

DESCRIPTION OF PICTURE PAGE

Anniversary Celebration Events and George Wayne Cox Sales Convention Attract Top-Drawer National and International Dignitaries; Firm Praised for Progress

Editor's Note: The following article describes pictures appearing on page nine. Numbers set in parentheses correspond with those in bottom-left-hand corner of each picture.

The story of the joint celebration of the sixtieth anniversary of North Carolina Mutual Life Insurance Company and the seventh annual George Wayne Cox Sales Convention is told in picture layout appearing on page nine.

(1) The celebration began with a special Easter Sunday vesper service at St. Joseph's A. M. E. Church, pastored by the Rev. Dr. Melvin C. Swann. Main speaker for the event was Howard University president Dr. Murdecai Johnson, who was introduced by J. H. Wheeler, Mechanics and Farmers Bank president.

(2) Dr. Johnson lauds the founders and early pioneers of the company for awakening to and discharging their "Christian responsibilities" and, likewise, praised the present management for fulfilling the legacy.

(3) Following the St. Joseph choir performance of the "Hallelujah Chorus" from Handel's "Messiah," Mr. Wheeler presents plaque to Mutual president Asa T. Spaulding. The plaque's inscription reads, in part, "for meritorious service and outstanding achievement." Mr. Spaulding responded whole-heartedly.

(4) Firm officials and guests form a line following the service to pump hands of well-wishing friends.

(5) Mrs. B. A. J. Whitted, retired North Carolina Mutual executive, prepares to lead "Meditation Period" as she is presented to an assembly of home office employees, company officials, and visitors in the firm's auditorium on Wednesday, April 1, anniversary date of the company. Mrs. Whitted served for 50 years with the firm and could speak with authority concerning the company's earlier development. She held the position of assistant treasurer at her retirement.

(6) Winners of the George Wayne Cox sales convention prizes posed for this group picture at a "Meet Our Winners" session sponsored in the home office auditorium on Tuesday, March 31. The convention, held each year in memory of the company's late vice-president and agency director George Wayne Cox, honors salesmen throughout the firm's branch office network. It provides top salesmen with a free trip to the home office where they are treated to a week-end of entertainment. This year's fete included, among other things, a show at Morehead Planetarium, breakfast with the president and his wife and a number of social gatherings at which they were honor guests.

Winners of the sales convention prizes this year were David Spencer, Winston-Salem; Efford Hayes, Spartanburg, S. C.; Benjamin Be-thea, Columbia, S. C.; Clarence Johnson, Augustus Hogan, and William T. Merritt, Atlanta, Ga.; Vernon Evans, George Boggs, Mrs. Madalyn Hammond, and Leroy Hayden, West Baltimore; Willie Wilson, and Mrs. Susan Maker, East Baltimore; Harold Davis, Greensboro; Chastio Morris, Memphis, Tenn.; Frank Edwards, I. R. Smith, and Mrs. Nannie Bostick, Richmond, Va.; M. V. Kemp, Albany; Milton Jones, North Philadelphia; Louis Bbykins, Pittsburgh and Mrs. Ethel Daniel, Chattanooga.

(7) Four of the prize-winning salesmen are congratulated by president Spaulding and Raymond C. Johnson, New York Life official (center), at the sales convention banquet. At extreme left are salesmen Charlie Morris and Mrs. Susan Maker. At right are Harold Davis and Efford Hayes.

The convention banquet, a glittering affair held at the North Carolina College dining hall, attracted top-drawer national and international dignitaries, insurance industry, business and city officials. It was the highlight of the anniversary celebration. During the banquet, president Spaulding read a few selected messages from a sheaf of telegrams and letters congratulating the company on its anniversary.

(8) One of the high-ranking international dignitaries present for the celebration of the Mutual's anniversary was Liberian Ambassador George A. Padmore, who receives key to the city from Durham mayor E. J. Evans at the sales convention banquet. The ambassador thanked everyone for the hospitality shown him during his visit to the city.

(9) A unique innovation in the program of the sales convention banquet was presentation of a "birthday cake" to Mrs. George W. Cox, widow of the late North Carolina Mutual executive in whose honor the convention is named. Mrs. Cox, with an assist from banquet toastmaster A. J. Clement, Jr., cuts the cake.

(10) Main speaker for the convention banquet, New York Life Insurance Company vice president Raymond C. Johnson, addresses gathering. Johnson predicted that United States insurance firms would have one trillion dollars of life insurance in force by 1970. He also commended North Carolina Mutual on its remarkable growth, pointing out that the company records had shown an increase from 14 million in assets in 1945 to 61 million in 1956. Seated next to him is toastmaster Clement.

