

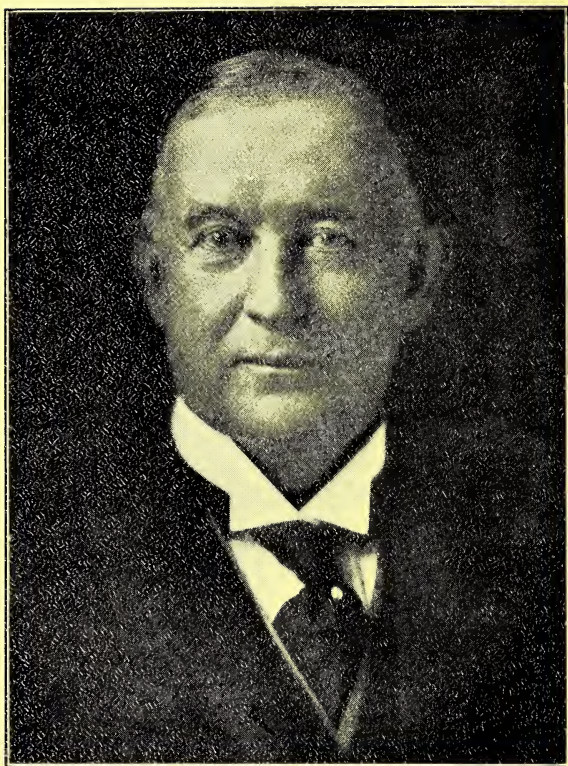
*John Miller*

ADDRESSES  
DELIVERED AT THE  
EIGHTH ANNIVERSARY  
OF  
THE DUKE ENDOWMENT





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EIGHTH ANNIVERSARY  
THE DUKE ENDOWMENT

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JAMES B. DUKE



ADDRESSES  
DELIVERED AT THE  
EIGHTH ANNIVERSARY  
OF  
THE DUKE ENDOWMENT

SPONSORED BY FRIENDS OF MR DUKE IN  
NORTH CAROLINA AND SOUTH CAROLINA

HELD AT  
THE FIRST METHODIST EPISCOPAL CHURCH, SOUTH  
CHARLOTTE, NORTH CAROLINA

DECEMBER 11, 1932

# Program

THE REV. W. W. PEELE, D.D., *Presiding*

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- 2:25 ORGAN PRELUDE . . . *Toccata and Fugue in D Minor*  
Johann Sebastian Bach  
Lawrence Clarke Apgar, Or-  
ganist and Carillonneur to  
Duke University.
- 2:35 HYMN . . . . . Number 208: *I Love Thy King-  
dom, Lord.*
- 2:40 INVOCATION . . . . . Doctor Walter L. Lingle, Presi-  
dent, Davidson College.
- 2:45 ADDRESS . . . . . The Duke Endowment in North  
Carolina—The Honorable O.  
Max Gardner, Governor of  
North Carolina.
- 2:55 ADDRESS . . . . . The Duke Endowment in South  
Carolina — The Honorable  
Ibra C. Blackwood, Governor  
of South Carolina.
- 3:05 DOUBLE QUARTET. *Thanks Be To God*  
Stanley Dickson  
Arr. by Sumner Salter  
Group from Men's Glee Club  
of Duke University.
- 3:10 ADDRESS . . . . . The Duke Endowment: Its Ori-  
gin and Purpose—Judge Wil-  
liam R. Perkins, Vice Chair-  
man, Board of Trustees of  
The Duke Endowment.



# Program (Continued)

- 3:25 ORGAN . . . . . *Dreams* . . . . . Hugh McAmis  
Mr. Apgar
- 3:30 REMARKS . . . . . The Interest of The Duke En-  
dowment in Higher Education  
—Doctor W. J. McGlothlin,  
President, Furman University.
- 3:35 REMARKS . . . . . The Interest of The Duke En-  
dowment in Medical Educa-  
tion—Doctor Robert Wilson,  
Dean, Medical College of the  
State of South Carolina.
- 3:40 REMARKS . . . . . The Superannuate Minister and  
the Rural Church—The Rev-  
erend J. B. Hurley.
- 3:45 REMARKS . . . . . The Interest of The Duke En-  
dowment in the Care of De-  
pendent Children—The Rev-  
erend C. K. Proctor, Superin-  
tendent, Oxford Orphanage.
- 3:50 ORGAN . . . . . *Scherzo* . . . . . Eugene Gigout  
Mr. Apgar
- 3:55 ADDRESS . . . . . James B. Duke: Man and Citi-  
zen — The Honorable Clyde  
R. Hoey.
- 4:10 DOUBLE QUARTET . . . . . *The Recessional* . . . . De Koven
- 4:15 CLOSING PRAYER . . . . The Right Reverend Edwin D.  
Mouzon.
- 4:20 ORGAN POSTLUDE . . . . . *Finale from Sonata I*  
Mr. Apgar Mendelssohn

*THE radio broadcast of this program was made possible through the courtesy of Radio Station W B T, Charlotte, North Carolina, of the Columbia Broadcasting System, Mr. Earle J. Gluck, Manager.*

# The Duke Endowment In North Carolina

THE HONORABLE O. MAX GARDNER  
*Governor of North Carolina*

*Ladies and Gentlemen:*

**N**ORTH Carolina pauses gratefully today to contemplate the philanthropies of James B. Duke. Rockefeller and Carnegie alone exceeded him in public benefactions. Our people could be neither just nor fair-minded were they to forget or fail to appreciate what this man has done for the good of our Commonwealth.

Duke was an empire builder. His name was well known in all the markets of the world. Although he held no public office, he sent his ambassadors of commerce to the ends of the earth. And yet, at the zenith of his power he remembered the place of his birth. I can hear him say in the evening of his life: "Let me look at the rock from whence I was hewn." North Carolina, which had contributed him to the world and furnished him the stage upon which many of his dreams were realized, received the major legacies from his hands for its social, intellectual and humanitarian enrichment.

