

Martin to Head USC Development Program

C. Wallace Martin, owner-manager of Radio Station WMCS and Columbia civic leader, will become fulltime director for development at the University of South Carolina on July 1, USC President Robert L. Sumwalt announced.

As director for development, Mr. Martin will serve as the principal officer of the president responsible for the planning and developing of public and alumni relations, fund raising, publications and governmental relations concerning sponsored research.

The position "director for development" is a new one at the university, established in the recently announced realignment of administrative functions.

Dr. Sumwalt said, "The university is delighted that Mr. Martin has accepted its invitation to become director for development. His outstanding background of professional and business experience, civic leadership and service to the university eminently qualify him for this position."

A native Columbian, Mr. Martin attended public schools here and is a graduate of the University of South Carolina where he earned the A. B. degree in 1936.

While a USC student he was president of Sigma Nu social fraternity and the German Club, varsity basketball manager, member of the freshman and varsity track teams, Omicron Delta Kappa honorary fraternity, Block "C" Club, Social Cabinet, editorial staffs of the student newspaper, "The Gamecock," and the university annual, "Garnet and Black."

Mr. Martin was manager of the Five Points and Carolina theaters prior to World War II. He served more than three years in the Navy during the war and was separated from the service with the rank of Lieutenant.

After World War II, Mr. Martin joined the staff of Radio Station WIS and was local sales manager until 1950 when he became president and general manager of WMCS.

Mr. Martin has just completed a term as president of the Columbia Chamber of Commerce. He is also a former president of S. C. Broadcasters Assn., Columbia Kiwanis Club, Columbia Sales Executives Club and the Executives Assn. of Greater Columbia.

He was the first campaign chairman for the United Fund Drive here, and also served as campaign chairman of the Christmas Seal Sale of the Richland County Tuberculosis Assn.

Mr. Martin is a member of the board of directors of the Salvation

Army, Boy Scouts Central South Carolina Council, Richland County Chapter of the American Red Cross, Sixth Naval District Advisory Council on Naval Affairs, Board of Directors of Security Federal Savings and Loan Assn. and the Columbia Advisory Board of State Bank and Trust Co.

In 1951 he was Columbia's "Young Man of the Year."

The son of the late Mrs. Louise Keenan Martin, Mr. Martin is married to the former Nancy Miles Chisolm of Charleston and New York, great-granddaughter of William P. Miles, a former president of the University of South Carolina. They reside at 1424 Heatherwood Rd. with their three children, Nancy, Wally and Louise.

He is a member of Trinity Episcopal Church where he has served as Sunday School superintendent and vestryman, Forest Lake Club, Palmetto Club, Centurion Society, Columbia Ball Society, Tarentella Club, Quadrille Club, USC Alumni Assn., and the Gamecock Club.

NAACP Told Jim Crowism On Way Out

ST. PAUL, Minn. (AP) — Jim Crowism is on way out and the nation stands on the brink of its most dynamic period of inter-group relations, its keynote speaker told the National Association for the Advancement of Colored People Tuesday night.

Dr. Robert C. Weaver, chairman of the board of the NAACP, warned the 51st annual convention however, that "despite our victories and successes of others to date" there is no room for complacency or satisfaction.

"But we know we will achieve our goal of equality if we remain resolute," he said.

The 6-day convention which opened Tuesday drew about 1,000 delegates. The NAACP, numbering some 350,000 members, claims to be the nation's largest and oldest civil rights organization.

"In its long history," Weaver said, "the association has always recognized that equality and dignity cannot and will not be achieved by litigation alone. Thus it has initiated and participated in every conceivable type of protest, from court action and lobbying to parades, demonstrations, picket lines and sit-ins."