

✓ Governor Moore
✓ ^{Mr} Asa Spaulding
✓ Mr J. W. Hoodloe
offices + directors

✓ Senator Brewer
✓ Senator Jordan

✓ Congressman Kornegay (Horse)

✓ Congressman Chas Jones
Secretary Weaver

Dr Andrew Brimmer

Mayor Isräbäräk ^{Graw-Bar-ik}

Commissioner Duncan

Rev Archibald Carey

Dr Nabrit - Dr Wright (steph)

you + Helleny
Ambassador
Peal of Liberia
Publisher
John H Johnson

^{Cong}
Horace
Kornegay
REMARKS

^{Congress}
Sen Chas Jones
Sen Kornegay
6th

VICE PRESIDENT HUBERT HUMPHREY

NORTH CAROLINA MUTUAL LIFE INSURANCE COMPANY

✓ Gov. Moore - 60th Birthday
BUILDING DEDICATION

Sen Jordan

✓ ASA Spaulding

DURHAM, NORTH CAROLINA

Sen Erwin

APRIL 2, 1966

✓ J.W. Goodloe
offices + Directors

Durham
center of life

Secretary Weaver
Dr Brimmer
Mayor Grabert

We meet today on a happy rather than a solemn occasion. Some dedications are of monuments to past glories. But today we are dedicating a very substantial -- and a very handsome -- declaration of faith in the future.

Not the Beauty of our buildings or the offering of our material - But the Quality of our people

I only wish that John Merrick, Dr. A.M. Moore, and C.C. Spaulding were here to see their dreams come true. I suspect they could not have imagined this building exactly as it is -- so thoroughly modern, so much in the spirit of these stirring, vibrant 1960's.

67 yrs
April -
1899

But I'm sure they would have visualized something equally impressive.

They were unusual remarkable men,

How else would they have had the courage and determination to launch this enterprise and keep it going? As the Bible says (Proverbs XXIX, 18):

29-18

"Where there is no vision, the people perish."

- But they had vision

The North Carolina Mutual Life Insurance Company had hard going indeed in those early days.

The Negro had been emancipated little more than a generation when your company was organized.

Already the effects of the Reconstruction were wearing off.

Oppressive measures had been and were being enacted and the freedom the Negro had so newly gained was being eroded in a hundred overt and devious ways.

↳ But your founders were not deterred or disheartened.

↳ They had ^{very} little capital, but they had great courage.

Our presence here today is a tribute to the prudent use of that capital, and a validation of their courage.

↳ North Carolina Mutual pioneered in providing equitable insurance programs for uneducated and poorly-paid workers -- for those who were either denied any insurance at all

because of their race or pitilessly exploited if they were allowed to ~~take it out~~ ^{buy insurance} at all.

↳ You went into the homes, the churches, and the schools and urged thrift. You encouraged and aided Negroes in buying homes. You stressed the advantages, in personal advancement and community service, of a sound education.

you gave meaning to freedom and human dignity.

↳ By building bridges for mutual communication, you helped to develop racial cooperation and good will in your community. ↳ In 1919, when racial unrest and violence were sweeping the country, Mr. C.C. Spaulding gave wise counsel to your managers and agents, urging them to "make friends of the races in your communities, that all might live together in peace."

↳ Your inspiration and example have not been given to this country alone. ~~for you~~ ^{↳ you} have opened your doors to visitors and internes from the emerging nations of Africa, ~~so that they could~~ ^{↳ these friends from other lands} see and learn your procedures and techniques -- and, even more important, perhaps, ~~to~~ ^{↳ they} take heart from your capacity to start from small beginnings, overcome great hardships and difficulties, and reach your present pinnacle of success.

yes - \angle You have come a long way, and you are entitled to ^{look to the new horizon}
 pause a moment, take a deep breath, and enjoy the view.
~~Intake the sweet air of success.~~

\angle With 420 million dollars of insurance in force at
 the end of last year, you rank comfortably in the top
 10 per cent of the nation's more than 1400 insurance
companies. \angle Your achievement offers eloquent testimony

of the business ability and acumen, the financial and
investment skills, and the prudence and integrity that
 American Negroes can bring to the business community,
 as well as to our larger society.

