

Bennett Presents Noted Artist

Greensboro - As a part of the Greensboro Chapter of the NAACP's celebration of its 75th Anniversary, Bennett College has joined with community organizations to provide cultural activities for Black History Month.

On February 12, Bennett College will present student artist Addieleen Crocker of North Carolina A&T State University. Her exhibit will be open to the public in Bennett's Holgate Library. The opening reception was held Sunday, February 5.

Dr. John T. Biggers, artist and educator, will be the featured lecturer for Bennett's Art Department on February 28-29. Interested local artists and art students are invited to his lecture, Tuesday, February 28, at 7 p.m. in Pfeiffer Science Assembly. Dr. Biggers, who has distinguished himself as a painter, graphic artist and muralist, will show some of his works during the Biggers Exhibit, Wednesday, February 29, at 1 p.m. in Holgate Library.

A&T Kickoff Fundraising Campaign

The Queen City chapter of A&T State University alumni recently kicked off its 1984 fundraising campaign.

A goal of \$10,000 has been set, which exceeds last year's goal by \$4,000.

According to Jimmy Winston, local alumni chapter president, "I realize that the 1984 goal is aggressive, but we have over 300 alumni to help us attain this goal."

The national alumni goal has been set for \$200,000. The money will go towards scholarships and various curricula in the university.

Maroon And Gold Ball Planned

West Charlotte National Alumni held its annual Maroon and Gold Ball on Saturday, February 4, at the West Charlotte Park Center from 9 p.m. to 1 a.m. This was a fundraiser towards the grand reunion to be held in Charlotte on June, 1986.

Over 500 participants enjoyed the music by Brief Encounters of Wilksboro. Door prizes of \$100 went to Arthur Buster Massey of 3711 Delford Road in Shaker Heights, Ohio; \$75 to Lum Reed of 224 Summit Street in Monroe, N.C., and \$50 to Mrs. C. W. Costner of 831 White Plains Road in Charlotte.

A&T Alumni Set Recruitment Night

The Charlotte alumni chapter of A&T State University will host a recruitment night February 15, from 7-9 p.m. at the Greenville Community Center, 1300 Spring Street.

Representatives from the university will cover financial aid, admissions and career developments.

All students and parents are invited to attend. For more information, contact Jimmy Winston at 537-3566 after 5 p.m.

Sears Grant

Dick Edminsten, store manager for Sears at Eastland Mall, presented Dr. Robert L. Albright of Johnson C. Smith University a check for \$2,300 for the general scholarship fund. The gift was part of \$1.5 million annually given to colleges and universities nationwide by the Sears Foundation.

"The education grants are one program I'm particularly proud of," commented Mr. Edminsten.



Sam R. Sloan, General Chairman of the Annual Fund Drive, made an announcement about the Arts and Science Council's goal at the kick off luncheon held Thursday.

Arts And Science Group Launches Fund-Raising Drive

By Lori Grier
Post Staff Writer
It's the Annual Fund Drive for Charlotte's arts and science organizations. Join the celebration by helping them reach the \$1,320,000 goal. Last year, your contributions brought the total to over \$1,150,000 for 47 cultural groups, such as the Spirit Square, Discovery Place, the Mnt, the Symphony, the Opera and the Community School of the Arts, plus your choir, your art society and your child's acting classes. All of them depend on the Arts and Science Council to help them keep providing high quality programs.

The Arts and Science Council is an umbrella organization which serves 47 cultural organizations in Mecklenburg County, as well as nearly 15,000 donors who support its fund drive each year. It is a non-profit organization, governed by a board of directors, with a staff of three. The varied schedule of programs, classes, performances and other activities offered by its member organizations are enjoyed by nearly three million people each year.

The annual fund drive, conducted by the Arts and Science Council each February, is one of the oldest such drives in the nation. The first was established in Winston-Salem in 1954. Four years later, the Arts and Science Council was incorporated and conducted its first fund drive in 1959, raising \$63,000. In 1962, under the leadership of Jim Babb, Executive Vice President, Jefferson Pilot Broadcasting Company, the drive exceeded \$1 million. In 1983, Harris Cuthbertson chaired the drive, raising \$1,150,000.

This year, Chairman Sam R. Sloan, City Executive of NCNB, says, "We've got to build on our success. It's our dollars that keep the price of arts programs down so most people can afford to attend."

The corporate community is extremely supportive of the drive. First they provide their financial support. In other communities around the country, drives of a comparable size may include contributions from several hundreds to a little more than a thousand companies. In Charlotte, 3,500 different corporations take part in the drive each year. Second, they augment their support through encouraging in-house employee solicitations. The result is that this fund drive derives 45 percent of its total funds from individual contributions; the typical drive receives 15 percent. Third, 54 employers permit employees to use payroll deductions for their pledges, more than double the number in any other community in the nation. The result is that people have an opportunity to make a thoughtful pledge, knowing they can pay it out over a 12-month period, without ever having to write a check.

This year marks the silver anniversary of the Arts and Science Council fund drive. Much has happened since the organization was formed to serve seven member groups. Today, five cultural organizations have operating budgets ranging from nearly \$1 million to \$2 million. The 47 member organizations have become a valuable

adjunct to the public school system, with one of every three students spending an enjoyable, instructive field trip to their facilities. Thousands more are reached by programs conducted in the schools themselves. Adults, families and children from all across the United States take part in the programs offered each year. Collectively, they have made Charlotte the most important cultural center in the entire Southeast.

The member groups also contribute to the financial health of the community. They provide 100 jobs each year, with a payroll of \$3 million. This, in turn, generates nearly \$10 million of additional financial activity in the local economy. They purchase an additional \$2 million of goods and services locally. The cultural complex, along North Tryon Street, has already drawn two galleries and a new restaurant to the area. People driving in to take advantage of the programs offered, eat at restaurants, fill their gas tanks and often take care of some special shopping before returning home. As a result, both the quality of life and the financial health of Charlotte-Mecklenburg are stronger.

Fund Drive Twenty-Five has three major objectives,

which must be achieved if it is to meet its goals. 1) To insure reasonable increases from those companies and individuals who currently support the fund drive; 2) To give 10,000 more people the opportunity to express their support by making a contribution at the workplace, using payroll deductions where available and an automatic draft upon their checking accounts where they are not and 3) To bring 200 new companies into the drive, so that they and their employees will be able to contribute to the further development of a cultural community that makes this a pleasant place to live and raise a family.

The goal, itself, will provide for minimal program growth next year. It was set by the Board of Directors of the Arts and Science Council after consulting with member organizations about their needs and reviewing these with the community leadership, to determine the optimum that can realistically be expected to be raised this year. This, charged against an inflation rate of about five percent, leaves little room for expansion. The increase budgeted in the 1984 fund drive is (one of the smallest in the past five years.

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