I would not presume to tell you in detail what The Duke Endowment has done for our people. Many of you are better equipped to tell the story. It is my purpose, however, to discuss the manner in which this man gave his millions and to analyze the spirit and meaning of what he has done in North Carolina.

Education is one of the major purposes of the Endowment. Hence at Durham, the university bearing his name has been constructed. Its physical equipment is of unsurpassed beauty. To it, through the means of a permanent endowment, he is bringing some of the master minds of this generation. And because Davidson College, supported and maintained by the Presbyterian Church, had been building nobility into the character of young men for a long time, this institution was included in his benevolence. The Johnson C. Smith University of Charlotte, with a long and honorable history of cultural education for the Negroes of America, was selected by Mr. Duke as the institution of that race to profit through his philanthropies.

However, in no sphere of his benefactions in North Carolina does the public come into more practical or thrilling contact than in hospitalization. The hospital which he made an adjunct of Duke

University is in itself sufficient to attest to his interest in this field of public welfare.

But that is only suggestive of the provisions which he made for the care and treatment of the sick. Not only there but throughout our State hospitals have been erected largely through the aid of this Endowment, with modern equipment and competent medical and nursing staffs. This year 47,000 of our indigent sick and poor have received aid in these hospitals, and during the life of this trust so far in North Carolina approximately \$3,000,000 has been expended, of which almost two million dollars was for this charity service.

In North Carolina also institutions for the care and training of orphans have received from this Endowment more than \$500,000. "Every effort," Mr. Duke said, "should be made to safeguard these wards of society."

Our State has reaped also from his generosity a half million dollars invested in rural Methodist Churches, and also for the care of superannuated ministers of the Gospel more than \$150,000 has been so far distributed.

Mr. Duke did not seek to upset what other men had done; he desired rather to enter into their labors. Although a man who had spent the major

part of his life in the thick of industrial activity, he was keenly aware of the progress that had been made by other men in the intellectual, social and religious life of our State. Therefore, when he built Duke University he wished it to be a fulfillment of the ambition of those who had founded and worked for Trinity College. This idea of supplementing the work of other men, this willingness to assist in the fulfillment of their dreams, characterized every detail of his philanthropy. The arms of The Duke Endowment embrace many institutions that are the pride of North Carolina. In the naming of them the imagination is fired with the possibilities for infinite good to humanity. Surely Mr. Duke has created an instrumentality for great good, which without regard to race or creed will bless our people for generations to come.

As we gather here the question naturally arises: what will most surely and adequately perpetuate the memory of this man? I venture to answer this question. The greatest memorial to this man is the daily prayer of thanksgiving that goes up from the befriended child, the youth who is given greater opportunity, and from the public wards of pain where science is restoring health and peace to stricken humanity.

North Carolina is feeling today many unusual trends in its economic and social life. Our people have felt the lash of unkind circumstances. We have had our share of the distress and heartaches of our times. It is encouraging to know that the benefits of The Duke Endowment will continue to aid and comfort our people in the hard days that are ahead.

It is a trite thing to say that our Commonwealth stands at the crossroads. Yet as one who has been intimately associated with the public life of North Carolina for more than twenty years, I feel in my heart that we are now making decisions that will mark and color our destiny for many years. Much of our future depends upon the wisdom of political leadership. But much also depends upon the attitude of men of great wealth toward their fellow-men. As we face an uncharted future it is my sincere hope that all men of wealth will be deeply convicted of their duty to mankind.

There is something splendid to me about this citizen of the world who walked in Wall Street and in Lombard Street but who could not forget the red foothills of Durham County. There is something deeper than a superficial loyalty in a man who gathers wealth from the whole world and lays it in gratitude at the feet of the State that nurtured both him and his father before him. Regardless of his

far-flung activities Mr. Duke was a North Carolinian. No matter where he went he could not forget the problems and the needs of our people. Our people were his people—our tradition was in his blood.

Men are what they are largely because of conditions under which they live and labor, the life current about them, the prevailing philosophies of the time. Mr. Duke began his life in an unsocial era. The mold of his career was set in the last quarter of the last century. This was the golden age of material advance, of wealth amassing by the pioneers in the new industrialism, of scientific discovery, of inventive genius—but it was night-time for the purely social and human values. Duke, himself, was a frontiersman forging ahead under the momentum of an intensely individualistic will. In his early days rugged self-reliance was the chief capital asset: the race was for the swift, the battle for the strong. The people of North Carolina, therefore, rejoice that this captain of industry, in the maturity of his judgment, detached himself from his contemporaries and wholeheartedly fell in with the warm currents of a more friendly philosophy. We are indeed glad that above the sounds of industrial conflict he heard the small but nevertheless compelling voice of humanity.



# The Duke Endowment In South Carolina

THE HONORABLE IBRA C. BLACKWOOD  
*Governor of South Carolina*

*Ladies and Gentlemen:*

THE DUKE ENDOWMENT in South Carolina is a part of the beneficent plan of J. B. Duke to confer upon the people of the two Carolinas and their posterity the advantages accruing from a great endowment. Such is the nature of The Duke Endowment that the geographic lines separating the two Carolinas effect but slight difference in the benefits to the two states. Mr. Duke's dream was to do something great for the territory wherein were operated those activities that largely produced his fortune. The document wherein is given expression to this great plan is unique and distinguished for its clarity and simplicity. Every sentence clearly expresses the idea that it was the purpose of Mr. Duke not to claim for himself or for any individual in whom he might be particularly interested any benefits upon any contingency that might subsequently arise. This document is free from reversionary terms. It was manifestly his purpose