Yours is an American success story

\angle And the story of North Carolina Mutual demonstrates

Private business role

once again the vital role which private business and
 industry can play in promoting equal opportunity for our *all of our*
 citizens. ~~In recent years~~ \rightarrow there are many heartening
 examples of dedicated business and corporate leaders

mounting major drives to hire on the basis of full equality and recognizing the vital role their companies

play a vital role

~~can play~~ in building a climate of cooperation and good

~~will to dispel one of hate and suspicion.~~

American Business can & does

Business can and does dispel hate & suspicion

Many communities and businesses have learned

this lesson, but few have acted upon it with the courage and sense of justice characterized by Durham and North

Carolina Mutual.

You have indeed much to celebrate, and you are celebrating it well! I am delighted that the Durham

Theatre Guild's production of Stephen Vincent Benet's

epic poem, "John Brown's Body," is part of your Festival.

~~I only regret that, owing to the pressure of time under which public officials operate,~~

I regret that Mrs. Humphrey and I

~~have not been able to attend it.~~ Like you, we think that the good life, the

civilized life, is more than bread, more than automobiles,

more than refrigerators -- it is poetry, it is drama, it is music and all the arts.

↳ In your Festival symposium, "The Negro in the American Economy," you have discussed the role of Negroes in literature and the arts, in sports, in religion and in education -- areas where they have long played a leading part. And you have also dealt with newer fields -- business and the professions, labor, communications and government.

↳ In all these areas dramatic progress has been made -- and it is steadily accelerating.

↳ Indeed, the presence here of your keynoter, Dr. Andrew F. Brimmer, is a striking example of that progress. He has won his present post ^{as a member} ~~by~~ sheer ability, with an equal service as

Assistant Secretary of Commerce for Economic Affairs ~~that~~ he was chosen last year as one of our ten most outstanding men in the Federal ^{Government} ~~State~~ Service. young civil servants.

The Gates of opportunity are being opened - and merit, ability, character

Brimmer
of the Federal Reserve Board by

are fast replacing race, region, + religion
as the qualifications for productive service.
But we have ⁸ ~~only~~ begun!

There are some people -- and well-intentioned people,
at that -- who say in effect: "Why all this agitation and
protest? Aren't Negroes ever satisfied?"

~~I say that~~ ^S such people haven't grasped the true
dynamics of the Negro revolution -- and believe me, it is a
revolution.

History teaches us that the great revolutions aren't
started by people who are utterly down and out -- without
hope and vision. They take place when people begin to
live a little better -- and when they see how much yet
remains to be achieved.

*This is what is happening
in America today.*

I say these demands and this striving will not and
cannot end until Negroes enjoy the full rights and privileges
and opportunities of other American citizens, both in law
and in fact. -

But more must be done.

Great progress has been and is being made ~~I think,~~
There are milestones of progress -
to cite the most recent milestones, of the Civil Rights Act
of 1964, initiated by the late President Kennedy and carried
through by President Johnson.

~~I think~~ of the Voting Rights Act of 1965, initiated
and enacted under President Johnson's leadership.

We shall continue to press forward ~~toward~~ full and
equal civil rights. *until full justice is achieved - less than full justice is injustice!*

In his State of the Union message this year, the
President declared that "justice means a man's hope should
not be limited by the color of his skin." He then proposed:

~~to~~ *assure* Legislation to ~~establish~~ unavoidable requirements
for non-discriminatory jury selection in federal and state
courts -- and to give the Attorney General the power
necessary to enforce those requirements.

But legislation
is not all that is needed -
we need the
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-- Legislation to strengthen the authority of federal courts to try those who murder, attack, or intimidate either civil rights workers or others exercising their Constitutional rights -- and to increase penalties to a level equal to the nature of the crime.

-- Legislation, resting on the full Constitutional authority of the federal government, to prohibit racial discrimination in the sale or rental of housing.

Progress has come -- and will come -- not only from legislation specifically directed at assuring equal rights to Negroes and other minorities -- but through programs benefiting the entire American community, and particularly the less-privileged sections of it.