(11) W. J. Kennedy, Jr., retired president and current chairman of the board, presents Ambassador Padmore with a gift from the company. The gift was one of several courtesies shown the visiting Liberian statesman by North Carolina Mutual.

(12) Here, Ambassador Padmore takes speaker's stand to express gratitude for hospitality extended him during his trip to the city for North Carolina Mutual's celebration.

(13) Two holders of North Carolina Mutual policies issued in 1904, Mr. and Mrs. David A. Thompson, are presented to banquet audience by company vice-president J. W. Goodloe. Two others who were issued policies bearing that date, Mrs. Alice Burton and Mrs. Laura Husband, are not shown.

(14) Some of the prominent guests who took part in the company's birthday celebration got together at the convention banquet with president Spaulding. Left to right are B. Everett Jordan, senior U. S. senator from North Carolina; Durham mayor E. J. Evans; Ambassador Padmore; Spaulding and Raymond Johnson, Vice President in Charge of Agency Affairs of New York Life Insurance Company.

(15) Another group of distinguished guests at the celebration exchange pleasantries with North Carolina Mutual officials in this picture. Left to right are Edward R. Merrick, member of the board of directors and retired vice-president-treasurer; Dr. Clyde Donnell, senior vice-president and medical director; Val J. Washington, director of Minorities for the Republican Party National Committee; W. J. Kennedy, Jr., board chairman; Arthur C. Daniels, vice-president of the Institute of Life Insurance; Spaulding; and New York Life vice-president Johnson.

(16) Banquet scene shows (left to right) Mrs. Asa T. Spaulding, wife of North Carolina Mutual president; Val Washington, Aaron Day, Jr., vice-president and Agency Director; and Bloom Baynes, president of Home Security Life Insurance Company of Durham.

(17) and (18) overall banquet scenes from two vantage points. Included in the roster of guests at the banquet were Thomas Young, vice president, Guide Publishing Company; Dr. E. T. Browne, president Ministerial Alliance and pastor of Mount Vernon Baptist Church. R. N. Harris, City Board of Education, secretary-treasurer, Bankers Fire Insurance Company; Mrs.

R. N. Harris, Dr. Melvin Chester Swann, pastor, St. Joseph's A.M.E. Church; Ernie Group, program director of Station WTVD; John O. Gualtney, regional vice president, New York Life Insurance Company.

Murray J. Marvin, Jr., executive director National Insurance Association; J. H. Wheeler, president, Mechanics and Farmers Bank; Mrs. J. H. Wheeler; J. S. Stewart, secretary-treasurer, Mutual Savings and Loan Association; Mrs. J. S. Stewart.

Dr. A. Hollis Edens, president of Duke University; Mrs. B. A. J. Whitted; Walter A. Biggs, president of Home Savings and Loan Association; Arthur Larson, director of World Rule of Law Center, Duke University; Mrs. Arthur Larson and daughter; Victor A. Bryant, Durham attorney.

Harmon Duncan, president Station WTVD; Mrs. Harmon Duncan and daughter; J. C. Hindley, manager, Liggett and Myers Tobacco Company; Henry Stover, branch manager, American Tobacco Company; Frank Jarman, president of Smith Professor W.D.N.C.; Dr. David Smith, professor, Duke University; Mrs. David Smith.

M. B. Fowler, vice president, Wachovia Bank and Trust Company; Arthur J. Stanley, president, Local No. 204; Leftoy W. Jeffries, vice president, Johnson Publishing Company; Carl Council, publisher, Herald-Sun Papers; Dr. Alfonso Elder, president, North Carolina College at Durham; Mrs. Alfonso Elder.

Dr. and Mrs. W. H. Bruce and daughter, Winston-Salem; Mrs. W. J. Kennedy, Jr.; W. A. Clement, associate agency director; Mr. and Mrs. L. E. Austin; Maceo A. Sloan, associate agency director; Mrs. Maceo Sloan; Leroy B. Frazier, agency secretary.

Deans and department heads of North Carolina College; members of Schoolmasters Club; N. C. Mutual retired employees; members of Durham Intondenominational Ministerial Alliance, and other friends.

Survey Shows
Pork Still Best
Food Purchase

Although hog prices have made a slight increase, pork continues to be one of the most economical red meat buys. Favorable prices are appearing on pork loins, bacon, spare ribs, and pork chops. Beef prices show little change with greatest economy to be found in featured specials at your favorite store.

Where storage facilities are available and adequate, purchasing beef in quantity will add economy to meat dollars. Many different types of fresh, frozen, and canned fish are available, offering economy and a change to tired menus.

POULTRY

Large size eggs continue to be the most economical egg buy as spring production increases. Despite the Easter demand, good supplies of large and medium sizes are available at very reasonable prices.