through the avenues of religion, education and hospitalization to make his great donation, serve humanity in its greatest needs and to the fullest possible extent that his endowment could be employed. It was his expressed wish to develop the resources of the two Carolinas, to contribute to the wisdom and promote the happiness of their people. No higher purpose could prompt an individual in the execution of an act. So, the plan having for its origin such an unquestioned motive, since the donor stands upon solid rock upon an elevation, removed from designs of possible personal gain, nothing remains to make it a success but to provide for its conduct wisely and honestly. For this he provided by creating a self-perpetuating Board of Trustees and bestowing upon the Endowment the quality of unlimited duration. Thus it is that South Carolina shares with North Carolina that liberal percentage of the Endowment that is to be definitely devoted to the construction of hospitals for the care and treatment of those who could not otherwise enjoy hospital treatment and for the treatment of charity patients therein. This is a most beneficent and humane arrangement, for many are they who are poor and destitute who become stricken and afflicted at such time and place and under such circumstances that their plight is helpless. It has ever been the

unhappy experience of hospitals to be required to care for charity patients whom they could not turn away. This unfortunate circumstance has rendered it impossible for many hospitals to operate successfully. By this generous provision this very pressing demand is largely satisfied. With North Carolina the percentage of the Endowment that is to be devoted to orphans and the maintenance of orphan homes is shared by South Carolina as her needs may appear to the Board of Trustees. A shadow that has heretofore spread across the Carolinas, because there were in the midst those who were lonely, destitute and defenseless, has been lifted, without additional public expense.

Among the institutions of learning favored by this Endowment is Furman University located in the City of Greenville. Furman enjoys an honorable and worthy record for distinguished service by unselfish teachers and ardent supporters. From her classrooms have gone forth into the varied walks of life many illustrious citizens. This institution is warmly cherished by thousands of loyal and devoted alumni. Five per cent of the entire net proceeds of the Endowment is to be paid annually to this institution. This almost guarantees its successful operation and continuous existence. The Endowment is of such a structure that it will almost certainly grow

and with its growth there is to be its attendant expansion in hospitalization and orphanage accommodations. This bids fair in the stretch of years to reach a point where charity patients and orphans may depend entirely upon this source for care and maintenance and with the growth of this colossal Endowment Furman will keep apace in the benefits that she enjoys. All intelligent patriotic South Carolinians gladly recognize The Duke Endowment as a boon to their State. The interests, the hopes, the impulses and aspirations of the people of this great State, rich in tradition and historic background, but somewhat retarded in economic progress, are so entwined about the life and progress of The Duke Endowment that it will always receive the sympathy and solicitude of South Carolinians.

South Carolina through 56 institutions, located in 22 of the 46 counties has, during the past eight years, received the sum of \$2,792,391. Of this sum Furman University has received \$469,677. Sixteen orphan homes have received \$281,027 for the care of orphans and half orphans and the sum of \$2,041,687 has been appropriated to 39 hospitals for the care of free patients and for construction and equipment. This is a relief to South Carolina citizens and taxpayers to the extent of more than \$2,000,000. One of the heavy tax burdens in any

commonwealth is the requirement to provide free hospitalization and orphan homes. This is a duty resting upon the State that cannot be escaped. This burden has been graciously lifted from the shoulders of a struggling people.

There are two South Carolinians on the Board, and, through them, South Carolina people feel that they are not strangers to the Board. B. E. Geer, one of the most loved and honored of South Carolina's sons, and W. S. Lee, who, as a young engineer, lent inspiration to Mr. Duke, and Doctor Gil Wilie, who initiated the Duke Power Company, were designated members of the Board by Mr. Duke. These men are viewed with pride and esteem by the people of South Carolina. In the light of this circumstance, I feel sure that I can truthfully assert that the Board occupies a warm and affectionate place in the thought of our people. The people of our State may temporarily fail to manifest that degree of appreciation that is deserved but certain it is that a State whose people have contributed so much to the cause of liberty and the preservation of the rights of the people and have ever been ready to defend the cause of justice and honor will not suffer The Duke Endowment to experience extended lack of appreciation.

# The Duke Endowment: Its Origin and Purpose

JUDGE WILLIAM R. PERKINS  
*Vice Chairman, Board of Trustees of  
The Duke Endowment*

*Ladies and Gentlemen of My Seen and Unseen  
Audience:*

THE Trustees of The Duke Endowment, for whom I speak, with genuine pleasure avail themselves of the kind invitation of the Committee on Arrangements to be present and participate in these memorial exercises. To them the occasion is one of exceeding gladness and significance. It commemorates a life and a cause that are dear to their hearts. It manifests the rising tide of public recognition and appreciation that is just and inevitable for such a magnificent enactment on the stage of human events.

Most appropriately these services are being held in Charlotte, where Mr. Duke had his southern home, where he planned and labored and where there were finally drafted the documents establishing the Endowment. Thereby Old Mecklenburg County, so long heralded as the birthplace of our

independence, may also justly proclaim itself the cradle of one of the very greatest philanthropies of all time.

The story begins with the birth in this state on December 23, 1856, of a boy named James Buchanan Duke, who was to be, as his life amply proved, a veritable Christmas present, not only to his parents but also to humanity itself.

Twenty months later his mother died. A few years thereafter his father shouldered a musket and marched away to fight in the War Between the States. And the child came thus early to know from experience the meaning of orphanage and poverty.

By great good fortune the lad's formative period was spent in the intimate companionship of his father, who was a wise counselor and a Methodist of the old school. This was the key that unlocked the future. Father and son proved kindred spirits and impressions for good were made which endured and came into full fruition. All through his life Mr. Duke was wont to state, with unfeigned pride: "My old Daddy always said that if he amounted to anything it was due to the Methodist circuit riders," and "If I amount to anything in this world I owe it to my Daddy and the Methodist Church."

I do not believe any son ever cared more for a father. As the years sped it ripened into a veneration beautiful to behold. I could but marvel at the man this father must have been, thus to influence his great descendant. It made me realize the responsibilities, the possibilities, of fatherhood as nothing else, and brought an intense yearning that my life, each father's life, might deserve and receive such a blessing.

Ere manhood had been reached the youth became a partner in his father's business, and it was not long thereafter until those who knew him perceived that he had been cast in an heroic mold, created for big things.