Two years ago the President Johnson launched the war against poverty -- an action unprecedented in the history of the world. That war will be pressed forward until this bitter word "poverty" is banished not only from our lives, but

(and the poverty that grips millions of our fellow americans is more than economic)

- 11 -

hopefully even from the language we speak. In the dictionaries of the future, it may still appear -- but I hope with the designation "Obsolete."

< Now, there are more poor white people than there are poor Negroes, and the majority of Negroes live above the poverty line, as it has been statistically defined.

Nevertheless, Negroes do suffer from poverty to a much higher degree than their white fellow-citizens, and therefore are among the chief beneficiaries of the poverty war programs.

< Negroes are also beginning to benefit from the policies of vigorous economic growth which the government has been pursuing in the past five years. Between February, 1961, and February, 1966, the rate of unemployment for Negroes was cut almost in half. ~~At 7 per cent,~~ ^{But} it is still much too high -- and we certainly cannot be complacent when one of every 14 Negro workers is without a job.

Last year, the Council of Economic Advisers estimated that this country sacrificed 23 billion dollars in gross national product as payment for accumulated costs of ^{employment} discrimination.

↳ If Negroes received the same average pay as whites of the same education the personal income of Negroes and the nation would be 12.8 billion dollars higher.

↳ If Negroes had the same educational attainments as white workers -- the same pay and experienced the same unemployment -- their personal income would be 20.6 billion dollars higher.

↳ These figures, and I imagine most of you have heard them before, remind us of the terrible price we continue to pay for discrimination and disadvantage. ↳ At a time when America is being called to provide leadership around the world, this is a cost we simply cannot afford.

Let me hasten to add: Even if discrimination cost this nation not one penny, we would have the moral obligation to eradicate it. But we must not close our eyes to the staggering costs we incur each year for our failure to open wide the doors of opportunity for every American.

Last year there was dramatic progress on another front of great importance to the entire American community -- and particularly to Negroes. The far-reaching legislation to help our schools and colleges enacted under President Johnson's leadership in the last session of Congress clearly marks 1965 as the threshold of a new era in American education.

The Elementary and Secondary Education Act will help approximately seven million educationally-deprived children from low-income families -- a very substantial proportion of them Negro children. It authorizes grants to school districts in approximately 95 per cent of the nation's counties.

We need everyone!

Taken together, the programs in the Elementary and Secondary Education Act alone will bring over 1.2 billion dollars to education throughout the country in this current school year -- and a half-billion dollars will go to the schools in the South.

↳ Yes, the future looks a good deal brighter for the Negro -- and it looks brighter for the South too, in which North Carolina Mutual does most of its business.

↳ Some people, you know, used to say: "The South will rise again."

Well, it is rising -- but not in the way these people meant.

↳ It is rising economically, as it moves increasingly from a rural into an industrial economy.

↳ The economic gap between it and the rest of the nation still exists -- but it is being steadily closed.

The South is rising, too, in terms of understanding
and cooperation among the people of the two races who share
it. *and may well set the standard for all
America*

~~I do not forget for a moment that there is still a very
dark side to this rising moon. If there were not, there
would be no need for the legislation which the President
has proposed.~~

yes But there is a new South as well as an old South, *and,*
~~the new South is~~
and it is rapidly gaining ground. The leaders of this new
South recognize that Negro and white people have far more
to gain from cooperation than from conflict.

The splendid building which we are dedicating today
is itself a symbol of that new and better South. ~~As the
South as a whole grows and prospers, North Carolina Mutual
will continue to grow and prosper.~~

*- The modern, forward looking,
enterprising, growing South.*

I therefore take pride and pleasure in helping
dedicate this new and splendid headquarters of the
North Carolina Mutual Life Insurance Company to the
service of this nation and its people -- all its people
~~and particularly to the service of the new South.~~

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REMARKS OF VICE PRESIDENT HUBERT H. HUMPHREY AT THE
NORTH CAROLINA MUTUAL LIFE INSURANCE COMPANY BUILDING DEDICATION
DURHAM, NORTH CAROLINA, APRIL 2, 1966

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I only wish that John Merrick, Dr. A.M. Moore, and C.C. Spaulding were here to see their dreams come true. I suspect they could not have imagined this building exactly as it is -- so thoroughly modern, so much in the spirit of these stirring, vibrant 1960's. But I'm sure they would have visualized something equally impressive.

