

# Notables Send Greetings, Hail Theme

The Governor of North Carolina, a United Nations mediator, three United States Congressmen and a host of other prominent persons in government, education and business have endorsed NCC's Fiftieth Anniversary celebration in special messages of congratulations to President Elder and the Anniversary Committee.

In statements praising the progress of NCC leading up to its mid-century birthday, the distinguished Americans call attention to the history and promising future of North Carolina College.

They also underscore the significance of the Anniversary theme and urge support of the \$50,000 Scholarship Fund Campaign.

Following are some of the congratulatory messages:

**SAM J. ERVIN, JR.,**  
United States Senator,  
Washington, D. C.:

All of us realize that an educated citizen-ship is indispensable to the welfare of North Carolina and the Nation. The North Carolina College at Durham is rendering signal service in providing us with educated citizens.



President Alfonso Elder has initiated a program to establish a scholarship fund for aiding needy and deserving students to attend the North Carolina College at Durham. This very practical program merits the support of all North Carolinians. I voice the hope that all who are able to do so will assist in bringing it to the fulfillment prior to the celebration of the Golden Anniversary of this great institution.

**WILLIAM A. MARSH, Esq.**  
President, National Alumni  
Association:



Our national alumni association is pleased to join hands with North Carolina College and the James E. Shepard Memorial Foundation in this 50th anniversary scholarship campaign.

We herewith pledge our full cooperation in the worthwhile objective of raising \$50,000, or \$1,000 for each year of alma mater's existence.

Moreover, we believe this is an opportunity for alumni to re-dedicate themselves to NCC and to become active forces in alumni affairs.

**CARL T. DURHAM**  
United States House of  
Representatives, Washington,  
D. C.:

Certainly this is a very significant anniversary for the College, representing as it does the tremendous growth of the institution in the last fifty years. I have been familiar with the work of this fine institution since Dr. Shepard's long term of office and know of his outstanding contributions to the college, which will be long remembered. Under his leadership, the cause of education was greatly advanced and significant contributions made to the general welfare of the public, not only in the local community but at state and national levels.



I am glad to see the College continue to go forward under President Elder's guidance, and I am particularly glad to know

of the undertaking, in celebration of the Fiftieth Anniversary, to expand the institution's scholarship funds, which I believe to be very important in advancing education at all levels.

**DR. JAMES M. HUBBARD, SR.**  
President, James E. Shepard  
Memorial Foundation:

The James E. Shepard Memorial Foundation is honored to participate with our college and with our alumni in this campaign to raise \$50,000 as part of the Golden Anniversary observance.



This is the kind of effort that merits the support of all loyal NCC friends and supporters.

**WATTS HILL, JR.**  
Durham County Representative  
N. C. House of Representatives  
Durham:



North Carolina College, as the highest ranking educational institution of its type in the State and as one of the all too limited number of institutions of first rank in the country, makes an enormous contribution not only to the community and the State but indeed to the entire Eastern Seaboard. Any institution, it seems to me, must be evaluated in terms of the needs of its undergraduates and graduates in three areas, (1) the desire of the individual for enlightenment, (2) the needs of the community and State for technical training and, (3) the broad demand for leadership in a time when leadership at every level is too seldom in evidence. At all three levels, North Carolina College is unquestionably recognized as making a contribution in the first order of magnitude.

North Carolina College also, and in some ways even more importantly, represents an institution whose greatest contribution and greatest opportunity lie in the fifty years to come. Every thinking person, regardless of his economic or social background, must admit, if he is to think objectively, that the day is long since past when the leadership of any one segment of the population can or should be provided almost solely by another segment.

I visualize the greatest contribution and the greatest challenge to the College in the next fifty years being that of providing the opportunity for the development of responsible leadership from within the ranks of those individuals who graduate from the College. If this challenge is met as there is every reason to believe that it will be, then the golden age of the College is yet to come.

**B. EVERETT JORDAN**  
United States Senator  
Washington, D. C.:

All North Carolinians are proud of the extraordinary contributions that North Carolina College has made to the growth and development of.... our State. From meager beginnings this college, under the outstanding leadership of Dr. James E. Shepard and Dr. Alfonso Elder, has developed into an outstanding institution of unusual importance in offering additional opportunities to many thousands of our younger citizens. It deserves the respect, admiration, and support of all our citizens.



**CHARLES F. CARROLL**  
State Superintendent of Public  
Instruction, Raleigh, N. C.:



I am in hearty accord with the recommendations of the Board of Trustees of North Carolina College at Durham in relation to the special Golden Anniversary celebration in November of 1960. The theme selected is most appropriate and the discussions to be carried on in seminars should be stimulating and fruitful.

Truly, this college has been very fortunate in having its development throughout the fifty-year period placed in the hands of two very able educational administrators. The work of these leaders and their colleagues has greatly enriched the lives of many people within our State and Nation.

The launching of a \$50,000 Scholarship Fund Campaign is most fitting at this time. Such assistance will mean much to those young people who have scholastic ability but who lack economic resources.