His first great achievement constituted a major development of the agricultural resources of the two Carolinas and a contribution of the very first magnitude to the industrial growth of our nation. He made tobacco, a plant indigenous to those states, one of our largest and most valuable crops, expanding its sales to the four corners of the earth, creating jobs for thousands and adding millions to land values, besides yielding large returns in revenue to the government and in dividends to investors.

This brought him wealth, but not without a sense of the responsibility which should accompany



wealth; for it caused him to say to his intimate friends: "I am going to give a good part of what I make to the Lord." It also brought him fame, but not without the bitter denunciation that in this country unfortunately attends such success; and that caused him to say: "Had I done this in England I would have been knighted; here they seek to put me in jail."

His next achievement was still another employment of his talent and means for the benefit of the two Carolinas. He developed the water powers of the river that runs hard by this city and attracted enterprises for the use of the energy thus created, until the Piedmont section of these states grew and blossomed as perhaps no other section of this country at the same time. Its name became a synonym of progress and prosperity.

He was in the midst of this second undertaking when I had the high privilege of becoming associated with him as his legal adviser, and thus placed in a position where I am able to speak from intimate, personal knowledge. I soon found that his mind was busy and burdened with the sense of his stewardship as a man of wealth. He talked with me often and at length on the subject, asking the very practical questions, what he should do and how he should do it. And then there came a morning I shall

never forget when, with beaming countenance, he told me that overnight there had come to him the very plan he had been seeking. It was that his philanthropy should take the form of giving these water power developments to the communities they served, in a manner whereby these communities through these developments could finance their own charities by simply doing business in the usual and ordinary way.

He was enraptured with the splendid conception which has since captivated the world by its originality and munificence. He felt it met the test of real assistance by helping others to help themselves. And he illustrated by saying it was easy enough to give money, but the best of all gifts was a job, that his method really afforded these communities a way whereby they could work out their own salvation.

Of course there was pointed out to Mr. Duke the possible danger of basing a large perpetual charity on a business that might change, indeed, upon a public utility that was subject to popular regulation and already being made a target by those who wished to put government into business. But such arguments caused him no dismay, so full was his confidence that he could entrust his benevolence to the people whom it served. He felt sure they would understand and appreciate, and in so doing see that

the structure he erected for their benefit was protected and preserved.

In this great faith he went forward boldly, maturing his plans with the enthusiasm of a boy, over the many fateful years, embracing the World War and its aftermath, which intervened between the conception and the announcement of his plans. And when there occurred the public offering of his great Endowment, which we celebrate today, the Indenture establishing it contained this unique and forceful statement on this subject from his pen:

“My ambition is that the revenues of such developments shall administer to the social welfare as the operation of such developments is administering to the economic welfare of the communities which they serve. With these views in mind, I recommend the securities of the Southern Power System (The Duke Power Company and its subsidiary companies) as the prime investment for the funds of this trust; and I advise the Trustees that they do not change any such investment except in response to the most urgent and extraordinary necessity; and I request the Trustees to see to it that at all times these companies be managed and operated by the men best qualified for such a service.”

Meanwhile the benevolence had grown immensely, as was always the case with anything that Mr. Duke undertook. It had been broadened beyond the communities this power system served to include in many respects the whole of the two Caro-

linas, and even to extend aid to hospitalization beyond their confines. It had been largely increased in amount beyond the Duke Power stock originally contemplated by additions from what Mr. Duke had made in enterprises elsewhere. \$40,000,000 in value was put in at the Endowment's creation, one-fifth of the income has to be accumulated until another \$40,000,000 has been added to the principal, and the will probably added another \$40,000,000 in value at Mr. Duke's death. So far the income of the Endowment has been derived approximately 39% from Duke Power stock and 61% from other sources.

The objects of the benevolence had also been largely expanded. Mr. Duke paid fitting tribute to the great influence on his life of the Methodist Church and its circuit riders. For this purpose he included two provisions: One was for deserving superannuated preachers and the widows and orphans of deceased preachers of that persuasion in this state, under which there will have been distributed \$189,541.50 at the end of this year; the other was for building and maintaining Methodist Churches in the sparsely settled districts of this state, under which a total of \$582,946.66 has been expended for over 1,200 churches, having congregations aggregating over 125,000 persons.

He also remembered orphans, whose care he declared "a worthy cause, productive of truly beneficial results, in which all good citizens should have an abiding interest." The provision embraces both white and colored, whole and half orphans of the two Carolinas, and under it a total of \$811,504.11 has already been distributed among 48 orphanages, located at Asheville, Banner Elk, Barium Springs, Belmont, Black Mountain, Bostic, Camden, Charleston, Charlotte, Clayton, Clinton, Columbia, Dallas, Durham, Elon College, Falcon, Franklin, Goldsboro, Greensboro, Greenville, Greenwood, High Point, Lexington, McCormick, Middlesex, Nazareth, Oxford, Penland, Raleigh, Rockwell, Spartanburg, Sumter, Thomasville, Union Mills, Winston-Salem and York.

Education received an enlarged and extensive share. Here the principal object is Trinity College, which Mr. Duke's father had been largely instrumental in locating and maintaining at Durham. It has been erected through Mr. Duke's benefactions into the magnificent Duke University we have today. In addition, we have the handsome allotment for its operation and the substantial sums for the operation of Furman University, a Baptist institution at Greenville, S. C.; Davidson College, a well known Presbyterian institution in this state;

and Johnson C. Smith University, an institution for colored people at this city. Under these provisions over \$19,000,000 has been expended in thus reconstructing Trinity College according to Mr. Duke's ideas and wishes, and \$5,842,073.88 has been distributed for the operation of the four institutions mentioned.

Mr. Duke was greatly interested in education. He had thought deeply on the subject and entertained strong convictions which he thought so worthy of serious consideration that he took occasion to express them in the Indenture establishing the Endowment for the guidance of its Trustees and of Duke University. Among other things he said:

"I have selected Duke University as one of the principal objects of this trust because I recognize that education, when conducted along sane and practical, as opposed to dogmatic and theoretical, lines, is, next to religion, the greatest civilizing influence."

