

# R.J. Reynolds makes large donation to United Negro College Fund

R.J. Reynolds Tobacco Co. has donated a \$50,000 Russian sable fur coat to the United Negro College Fund to assist the organization in raising funds for its 43 member black colleges and universities.

The UNCF will sell raffle tickets for the coat and hold a drawing in November to determine the winner.

Bob Smitherman, special events manager for More Cigarettes, a brand of Reynolds Tobacco, presented the coat to Richard King, assistant national development director for the UNCF.

"The United Negro College Fund is a very deserving group," Smitherman said. "Reynolds Tobacco has a long association with black communities, and

we're pleased to be able to help a group dedicated to the survival of black colleges."

The Russian sable fur coat was designed by noted New York furrier James McQuay. It has been featured in Ebony Fashion Fair shows across the United States during the past year.

The Fashion Fair, sponsored by Ebony Magazine, is one of the world's largest fashion extravaganzas. More cigarettes is also a major sponsor of the show, which began in 1958 as a means for local civic and charitable organizations to raise funds.

Since its inception, the Ebony Fashion Fair has grown from a 10-city event to an international tour of almost 200 cities and

towns and has raised more than \$21 million for charity.

A highlight of each Ebony Fashion Fair show last season was the beautiful Russian sable fur, modeled by Janice Hall, who represents More Cigarettes.

"It seems fitting that we donate this coat to the United Negro College Fund, because the fur has helped raise funds for charities across the country during the past year," Smitherman said.

The Lois R. Lowe Women's Division of the UNCF will sell \$10 raffle tickets for the coat during the summer and fall. The winner will be announced Nov. 16 at the Ebony Fashion Fair show in Chicago.



R.J. Reynolds Tobacco Co. recently donated a \$50,000 Russian sable fur coat to the UNCF to assist the organization in raising funds. Pictured, from left, are Richard King, James McQuay, Shirley Patterson, John H. Johnson and Bob Smitherman.

## UNCF unveils annual achievement, challenge cups

The North Carolina office of the United Negro College Fund proudly announces the Frederick D. Patterson Annual Achievement Award and the William J. Trent Jr. Annual Community Challenge Cup.

This will be the first time these awards have been established within the UNCF, and both will rotate from year to year.

The Annual Achievement Award will be given to the North Carolina member institution which raises the highest percentage over its goal in the College Campaign category only.

This award is established in honor of Dr. Frederick D. Patterson, the founder of the United Negro College Fund, who served for 15 years as its first president. Patterson, 80, is spearheading the College Endowment Funding Plan. He is also active with the Robert R. Moton Memorial Institution and serves as chairman emeritus of the College Fund.

The Annual Community Challenge Cup will be presented to the campaign community which raises the highest percentage over its goal.

This award is named in honor of William J. Trent Jr., who served for 20 years as the first ex-

## Barristers' wives convene in Denver

National Barristers' Wives Inc. is holding its 35th Anniversary Convention in Denver from July 27 through Aug. 2. The organization, whose national president is Katie Robinson of Los Angeles, includes spouses of the members of the 8,000-member National Bar Association and has chapters throughout the United States.

On the national level, Mrs. Robinson says that the group's major thrusts are its child advocacy program, its national legal education scholarships, its African water wells project and collaboration with the United Negro College Fund.

Local chapters develop these thrusts through programs dealing with teen-age pregnancy, court tours, second-opportunity projects for youth, and arts and crafts activities for youth.

Other national officers are Harriet Pitcher of Baton Rouge, La., president-elect; Mary Hammons of Detroit, vice president; Marian Jones of New York City, recording secretary; Vivian Gordon of Philadelphia, corresponding secretary; Melva Samuels of Chicago, treasurer; Phyllis Scales of Detroit, financial secretary; Laine Harris of Washington, parliamentarian; Sarah Lewis of University City, Mo., historian; Mattie Moore of Indianapolis, chaplain, and Wilma Lassiter of Winston-Salem, public relations director.

Dr. Fredda Witherspoon of St. Louis founded the organization in 1951.



Frederick D. Patterson



William J. Trent Jr.

ecutive director of the United Negro College Fund. Under his direction the 28 area offices were implemented.

