

CAMPAIGN *Countdown*

THE CAMPAIGN FOR THE UNIVERSITY OF SOUTHERN CALIFORNIA

Outstanding students aren't a dime a dozen.

In fact, America's leading universities are in fierce competition for the nation's top scholars.

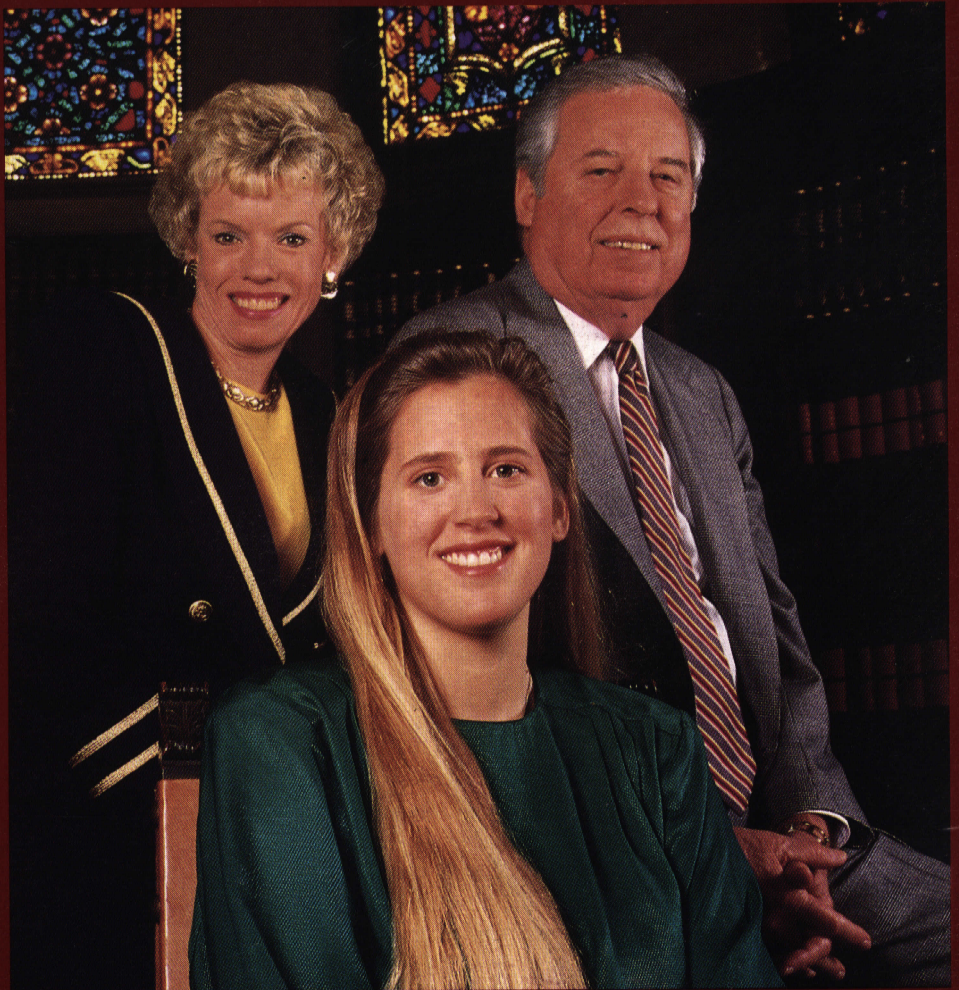
With a dwindling college-age population and the rising cost of private higher education, the best students, like Tara Silvestri, are picking and choosing their universities more carefully than ever before.

Fortunately, when Tara entered USC four years ago, the University was able to recognize her extraordinary potential with a Trustee Scholarship, a merit-based award that is the highest granted to incoming freshmen.

By the time she reached her senior year, Tara had been named a Rhodes Scholar, USC's second Rhodes Scholar in two years.

Scholarship funds are a vital tool in the University's quest to continue attracting a premier student body—a tool designed to steer tomorrow's leaders toward the opportunities of a lifetime.

Just ask Tara Silvestri.



left to right

JANE HOFFMAN POPOVICH
*Vice president, Hoffman Properties;
University trustee*

TARA SILVESTRI
LAS '90

GORDON S. MARSHALL
*Chairman and chief executive officer, Marshall Industries;
University trustee*

*Photographed in USC's world-renowned Hoose Philosophy Library,
located on the second floor of Mudd Hall of Philosophy,
and home to the Gomperz Collection.*

Campaign gifts support a variety of academic enterprises,
including faculty endowment, student aid,
research, special programs and the library system.

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Leadership for the 21st Century