Such a statement is most refreshing and salutary in these depression days when all sorts of "isms" are being vociferously hailed as sovereign panaceas, especially by some of those connected with our educational institutions whose inexperience in everyday affairs has caused them to lose the practical in the theoretical. No such nostrums appealed to Mr. Duke. As his quoted words show, and all who

knew him can abundantly testify, he was a well-balanced man of sound common sense and great practical judgment, who stood four-square on the principles which underlie our American government, believing that they constituted the best means whereby necessary individualism could attain its perfection, as illustrated in industry by his own life and in official life by Abraham Lincoln, whom he greatly admired.

So essential were these views deemed by Mr. Duke that he authorized the Trustees of the Endowment to withhold its benefits even from Duke University, should that institution "in their judgment" be not "operated in a manner calculated to achieve the results intended." And to this end he advised that university to secure for its officers, trustees and faculty men of "outstanding character, ability and vision," and to admit as students only those "whose previous record shows a character, determination and application evincing a wholesome and real ambition for life."

Hospitalization was added as a major object of the Endowment. If possible, it appealed more strongly to Mr. Duke than perhaps any of the other purposes. The reason for this was that Mr. Duke's study of this subject led him to realize that hospitalization was a splendid cause for which there was

great need and very inadequate help. His program for aiding hospitalization has two parts. The major and dominant part is what is known as the free bed payments. These assist existing hospitals, not operated for private gain, in doing the charitable work so necessary, and which they cannot turn away, by paying to each of them for each day a bed is occupied by a charitable patient such sum, not exceeding One Dollar per bed per day, as the available funds will permit when ratably distributed. For this part there has been expended \$3,428,695.95. The second and subordinate part is the use of any excess in such funds over that required for the first part in helping to build and equip hospitals, not operated for private gain, in communities where there is inadequate hospital service. For this part there has been expended \$1,691,677.00. This makes a total of \$5,120,372.95 expended for hospitals so far.

The Trustees have thus helped to build or equip hospitals located at Abbeville, Albemarle, Asheboro, Banner Elk, Bennettsville, Biltmore, Boone, Charlotte, Columbia, Conway, Crossnore, Durham, Elizabeth City, Elkin, Florence, Goldsboro, Greensboro, Henderson, Lumberton, Marion, Monck's Corner, Mooresville, Morehead City, Morganton, Mullins, Newberry, Pinehurst, Raleigh, Roanoke Rapids, Sanford, Southport, Spartanburg, Sumter,



Sylva, Thomasville, Tryon, Wadesboro, Waynesville, Wilmington and Winston-Salem.

The Trustees have made the free bed payments to the public hospitals at the above named places, except an uncompleted few, and, in addition, to other such hospitals located at Aiken, Anderson, Asheville, Camden, Carthage, Charleston, Fayetteville, Fletcher, Gastonia, Greenville, Greenwood, Halifax, Hamlet, Hendersonville, Huntersville, Jamestown, Kinston, Laurens, New Bern, Newton, Oxford, Roaring Gap, Rocky Mount, Rutherfordton, Saluda, Shelby, Six Mile, Summerville, Tarboro, Union, Washington, Weaverville, White Rock, Wilson and Wrightsville Sound.

Mark these hospitals on a map of the Carolinas, see how they dot those states, note that your local institution is included in the benefits, and you will begin to realize both your own personal interest in the Endowment and the meaning of just this one of its activities. Add in your mind its provisions for schools, churches, orphanages, and you are even then far short of a complete vision of this princely gift of a stalwart son to his beloved home people. You have still to do the gigantic problem in geometrical progression of multiplying each of these objects by the recurring amounts it will get as the great forever unfolds.

Magnificent, marvelous, you exclaim. Yes, all of that; for truly the Endowment has a boundless sweep and a surge sublime that blends with the ocean of years. And yet is it not just once more the simple, old, old story of Jesus and His love? "If I amount to anything in this world," said Mr. Duke, "I owe it to my Daddy and the Methodist Church." Not by might, nor by power, but by my spirit, saith the Lord of Hosts.

Contemplate the man, the life, the work, already standing clear and lofty on the receding pages of history, and you perceive of a certainty the divine hand of Providence again bringing to a troubled world through His chosen instrument the glad tidings of great joy which have ever been the mark of true religion since Christ went about doing good on earth—the blind see, the deaf hear, the lepers are cleansed, and the poor have the Gospel preached unto them. Aye, even more than that, it is saying to suffering humanity everywhere—let not your heart be troubled, neither let it be afraid; God is still in His heaven and all will be right with the world, if we only give God a chance!

# The Interest of The Duke Endowment In Higher Education

DOCTOR W. J. MCGLOTHLIN  
*President, Furman University*

*Ladies and Gentlemen:*

ONE of the most marked characteristics of the life of Mr. J. B. Duke was his devotion to the interests of the people of the two Carolinas. This is seen in the location of so many of his great industrial plants within the borders of these states, in the development of their water power, and in many other ways. As he approached the end of his life his chief concern seemed to be to dispose of his great wealth in such ways as would best and longest serve his beloved people. In his arrangements for assisting the orphanages and hospitals of the two states he made provision for the helpless children and the suffering poor in a manner so beautiful and gracious, as to call down perpetual blessings on his name. But he was not interested in the helpless, the suffering, and the needy alone. They appealed to his sympathy and elicited his help, but he knew that

the future welfare of these states depended upon the intelligence, character, and competence of the strong young people. Orphanages and hospitals, however important and blessed in their ministries, can never make a great people. Only the homes, the churches, and the schools can do that. And so Mr. Duke did what he could directly for the churches and ministers of his own communion, and then turned to the field of education for his highest and most striking service to the people of the two Carolinas. A democracy must have competent leadership—men and women of high character, intelligence, and devotion to the common weal. Such a leadership is necessarily produced, if produced at all, in the colleges and the universities of the country. Accordingly, Mr. Duke chose four colleges situated in the two Carolinas as the objects of his largest benefactions. The foundations of these institutions, already laid, rested securely upon fundamental Christian convictions and ideals, while their origin, history, and traditions gave assurance of continued efforts in their classrooms to prepare a leadership consisting of men and women of culture, competence, and high character. These colleges represent both the white and colored races, and belong to the three great religious bodies of the South. By selecting and strengthening these four institutions, Mr. Duke did what he could do for the people of the Carolinas through college edu-

cation. Each of these institutions has been enabled through his beneficence greatly to enlarge and strengthen its services not only to its own supporting constituency but to the general cultural interests of both Carolinas.

