

Twitty Has "Insurance" In His Blood

Walter Twitty Sr., retired five years ago as manager of the Charlotte district for the North Carolina Mutual Life Insurance Co. (NCM).

Last week, at age 70, Twitty was behind a desk at the Charlotte district office on South Boulevard. After 40 years with North Carolina Mutual, the stocky-built man also known as "W.W.," has insurance in his blood.

"I'm retired, but I'm always interested in helping the Mutual family," said Twitty, who was called from retirement last year to serve as acting manager of the Charlotte district. Twitty said now that a new district manager has been named, he will step aside, at least for a while.

Coming out of retirement was fun, said Twitty, "as long as it doesn't interfere with my bridge."

Twitty is a bridge buff, and belongs to several bridge clubs and associations. They include the Metrolina Duplicate Bridge Club and the American Bridge Association, which he is assistant manager. Twitty says when he's not playing Bridge, he may be on the golf course, or relaxing at his home on

Madison Avenue in the McCroney Heights community.

He is married to the former Samella Brown, a retired teacher for Charlotte-Mecklenburg Schools. They attend Simpson-Gillespie United Methodist Church. The couple has two children - a daughter, Marilyn Marable, of Richmond, and a son, Walter Twitty Jr., who works in Charlotte for the U.S. Postal Service. They have three grandchildren.

Twitty spent many years as an agent in the Charlotte district before becoming district manager. He joined North Carolina Mutual in 1939 when the Charlotte district was located on the corner of Brevard and First streets downtown in Second Ward. Then, North Carolina Mutual was one of about 50 black insurance companies in the country. But, says Twitty, North Carolina Mutual was the largest.

"I dropped out of school (Johnson C. Smith University) and went into the life insurance business," he said. "When I joined there were not many opportunities for blacks in employment. I wanted to be affiliated with a black

business. North Carolina Mutual was the largest in the world."

Twitty said too, he enjoyed the feeling of security at the company and working with blacks.

Twitty sold insurance for about 15 years. He became a field training supervisor in 1962 and served in that capacity for about seven years. Later Twitty was promoted to sales manager and was called on by company officials to help establish a district office in Los Angeles. "Only six or eight people went out there to pioneer the Los Angeles office," he said proudly.

Twitty attended Johnson C. Smith in the mid-1930s, then served in the military during World War II.

He said he's seen the insurance industry change drastically since he joined.

"Trends are changing. North Carolina Mutual got its start by helping blacks and poor people for the sake of burial. People have become more educated and see needs for other kinds of insurance," he said. "Now it is the general trend for blacks to have home mortgages, trusts and investments, too."

Twitty said he didn't earn a fortune selling insurance, but would do it again.

"No way a person can get rich working for an insurance company," he says. "I do it for satisfaction in helping people, and for security. It's a way to earn a living."

"If I had to start my career all over again, life insurance is what I'd do. And definitely, I'd do it with North Carolina Mutual."



Walter Twitty, retired manager of the Charlotte district, and, until recently, acting Charlotte district manager.

Top Executives



Malvin E. Moore III
..... Public Relations Director

It's up to Malvin E. Moore III to see that North Carolina Mutual is seen in a positive light. Presently, he is the director of advertising and public relations at the insurance company. Since he joined the company in 1976, Moore has centered his career on public affairs, having worked as a public relations assistant manager of advertising and public relations. At N.C. Mutual, Moore is coordinator of the NCM Heritage Room, secretary of the donations committee, and a member of the advertising committee and the '85 anniversary committee. A graduate of Morehouse College and the University of Iowa, Moore has also completed further studies in the field of insurance. In other areas of his life, Moore is just as active. He is a member of the Covenant United Presbyterian Church. He is president of the N.C. Association A.A.U.-USA Junior Olympics, a member of the Governor's Task Force on Science and Technology, and a little league basketball coach.

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