

UR Active in Tobacco Festival

By Faye Ehrenstamm
Staff Writer

The University of Richmond is playing an active role in the 25th Annual National Tobacco Festival, which ends Saturday.

Highlights of the festival include the Grand Illuminated Parade down Broad Street to Parker Field at 7 p.m. tomorrow night, the Tobacco Bowl football game at City Stadium at 1:30

p.m. Saturday and the Queen's Tobacco Ball at the Hotel John Marshall at 9 p.m. Saturday.

And the University will be represented at all three.

Dr. E. Bruce Heilman, UR president, will ride in car 5 of the parade with Richmond Mayor Thomas Bliley and Brig. Gen. Albert R. Morris Jr. (Virginia Army National Guard), parade marshal.

Also in the parade will be a 75-foot float sponsored by UR and the University marching band.

Twenty students will ride the float, of which the theme is "Our Tie to the City of Richmond." The float will feature a bridge symbolic of the University's tie to the city and a model of Boatwright Tower. Students interested in riding the flat float can sign up in the art department located in the Fine Arts Building.

The Festival Grand Marshal is James MacArthur, the actor known for his role on the television series "Hawaii Five-O."

The float was designed and constructed by UR staff and students.

On Saturday, the University of Richmond will meet Southern Mississippi University in the Tobacco Bowl. Gametime is 1:30 p.m., and pre-game activities begin at 12:30 p.m.

Pre-game activities include the introduction of the princesses vying for

the title of Queen of Tobaccoland, presentation of the floats from the parade, and the presentation of dignitaries and officials.

Dr. Heilman, as president of the host school in the Bowl, will be in the first car and will sit in a box with other dignitaries.

Also in the preceding the game will be the Schlitz 40 Horse Hitch.

During half-time ceremonies, MacArthur will crown the new Queen.

And she may be a Westhampton College freshman. Laura Stewart, who is Miss Victoria, is one of the 18 hopefuls. She, and the other princesses, has been staying at the Hotel John Marshall since yesterday for judging.

Frank Soden UR director of athletic public relations, will be the master of ceremonies for the half-time show and pre-game program.

And the game itself will be important to Spider fans, as UR puts its unbeaten record on the line.

The game also has sentimental value. The Spiders played in the first Tobacco Bowl game held 25 years ago, and lost to Virginia Military Institute 14-4.

UR played in its second Tobacco Bowl in 1970 against East Carolina University,

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and won 38-12.

The University's fourth Tobacco Bowl game is coming up in 1975, with a rematch between Richmond and VMI.

Tickets for the game are \$7, but UR students can purchase them at half-

price at the Robins Center through today.

Escorting the Tobacco Princesses all day Saturday will be 19 ROTC cadets from UR. The cadets will also escort the girls through the Grand March at the Ball on Saturday night. UR was also represented at the opening event of the week-long festival for charity—the Grand Ball, which was held at 9 p.m. Oct. 6 at the Arena. In place of Dr. Heilman, who was out of town on a previous engagement, were his daughter and son-in-law, Mr. and Mrs. Mark Davis, and the school's four vice presidents: Dr. Charles Glassick, Dr. William H. Leftwich, H. Gerald Quigg, and Dr. Charles H. Wheeler III.

The selection of the Official Hostess was announced that night, and Mrs. David A. Whitaker, wife of an assistant professor of economics, was named second runner up. She was the nominee of the Westhampton Junior Woman's Club.

UR has made a "big push" to help the festival because "it is a worthy cause, it is the festival's 25th anniversary, and the school was the first to play in the Bowl", according to Quigg, vice-president for public relations.