But the capstone of Mr. Duke's magnificent work for higher education was the founding of Duke University. This institution is already the pride of the Carolinas and is recognized as one of the great universities of the country. In this institution he placed at our doors equipment for the highest possible training of young men and women for the great professions of medicine, law, the ministry, and teaching, but also created a center for the preservation, diffusion, and expansion of knowledge and culture whose possibilities are immeasurable and whose services will be perpetual.

Mr. Duke was a great organizer, a great manufacturer and a great merchant. The Duke Endowment in its broad conception and its details is an expression of his genius. He knew men and the high character, great business ability and devotion of the men whom he selected as Trustees of The Duke Endowment guarantee the safety, permanence, and wise handling of its funds. What the wisdom of man can do for the welfare of these great educational institutions has been done.

We are celebrating the eighth anniversary of the establishment of The Duke Endowment. These eight years have served to deepen and widen the tremendous impression made by the announcement of that event. The wisdom and gracious generosity of this great gift have been recognized more and more as the years have passed. And we of the Carolinas can never forget that it was one of our own, a son of this soil, who gave to us this great boon. Blessings and honor from a grateful people rest forever on the name of James B. Duke.

# The Interest of The Duke Endowment In Medical Education

DOCTOR ROBERT WILSON  
*Dean, Medical College of the State of  
South Carolina*

*Ladies and Gentlemen:*

**I**N A time like the present when men's hearts are failing them through fear and when upon all sides we encounter doubt and uncertainty concerning the stability, or even the validity, of the established institutions of our existing social order this service seems of especial significance commemorating as it does the establishment of an endowment having for its purpose the promotion of religion, higher education and physical health, essential foundation stones for the building of any successful social and economic structure. In combining these activities the founder of The Duke Endowment was looking into the future with unclouded vision, not seeking to perpetuate his memory in idle monuments but in institutions vital to civilization.

It is my part this afternoon to speak of the medical phase of the Endowment's activities. One of the most difficult problems which medicine is facing today concerns the utilization of the machinery of modern medical science for the benefit of all who are in need. This new machinery is not handled as easily as the old machinery which was simpler in its structure and required for its manipulation less technical skill. The solution of the problem is by no means easy, but however it may be worked out ultimately it is clear that education and training are fundamental in every program of health conservation. The education of men and women in the science of medicine and their training in the art of its application to the problems of the prevention and the care of illness are absolutely necessary if the blessings of modern medicine are to be adequately administered and distributed. This The Duke Endowment is accomplishing directly through the building of a great medical school and teaching hospital at Durham where the ancient traditions of the science and art of medicine will find new exemplification in their modern applications. Indirectly through the aid extended to the hospital in Charleston which supplies teaching facilities to the Medical College of the State of South Carolina this old seat of medical culture receives additional sustenance and strength. Through these medical schools which are



providing physicians whose preparation will insure the highest type of medical care, the beneficent activities of the Endowment are reaching the people of the two Carolinas.

Another very serious phase of medical care is created by the growing tendency of physicians to settle in larger towns where opportunities and facilities are greater, which has created a grave situation in very many rural communities. Frequent appeals for physicians come to my office from small towns and country districts, like the cry from Macedonia for help, and it is becoming increasingly difficult to supply them. The cause of this difficulty probably is too complex for solution by any single measure, but the effort which The Duke Endowment is making to solve it is very significant. "The advance in the science of medicine . . . makes hospital facilities essential for obtaining the best results in the practice of medicine and surgery" wrote Mr. Duke with full understanding of the position which hospitals have come to occupy as important factors in the diagnosis and treatment of disease as well as educational centers. Some conception of what has been accomplished may be obtained when we learn that through the contributions made by The Duke Endowment the ratio of general hospital beds to population during the five-year period, 1924 to 1930, increased

20 % in North Carolina and 27 % in South Carolina, while the increase for the country as a whole was only 18 %. The assistance thus rendered hospitals in small communities enables these institutions to provide better facilities for medical and surgical care and so to offer a higher type of service than would be possible otherwise. The improvement in such hospital facilities with the greater opportunities thereby afforded for high grade work likewise is destined to make the practice of medicine more attractive to better trained medical men and thus insure to the smaller districts medical attention comparable to that obtained in the larger centers.

# The Superannuate Minister and the Rural Church

THE REVEREND J. B. HURLEY

*Ladies and Gentlemen:*

I AM glad of the opportunity to speak a brief word touching two special interests as related to The Duke Endowment: the superannuate minister and the rural church, both of which lay very close to the heart of James B. Duke.

The itinerant "circuit rider" and the rural church came early into the life of this man. In his youthful days in the rural sections of central North Carolina, practically the only contact with the outside world, about which he dreamed of conquering, came through periodical visits of the itinerant minister, his social contacts in the neighborhood in which he lived were made at the little country church near his father's home, and the friendships made then lasted through life.

It is said that his father often talked about these men of God, who preached the gospel, baptized the young, performed marriage ceremonies and buried

the dead, and often remarked about the treasures these men must have accumulated in heaven.