How else would they have had the courage and determination to launch this enterprise and keep it going? As the Bible says (Proverbs XXIX, 18): "Where there is no vision, the people perish."

The North Carolina Mutual Life Insurance Company had hard going indeed in those early days.

The Negro had been emancipated little more than a generation when your company was organized.

Already the effects of the Reconstruction were wearing off.

Oppressive measures had been and were being enacted and the freedom the Negro had so newly gained was being eroded in a hundred overt and devious ways.

But your founders were not deterred or disheartened.

They had little capital, but they had great courage. Our presence here today is a tribute to the prudent use of that capital, and a validation of their courage.

North Carolina Mutual pioneered in providing equitable insurance programs for uneducated and poorly-paid workers -- for those who were either denied any insurance at all because of their race or pitilessly exploited if they were allowed to take it out at all.

You went into the homes, the churches, and the schools and urged thrift. You encouraged and aided Negroes in buying homes. You stressed the advantages, in personal advancement and community service, of a sound education.

By building bridges for mutual communication, you helped to develop racial cooperation and good will in your community. In 1919, when racial unrest and violence were sweeping the country, Mr. C.C. Spaulding gave wise counsel to your managers and agents, urging them to "make friends of the races in your communities, that all might live together in peace."

Your inspiration and example have not been given to this country alone, for you have opened your doors to visitors and internes from the emerging nations of Africa, so that they could see and learn your procedures and techniques -- and, even more important, perhaps, to take heart from your capacity to start from small beginnings, overcome great hardships and difficulties, and reach your present pinnacle of success.

You have come a long way, and you are entitled to pause a moment, take a deep breath, and enjoy the view.

With 420 million dollars of insurance in force at the end of last year, you rank comfortably in the top 10 per cent of the nation's more than 1400 insurance companies. Your achievement offers eloquent testimony of the business ability and acumen, the financial and investment skills, and the prudence and intergrity that American Negroes can bring to the business community, as well as to our larger society.

And the story of North Carolina Mutual demonstrates once again the vital role

which private business and industry can play in promoting equal opportunity for our citizens. In recent years, there are many heartening examples of dedicated business and corporate leaders mounting major drives to hire on the basis of full equality and recognizing the vital role their companies can play in building a climate of cooperation and good will to dispel one of hate and suspicion.

Many communities and businesses have learned this lesson, but few have acted upon it with the courage and sense of justice characterized by Durham and North Carolina Mutual.

You have indeed much to celebrate, and you are celebrating it well. I am delighted that the Durham Theatre Guild's production of Stephen Vicent Benet's epic poem, "John Brown's Body," is part of your Festival. I only regret that, owing to the pressure of time under which public officials operate, I have not been able to attend it. Like you, I think that the good life, the civilized life, is more than bread, more than automobiles, more than refrigerators -- it is poetry, it is drama, it is music and all the arts.

In your Festival symposium, "The Negro in the American Economy," you have discussed the role of Negroes in literature and the arts, in sports, in religion and in education -- areas where they have long played a leading part. And you have also dealt with newer fields -- business and the professions, labor, communications and government.

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It is rising economically, as it moves increasingly from a rural into an industrial economy.

The economic gap between it and the rest of the nation still exists -- but it is being steadily closed.

The South is rising, too, in terms of understanding and cooperation among the people of the two races who share it.

I do not forget for a moment that there is still a very dark side to this rising moon. If there were not, there would be no need for legislation which the President has proposed.

But there is a new South as well as an old South, and it is rapidly gaining ground. The leaders of this new South recognize that Negro and white people have far more to gain from cooperation than from conflict.

The splendid building which we are dedicating today is itself a symbol of that new and better South. As the South as a whole grows and prospers, North Carolina Mutual will continue to grow and prosper.

I therefore take pride and pleasure in helping dedicate this new and splendid headquarters of the North Carolina Mutual Life Insurance Company to the service of this nation and its people -- all its people -- and particularly to the service of the new South.



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