



THE VOICE



FAYETTEVILLE STATE COLLEGE

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FSC FOUNDATION EXECUTIVE CLUB - Fayetteville State College President Rudolph Jones (second from left) welcomes members to the FSC Foundation Executive Club during a luncheon held Wednesday, January 22, to recognize supporters of the college's endowment program. Membership in the distinguished group included persons or firms that have contributed \$500 or more. With President Jones are J. H. Cook, chairman of the FSC Board of Trustees; J. R. Spivey, Burlington Mills; T. A. Hood, North Carolina National Bank; and R. F. Yarborough, Fayetteville Observer.

FSC Enters Agreement With SMI

Fayetteville State College's Business Education Department has agreed to participate in consumer market studies with the Student Marketing Institute, Inc., President Rudolph Jones announced today.

The aim of the program is to develop opportunities for college students to study, analyze and solicit consumer opinions.

Students are selected to visit merchants, test products, develop and make surveys from consumers in Southeastern North Carolina. Participating students will receive stipends and travel allowances.

VOICE Gets Consultant

The VOICE'S staff would like to welcome Mr. Steve Thompson of "The Fayetteville Observer"



STEVE THOMPSON

who has been recently appointed as a consultant to the editor and other members of the student newspaper staff. Mr. Thompson is to work with the staffers in two-hour workshops which will emphasize news writing, headline writing and layout. These workshops will meet a minimum of 20 classes during the semester and not exceeding a maximum of 30 classes. Mr. Thompson appears to be of great value to the improvement of our paper, and he extends an invitation to any person interested in participating in these workshops. Mr. Thompson, the VOICE staff welcomes you as a consultant.

Sanford Sends By Numbers



Above are represented most of Sanford's large contribution to FSC. From left to right are Betty Martin, Joie Owens, Shirley Redding, Blinda Waddel, Margaret Ray, Tomoria Gunter, Sherman Raeford, and Brenda Dowdy.

DR. JONES CITES NEED FOR MORE SUPPORT

Fayetteville State College President Rudolph Jones told a group of Fayetteville area supporters that the college needs additional support if it is to compete for bright minds and faculty.

The occasion was a luncheon to honor individuals and firms that have supported the college's endowment program over a two-year period.

Dr. Jones told the gathering that no state-supported institution can or has become great on tax funds alone. "Additional support must come from individuals and foundations if we are to compete with other institutions," he said.

Dr. Jones said that such funds would be used for students' scholarships, improving faculty, and research. "Competition is keen for bright students and unless you can provide them some type of assistance, students will look elsewhere."

"Authorities tell us that the predominantly black public-supported institutions get a relative smaller proportion of funds dispensed by philanthropy than any other group of colleges," Jones said. "This is not only because of the attitude that we are well supported by tax funds, but it is also our fault."

Jones said that FSC has plans to remedy this situation. "We hope to get federal and state funds to set up a full-time development office after July 1, 1969. We intend to go all out to get money from foundations, businesses, industry, and wealthy individuals."

Jones cautioned the group that one of the marks for achieving this goal is local support. "When you go to such groups, however, they always want to know what the people in your community think of you and what are they doing for you. They also ask about your alumni and what they are doing."

Dr. Jones had special praise for all the legislators that have represented Cumberland County in the General Assembly. "They have always supported our endeavors when it came to appropriations for the college," he said. Special praise was reserved for former Representative Ike O'Hanlon. Jones told the gathering that O'Hanlon was instrumental in securing additional funds to complete construction of the Women's Gymnasium.

Also coming for special praise was Henry G. Hutaff, Coca Cola Bottling Company. "Coca Cola Bottling Company has been a prime supporter of the college and for this we are grateful," Jones said.

Certificates were presented to individuals and representatives of firms supporting FSC Foundation. Capital Club Certificates were presented to firms donating \$1,000 or more to the college. Recipients were: Belk-Hensdale Company, Coca-Cola Bottling Company, and Carolina Telephone Company. Executive Club Certificates were presented to firms or individuals that have contributed \$500 or more. Recipients were: Belk-Hensdale Company, Burlington Industries, North Carolina Bank, and the "Fayetteville Observer".

Persons or firms contributing \$100 or more received Century Club Certificates, and they were: Bender's Drug Store #1, Branch Banking and Trust Company, Mr. Charles I. Brown, Bryan Pontiac-Cadillac Company, Capitol Department Store, Cape Fear Block Company, Colonial Stores, Inc., Mr. John H. Cook, Lennox G. Cooper Insurance Company, Cross Creek Savings and Loan Association, Dairy Twist Drive-In, Delta Sigma Theta Sorority, Dr. Henry M. Eldridge, Entre-Nous Club, Eutaw Apartments, Inc., Fayetteville Mutual Insurance Company, "Fayetteville Observer", Fenner and Proffitt Consulting Engineers, Mr. Gershon B. Fiawoo, First Citizens' Bank & Trust Company, First Union National Bank, Ed Fleishman and Brothers, Dr. Minnie T. Forte, Dr. Marion George, Haymount Methodist Church, Mrs. Geraldine Henderson, Home Federal Savings and Loan Association, Homemaker Furniture and Interiors, Inc., Miss Dorothy Hutaff, Mr. John C. Jones, Dr. and Mrs. Rudolph Jones, LaFayette Motor Sales, Larkins' Clothiers, Mr. Perry Leazer, Links, Inc., Mr. Brooklyn A. McGeachy, Dr. Malvin E. Moore, Jr., Mr. Walter C. Moorman, Mrs. James R. Nance, North Carolina National Bank, North Carolina Natural Gas Corporation, Dr. Walter Pace, Player, Inc., Powell-Kistler and Company, Rankin Brothers Company, Mr. and Mrs. Emil Rosenthal, Southern National Bank, Mr. Richard E. Smith, (International House); Snyder Memorial Baptist Church, Mrs. Esther L. Simmons Stott; Mr. Paul Tamblin; Dr. C. C. Thomas; Mr. G. W. Tinnin; Dr. Odell Uzzell; Vick's Drive-In; Mrs. Gertrude Weil; W.I.D.U. Radio Station; Winn-Dixie Stores, Inc.; and Zeta Phi Beta Sorority, Inc.