Broiler supplies are expected to remain plentiful through the coming weeks. Prices have shown a slight fluctuation during the past weeks but remain reasonable. Both heavy hens and turkeys in very good supply are appearing on the market at attractive prices and warrant consideration of economy-minded consumers.

FRUIT

Citrus prices have shown a slight decrease as a result of dwindling supplies; however, most supplies are adequate for demand and prices are still reasonable.

Some economy may be found by buying by the bag. Apples out of storage remain at reasonable price levels and are of excellent quality. Fresh strawberries are appearing on some markets arriving from southern producing areas. The quantity will increase as the harvest season progresses.

VEGETABLES

Fresh vegetable supplies continue to increase as harvesting in the producing areas progresses. Recent adverse weather in Florida has had most significant effects on higher cucumber and green pepper prices. Supplies of Irish potatoes remain large and prices are very reasonable. Included in the most economical vegetables are cabbage, lettuce, carrots, celery, greens (mustard and turnip) and broccoli.

Quality of most fresh vegetables is very good. Featured specials are appearing in may retail stores on both canned and frozen vegetables.

DR. HIMES TO READ PAPER AT MEETING OF SOCIOLOGISTS
Dr. J. S. Himes, Professor of Sociology at North Carolina College, will read a paper on "Teaching and Research in the Small Department" at the annual meeting of the Southern Sociological Society in Gatlinburg, Tennessee, convening April 16-18.

CONGRATULATIONS! and BEST WISHES
To
N. C. MUTUAL LIFE INSURANCE CO.
On Its
Sixtieth Anniversary
B. & J. ROSE FURNITURE COMPANY
100 W. PARRISH ST. DIAL 4-4331

Best Wishes
N. C. MUTUAL LIFE INSURANCE CO.
On Your 60th Anniversary
City Finance & Loan Co., Inc.
423 W. Main St. Dial 3-3761

Congratulations
North Carolina Mutual Life Insurance Company
ON YOUR
SIXTIETH ANNIVERSARY
DURHAM LAUNDRY CO.
113 S. Gregson St.—Dial 4-991

CONGRATULATIONS
NORTH CAROLINA MUTUAL LIFE INSURANCE COMPANY
on Your
60TH ANNIVERSARY
MATTHEWS & FARROW, Inc.
315 Rigbee Ave.

Congratulations
North Carolina Mutual LIFE INSURANCE COMPANY
on Your
60TH ANNIVERSARY
MILLER-HURST, INC.
Morris at Morgan St. Tel. 5-173

We Congratulate The
N. C. Mutual Life Ins. Co.
On Its
60th Anniversary
UNION INSURANCE AND REALTY COMPANY

Congratulations
N. C. Mutual Life Insurance Company
And Best Wishes On Your
Sixtieth Anniversary
New Method Laundry & Dry Cleaners, Inc.
405 Roxboro St. — 1106 Broad St. — Roxboro Rd. at Avondale Drive

CONGRATULATIONS
N. C. MUTUAL
On Your
SIXTIETH ANNIVERSARY
PIEDMONT FURNITURE CO.
MORGAN & HOLLAND STREETS

Congratulations
N. C. Mutual Life Insurance Co.
On Your
SIXTIETH ANNIVERSARY
FIRST FEDERAL SAVINGS & LOAN ASSOC.
Chapel Hill and Main Streets

Congratulations
TO
North Carolina Mutual Life Insurance Company
ON ITS ANNIVERSARY
ECKERD'S DRUG STORES
Dial 3-9921 Dial 2-4778
122 W. Main -:- Forest Hills Shop, Center

CONGRATULATIONS
N. C. MUTUAL LIFE INSURANCE COMPANY
AND BEST WISHES ON YOUR
ON YOUR
SIXTIETH ANNIVERSARY
DURHAM INDUSTRIAL BANK
Member Federal Deposit Ins. Corp.

Congratulations!
North Carolina Mutual Life Insurance Company
In Your
60th Anniversary Celebration
SOUTHERN FIDELITY Mutual Insurance Company
We Join With Others In Congratulating the North Carolina Mutual Life Insurance Company For 60 Years Of Successful Insurance Service.

CONGRATULATIONS
NORTH CAROLINA MUTUAL LIFE INSURANCE CO.
AND BEST WISHES ON YOUR
SIXTIETH ANNIVERSARY
COMPLIMENTS OF
Security Savings and Loan Association
Main And Market Sts. Dial 9-2021

Congratulations
And Best Wishes
NORTH CAROLINA MUTUAL Life Insurance Company
ON YOUR
Sixtieth Anniversary
NELLO L. TEER COMPANY
TRUST BUILDING DIAL 2-6191