It is not surprising therefore, that as early as 1915 Mr. Duke began making provisions for the care of the superannuate ministers, their widows and children, and for the construction and maintenance of rural churches. From 1915 to 1925 an annual gift of \$10,000 was made by Mr. Duke to the superannuate ministers. A total of \$100,000 was distributed during this period. From 1915 to 1925 \$15,000 was distributed annually for the purpose of supplementing the salaries of ministers in the rural sections of North Carolina. Since 1926 these funds have been distributed by the Trustees of The Duke Endowment through Duke University. From December 11, 1924, through October 12, 1932, a total of \$759,065.20 had been distributed for the support of the superannuated ministers, and for the construction and maintenance of rural churches. When the \$250,000 contributed from 1915 to 1925 is added, the total contribution for these purposes by Mr. Duke reaches the sum of \$1,009,064.20.

The money available for superannuated ministers is distributed at Christmas time and is prorated on the basis of the amount given from the Annual Conference Superannuate funds.

The money in the building fund of the rural church section of The Duke Endowment is used "to build Methodist Churches under and connected with a conference of the Methodist Episcopal Church, South, located in the State of North Carolina, but only those churches located in the sparsely settled rural districts of the State of North Carolina and not in any city, town or hamlet incorporated or unincorporated, having a population in excess of 1,500 people, according to the then last Federal census."

The funds available for the maintenance of rural churches are used in two ways: First, to supplement the salaries of rural ministers, to bring them to the minimum income for actual support, and, Second, special opportunities have been found for the church work in the country during the summer months. During this season the children are not in school and hence have more time for religious training and instruction, the homes of the country people are more accessible for pastoral visitation, food more plentiful for entertaining preachers and group meetings, and the weather more favorable. For these reasons many country preachers have found need for additional services during the summer months. The maintenance fund is giving help in this service. Specially fitted theological students have been sent into these sections to assist the regular pastors. In

1931, 67 such men were sent out for various kinds of work in these country regions. This procedure not only assists the rural preacher in his work but also provides a medium for practical training for theological students.

As a presiding elder for a number of years I had the opportunity to observe at close hand the ever increasing benefits this fund brings to the rural church, and to witness as well as to enjoy the light and gladness it brings to the retired minister's home.

Superannuation, the day every Methodist preacher dreads and defers as long as possible, need be regarded no longer as a vale of sorrow, or wall of wailing or region of defeat, but in a sense as the real beginning of the Beulah Land of a glorious and crowning ministry.

The spirit and vision of this man, whose name we shall ever delight to honor, declare him at once a generous, broad-minded and far-seeing Christian statesman.

# The Interest of The Duke Endowment in the Care of Dependent Children

THE REVEREND C. K. PROCTOR  
*Superintendent, Oxford Orphanage*

*Ladies and Gentlemen:*

THERE is no doubt that it takes a great man to make a million dollars. It takes a still greater man to give away a million dollars and it takes a still greater man to give away a million dollars in an intelligent, far-reaching manner that will benefit the largest number of people. When this accomplishment is multiplied many times it likewise multiplies many times the bigness of the man.

Under the indenture of Mr. James B. Duke and under the provision of his will various interests of humankind in the two Carolinas have been considered. These have been enumerated here today and referred to in splendid style.

The Duke Endowment stands out prominently in its provision for the needs of the unfortunate—there is no group of the unfortunate that is more

deserving of consideration nor that will bring greater dividends when provided for than the dependent orphan children. The bigness of the man and the tenderness of his desire to help is reflected in the provision of the indenture which includes the orphanages of the two Carolinas. It is not clear how Mr. Duke was sold on the idea of orphanage aid unless in his own early life bereft of a mother's care his heart was inclined toward motherless children. Under the provisions of the indenture, 10% of the net amount of the income from The Duke Endowment not retained for additions to the corpus of the estate shall be paid and distributed to and among such organizations, institutions, agencies and/or societies whether public or private by whatever name not operated for private gain and exclusively operated for the benefit of whole or half orphans whether white or colored when in the states of North and South Carolina. Since the establishment of the Endowment and through the year of 1932 The Duke Endowment had distributed for the care of orphanages in the two Carolinas the sum of \$811,504.11. Contributions were made to 45 institutions in 1932 which institutions provided care for 6,767 children. The amount paid to each institution is based upon the number of days that whole and half orphans are taken care of in said institutions. The total number of orphan days for the 45 institutions in



1932 amounted to 1,956.360. The contribution of The Duke Endowment in 1932 to the orphanages amounted to \$144,022.60, which is about  $7\frac{1}{3}$  cents per day for the number of orphan days represented by the institutions. It is easy, therefore, to see something of the bigness of this bequest. It is not the intention that this should decrease in any way the support of the institutions from other sources, but rather to provide those things that the orphanages otherwise would not have. It was genuinely hoped that this provision would stimulate other gifts. During these times of depression The Duke Endowment has been as a life line thrown out to sinking orphanages by the generous hand of one who loved little children. It stands today and will stand in the coming days between hundreds—yea thousands of helpless children of the two Carolinas and starvation and despair. It shines as a radiant glow of hope to those about whom the black cloud of despair has settled and it reveals the tender greatness in the heart of the donor which reflects the spirit of Him who magnified the child and said, "Inasmuch as you have done it unto one of the least of these you have done it unto me."

# James B. Duke: Man and Citizen

THE HONORABLE CLYDE R. HOEY

*Mr. Chairman, and Friends of The Duke  
Endowment:*

IT IS a high privilege to participate in this anniversary occasion and to speak even briefly of the dynamic personality whose outstanding benefactions are thus commemorated, and I salute today the memory of James B. Duke and present him as a Man and Citizen.

It is difficult to accurately measure the stature of a man and to properly appraise his true qualities and real worth. The world too often estimates a man by his possessions and counts his worth by what he has accumulated. It frequently esteems him for his attainments and honors him for his achievements, but the popular idea is that a great success is measured by the length of figures which express his worldly wealth.

It is not always possible to distinguish a man from his possessions and view him apart from the things which surround and encompass him. Fortu-

nately there have been and are a few men of large wealth who are not obscured by it, and in recalling such you can still see the Man towering over and above all that he possesses like a lofty mountain peak, revealed in bold outline against the vaulted sky line of the world's vision and thought. Such a man was James Buchanan Duke!