**BASCOM BAYNES**  
President, Home Security Life  
Insurance Company, Durham:



The people of North Carolina and particularly of Durham are very proud of the North Carolina College at Durham. The faculty and personnel of the College take an active part in the civic life of our community. The College has had a very high quality of administrative leadership under the direction of Dr. Shepard and Dr. Elder. It has been my pleasure to serve on the Board of Trustees for more than ten years and know firsthand how efficiently the College is operated and predict for

## Give Your Contribution A Name

A new plan of giving which has netted over \$3,000 in scholarship contributions in the past two years is being offered as a special feature of the \$50,000 Scholarship Campaign of the Fiftieth Anniversary celebration.

Originated by President Elder in 1957-58 as "The Name Program," this appealing method of giving has proved popular among regular givers and has attracted a number of new ones.

Under this plan, individuals or organizations may contribute a full tuition scholarship (\$130.50) in their own names or in honor of someone else, either living or deceased. The donor may also designate the student whom he wishes to receive the scholarship.

If no one is designated, the Scholarship Committee of the College will make the award on the basis of need and promise or in line with acceptable criteria prescribed by the donor.

Over \$3,000 has been donated to the Scholarship Fund under the "Name Plan" during the past two years. Some 23 individuals and organizations have established such scholarships at NCC.

Among these are the Alliance Company; Dr. Helen G. Edmonds ("The Ann Edmonds Memorial Scholarship"); Mechanics and Farmers Bank (1958 and 1959); Mrs. Annie D. Smith,

them an even brighter future in years to come.

**CAPUS WAYNICK**  
Adjutant General  
State of North Carolina:

Examination of the role of the liberal arts college in today's world is timely. Man is exploring his environment with a powerful new thrust but there is danger that he will fail to examine himself minutely enough. Social weaknesses indicate the need for deep concern about the quality of living. We need the philosopher as well as the engineer, to consider why as well as how. North Carolina College at Durham from its beginning under the creative wisdom of the princely Shepard has emphasized concern about attitude and under both Shepard and his successor, has earned high esteem for its contribution to quality citizenship.



**ASA T. SPAULDING**  
President, North Carolina  
Mutual Life Insurance Company  
Durham, North Carolina:



It is a happy privilege for me to congratulate the North Carolina College, its president, board of trustees, faculty, staff and student body upon its forthcoming Fiftieth Anniversary. Though young in age, compared with the leading institutions of higher learning in the Nation, it has, nevertheless, already had a tremendous impact upon the State and Nation.

New Bern ("The I. H. Smith Memorial Scholarship"); Mr. M. A. Ham, A.I.A. ("The C. C. Spaulding Memorial Scholarship"); Mrs. Ada L. Montgomery ("The Reverend H. G. Montgomery Memorial Scholarship"); Prof. James T. Taylor ("The Gertrude Tandy Taylor Scholarship"); Lt. Col. Joseph A. Christmas, St. Thomas, Virgin Islands ("The Susie R. Christmas Memorial Scholarship, 1958 and 1959"); Dr. and Mrs. A. E. Weatherford (1958 and 1959); Dr. Alfonso Elder ("The T. J. Elder Memorial Scholarship, 1958 and 1959"); Dr. J. M. Hubbard, Sr. ("The Essie Grizelle Hubbard Memorial Scholarship"); The Charles H. Mason Fund, Winchester, Massachusetts ("The Charles H. Mason Memorial Scholarship"); Mr. H. M. Michaux; Dr. G. T. Kyle ("The G. T. Kyle, Sr. Memorial Scholarship, 1958 and 1959"); the Teacher Training Class of Mount Vernon Baptist Church ("The Mount Vernon Baptist Church Scholarship"); Men's Dormitory Council ("The Valeria Berry Memorial Scholarship"); Dr. Joseph H. Taylor; and Dr. and Mrs. S. B. Fulbright.

Individuals interested in this plan of giving may contact President Elder directly or may write to the Fiftieth Anniversary Scholarship Campaign, North Carolina College at Durham, Durham, North Carolina.

Being an alumnus of the school, I take pardonable pride in its history and accomplishments as well as in the close association and cooperation which have always existed between the North Carolina College and the North Carolina Mutual officials and other personnel. The forthcoming celebration might well be styled, "A Half Century of Cooperation Between an Institution of Higher Learning and a Business Firm." Our prayers and best wishes are for another half century of momentous progress.

**DR. FRANK P. GRAHAM**  
United Nations Mediator  
New York:

Now is the time for the friends of the North Carolina College to muster to her side in preparation for the fiftieth anniversary of the founding of the College. Today we stand on the shoulders of James E. Shepard and



C. C. Spaulding and other such leaders who prepared the way for these days of the progressive leadership of President Elder.

We recall that through the leadership of Governor Morrison that the North Carolina College as a part of a statewide building program became a leader in the South as the first liberal arts college for Negroes supported by a Southern State.

Today, integration to have more than token meaning, must be a two-way street and the College must welcome all qualified students regardless of race, creed, or economic conditions.

Funds for loans and scholarships are desperately needed for worthy students and for the advancement of the high place of the College in our State and Country.