all that free enterprise, individual scholarship and initiative are the bedrocks of our country.

Liggett Group is a family of companies which manufactures and distributes consumer products throughout the world which include spirits and wines (J&B, GRAND MARNIER, BOMBAY, FAZI-BATTAGLIA), dairy-based food ingredients, pet foods (ALPO, ALAMO BRAND, LIV-A SNAPS), soft drinks (PEPSI-COLA, 7-UP, DR PEPPER, MOUNTAIN DEW, TEEM), cigarettes (L&M, CHESTERFIELD, LARK, EVE, DECADE), chewing and smoking tobaccos (RED MAN, VELVET, GRANGER), sporting goods (SUPERSTAR), and household cleaning products (RINSENVAC, BLUE LUSTRE).

At Liggett Group, we believe that people make the difference. We recognize our obligation to maintain a working environment that assures each employee the opportunity for growth, for achievement of his or her personal goals, and for contributing to the achievement of our corporate goals.

Raymond J. Mulligan
President
Liggett Group Inc.



The Liggett Group Essay Contest is an important event for the National Urban League in that it challenges the intelligence and creativity of our young people, thus assisting in their development into mature and thinking adults.

The National Urban League is proud to be involved in this effort which represents an outstanding example of corporate responsibility.

The National Urban League is an interracial, non-profit community service organization, which uses the tools and methods of social work, economics, law, business management and other disciplines to secure equal opportunity in all sectors of our society for Black Americans and other minorities.

The National Urban League, through its affiliates, annually provides direct services to more than one million individuals in such vital areas as education, job placement, job training, housing assistance, health care, etc.

Vernon E. Jordan Jr.
President
National Urban League



National Urban League, Inc.

"The Minority Viewpoint: Equal Opportunity through Education in the Free American Society"



To foster national awareness of the benefits and opportunities derived from education and the free enterprise system, Liggett Group, in cooperation with the National Urban League, will award fifteen \$750 academic scholarships to the winners of its essay contest, payable to an accredited institution of higher learning. The theme of the essay is "The Minority Viewpoint: Equal Opportunity through Education in the Free American Society" and the 500 to 1,000 word essay must be postmarked no later than March 27, 1981.

Winning entries will be announced before May 29, 1981.

Here are the rules:

- (1) Participants must be entering college freshmen or undergraduate college students who will be attending an accredited institution of higher learning during the 1981-1982 academic year, as described in "American Universities and Colleges." Awards will be made payable to the accredited institution of higher learning.
- (2) Entries will address in 500 to 1,000 words the subject "The Minority Viewpoint: Equal Opportunity through Education in the Free American Society."
- (3) All entries must be typewritten and double spaced or legibly handwritten and must include participant's full name and permanent address.
- (4) Entries will be judged for content, originality, organization, style, grammar, spelling, punctuation and neatness.
- (5) Winning essays will be selected by the Education Advisory Committee of the National Urban League. Winners will be notified before May 29, 1981.
- (6) Participants are limited to one entry only.
- (7) A copy of a letter of acceptance from an accredited institution of higher learning must accompany the entry of those who are entering freshmen. A recent transcript (photo-copy will suffice) must be submitted.
- (8) This essay contest is open to residents of the United States, except employees of Liggett Group, its advertising agencies, Urban League staff, Board of Directors, judging panel, committee members, Guild members and the families of the above.
- (9) Winners of a prior year Liggett Group-National Urban League essay contest are eligible.
- (10) All entries, letters of acceptance and transcripts become the property of Liggett Group Inc.
- (11) Participants are requested to include the name and address of their parents' hometown newspaper, so that the press may be properly notified of the winners' accomplishments.
- (12) Entries must be postmarked no later than midnight March 27, 1981 and mailed to:

Executive Director
Raleigh-Wake Urban League, Inc.
Capital Club Bldg., Suite 606
18 W. Martin St., Raleigh, NC 27602