Local

ne



Staff photo by Becky Swan Strung diamonds

he spider that spun this web apparently for drier surroundings. Yesterday

as the third foggy morning in a row this

week. Today's weather calls for fair afternoon skies becoming partly cloudy with a high of about 90 degrees

Marketing tips offered

orty full-tuition scholarships ve-day direct marketing col-e institute at Skokie, Ill., are vertising, marketing, jour-n, and other similar fields. stitute will be held Nov. 30

The

attalion ccessful applicants will get a ical introduction to basic di-marketing and direct mail ies under the guidance of top practitioners in the wing, \$99 billion direct

ing industry.
example, the principles of mail success, creativity, g lists, testing and other ets will be covered at the In-The curriculum goes d direct mail to cover such as telephone marketing, TV, print and broadcast

es selects the institute scho-recipients based on faculty nendations, ber Ung ng, interest in advertising marketing, extra-curricular l-related activities and emgieland

larships cover all tuition oom and board. Students uired to pay the first \$100 portation costs within the

larship applications are lefrom the student's acade-

mic department or the Direct Mail Marketing Educational Foundation, Inc., at 6 E. 43rd St., N.Y., N.Y. 10017 (212/689-4977). They must be received by Oct. 26, along with a professor's recommendation form.

The Direct Mail Marketing Educational Foundation has been sponsoring collegiate institutes twice each year. Over 900 students have attended since they

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