Trent, 77, is a UNCF campaign coordinator at Bennett College in Greensboro.

The United Negro College Fund, a non-profit organization,

was founded in 1944.

The North Carolina member institutions are: Barber-Scotia

College, Concord; Bennett College, Greensboro; Johnson C. Smith University, Charlotte; Livingstone College, Salisbury; St. Augustine's College and Shaw University, Raleigh.

# SEARS

Wed.	Thur.	Fri.	Sat.
30	31	1	2

## Super Selection

Sale starts Wed., July 30; ends Sat., Aug. 2, unless otherwise specified

# Sale!

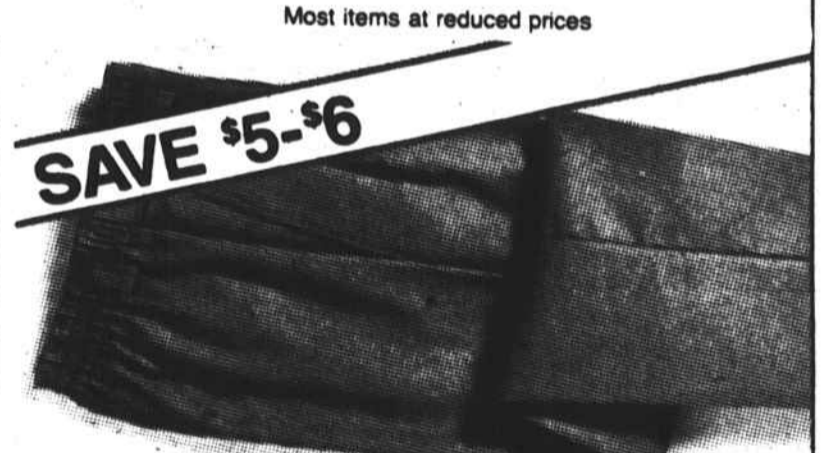
Most items at reduced prices



**Kids' LEE jeans**  
Great fitting all-cotton denims.  
Shown: boys' 4-7, reg. \$15.99  
Boys' 8-14, reg. \$18.99 ..... 13.99  
Boys' teen sizes and girls' sizes at similar savings



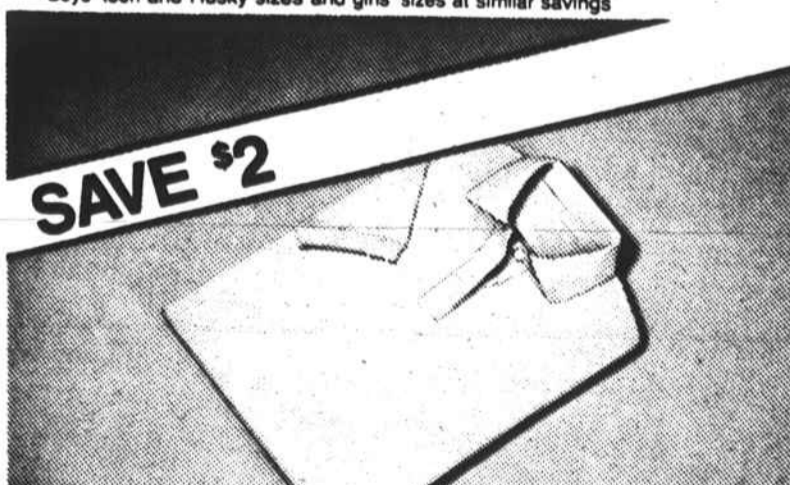
**Kids' LEVI'S jeans**  
Popular western styling.  
Shown: boys' 4-7, reg. \$15.99  
Boys' 8-14, reg. \$18.99 ..... 13.99  
Boys' teen and Husky sizes and girls' sizes at similar savings



**Boys' CUT-LOOSE pants**  
Classic and casual styles, polyester, cotton.  
Sizes 4-7, reg. \$12.99  
Sizes 8-20, reg. \$15.99 ..... 9.99  
Husky sizes at similar savings



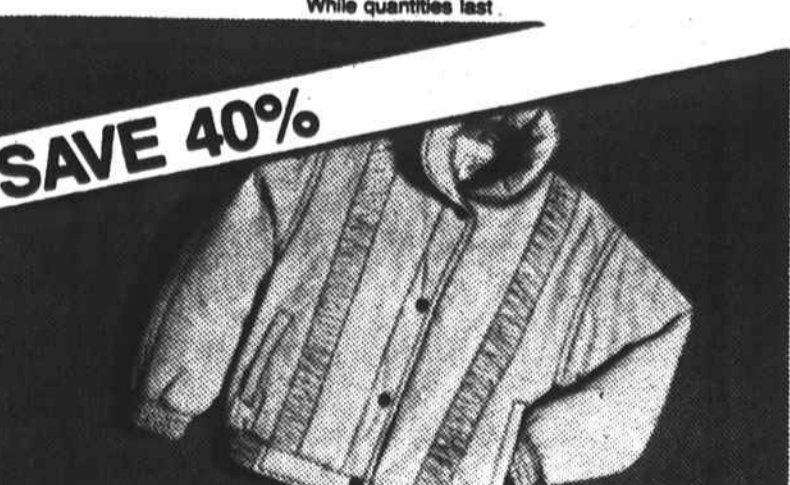
**Girls' dresses**  
Sizes 7-14 ..... 7.97  
Delightful selection of styles, colors  
While quantities last



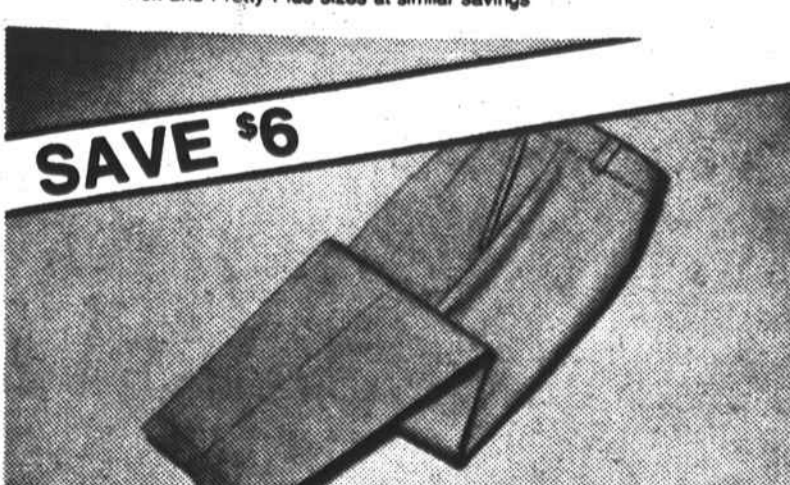
**Girls' polo style top**  
Choose several of these classy knit classics. Many styles, colors. Polyester, cotton knit. Sizes 7-14. Reg. \$6.99.  
4-6x and Pretty-Plus sizes at similar savings



**Boys' CUT-LOOSE™ tops**  
Great-looking knits in assorted colors. Polyester, cotton. Shown: 4-7, reg. \$8.99  
Sizes 8-20, reg. \$9.99 ..... 7.99  
Woven shirts at similar savings



**Girls' selected outerwear**  
Warm, machine washable, zip-front styles.  
Shown: 7-14. Reg. \$34.99  
Sizes 4-6x, reg. \$29.99 ..... 17.99  
30% OFF other outerwear for boys and girls



**Girls' Silver Unicorn pants**  
Popular styling, assorted colors. Buy several. Shown: sizes 7-14, reg. \$14.99.  
4-6x and Pretty Plus sizes at similar savings



**Sears Best kids' Underwear**  
Pkg. of 3. Boys' 4-20, girls' 4-14. Reg. \$5.99 pkg.  
4.49 PKG.  
Sears Best hosiery on sale, too.

Sears Pricing Policy... If an item is not described as reduced or a special purchase, it is at its regular price. A special purchase, though not reduced, is an exceptional value.

Sale ends Saturday  
Ask about Sears credit plans

### SHOP YOUR NEAREST SEARS RETAIL STORE

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SC: Columbia, Florence, Myrtle Beach, Rock Hill  
VA: Danville, Lynchburg, Roanoke  
WV: Barboursville, Beckley, Bluefield, Charleston  
KY: Ashland