He was blessed with a great parentage—the youngest son of Washington Duke—a man of rare sense, wise judgment and great heart. He was born in the trying days of the fifties on an Orange County farm, and he came into the rich heritage of the opportunity to work and was privileged to know something of the struggles and cares of the average man, and to share the hardships and privations of those days, and to feel the thrill of satisfaction over daily tasks faithfully performed and hard work well done.

Young Duke early evinced that aptitude for business which later made him a world merchantman and a colossal leader in business and industry. Given only a country school education he entered business at 18 years of age and began to build the stature of a real man, and this opened the way for the great success which he achieved in so many and varied lines of activity and endeavor.

I shall not review in detail his business career. It is a vital part of the history of the Carolinas and of America. The manufacture of tobacco engaged much of his time and thought and his company sent its products to the remotest parts of the world and he became the premier figure of that mighty industry. Into the great cotton manufacturing business he put much of his capital and thought and the South gained the ascendancy in the manufacture of cotton over New England and North Carolina wrested from Massachusetts the supremacy in this industry. His was a large contribution to this result.

Among his coveted successes was the harnessing of the water that had hitherto been running to waste in the rivers of the Carolinas—centering along the Catawba—and producing unlimited power to light the homes, towns and cities and to supply power for the industries of this section. Now the development of power is regarded as commonplace, but Mr. Duke was a real pioneer in this field when he visualized the day when this mighty force would serve the average man in every phase of life and be so generally utilized by the public that it would become indispensable.

The whole career of Mr. Duke was marked by unusual success. He amassed a large fortune, he lived a full life, he blazed many new trails in in-

dustry, he travelled the high paths of service, he shared community responsibilities, he envisioned the crying needs of two commonwealths, he marshalled his resources and committed his wealth permanently to the exalted task of caring for the orphan, educating the youth, healing the sick, ministering to the retired heroes of the Cross and building houses of worship to the Prince of Peace.

Above his wealth in land and buildings, farms and factories, stocks and bonds, goods and gold, there was that indefinable and unmeasurable wealth in spirit which enabled him to master himself and conquer selfishness so that he could see the everlasting things that matter to a nation, state or individual, and thus extend himself into the uncharted centuries of the future, and though dead he yet lives and serves in the magnificent concept which he divined as his legacy to humanity and his gift to posterity.

James B. Duke the Man is bigger than his benefactions, larger than his gifts, more royal than his generosity, broader than his charity and as immortal as his faith. A long and varied business career in the field of keen competition naturally aroused business antagonisms and it is not surprising that if there were those who assailed Mr. Duke as an austere man and master, gathering where he had not strewn and

reaping where he had not sown, but such failed to glimpse the whole man and to see the full picture. The whole history of the race in business, politics and religion emphasizes the fact that strong, dominant figures appear ruthless and uncompromising in their march of progress, brooking no opposition and driving relentlessly forward. The statesmen of our own day in America have evidenced these same qualities. You would not expect to see a Grover Cleveland, Theodore Roosevelt or Woodrow Wilson yielding a contention or surrendering a position, but the very imperial mastery of the man asserted itself in the daring and courageous advance which sometimes ran rough shod over opposition. James B. Duke was a statesman in business.

One of the most accurate standards by which to measure a man is the opinion and regard of his business associates, his contemporaries in service, and his employees and those who serve him. By common consent Mr. Duke was always accorded the seat at the head of the table and where he sat was head. His associates recognized his superior judgment, his unflinching wisdom and his fair-mindedness. They believed in him whole-heartedly and trusted him supremely. He was deferential, courteous, considerate, and his bigness was never more in evidence than when dealing with his employees, or even with

those who rendered the menial service. Whether discussing great business affairs with his associates, or consulting with his attorneys, or conferring with his farm manager, or passing a friendly greeting to the house servants, he was always the big, broad, fine type of man, with a great human heart, who loved his family, cared for his kindred, ministered to his day and generation and perpetuated his generosity in a Foundation of everlasting benefactions.

There is a very close relationship between the man and citizen. It would be impossible to rise to the stature of a big man without recognizing and assuming the duties and responsibilities of citizenship. Mr. Duke met this requirement fully. He was actively and vitally interested in public affairs and his interest began in the smallest unit of government and ran through all the agencies which function in a governmental way. There was nothing provincial about him as a citizen. With the patriot's conception of the duty of the citizen his first interest was in the community, then the State and nation, and afterwards the intriguing thought of world citizenship and responsibility. He believed in and loved his own State. It was the home of his forbears, and the scene of his activity as a young man. He cherished its ideals and dared to picture for it a great destiny. He was a typical American. The principles of our

Constitution and Bill of Rights, the precepts of our government and the ideals of its founders became a part of his very life, and he saw in the Stars and Stripes the finest symbol of human rights and the divinest emblem of universal democracy to be found in all the earth. But the sweep of his vision and the currents of his helpful sympathy and coöperation swept across the waste of waters and reached the farthest outposts of the world's civilization. And his benefactions followed his vision. Certainly it is just to say that the attributes and virtues of the model citizen flowered in him.

You would expect a composite man and citizen to be interested in the affairs which concern the whole people, and to share the burdens of the public in proportion to his ability and resources. Many men of large wealth succeed in doing this and feel that they have discharged the full measure of their duty. And this may be true. But Mr. Duke was not content to stop with this. He wanted to do more. He was intent upon travelling the extra mile and then many added miles. He belongs to that rare class of men who control their wealth, instead of permitting their riches to control them. He was willing while he yet lived to part company with his millions for the cause which he pondered in his heart and so enthusiastically planned and which found



full fruition in The Duke Endowment, the execution of which great instrument we commemorate today.

The completeness with which he made provision for the threefold nature of man—physical, intellectual and spiritual—is evidenced by a mere reference to this marvelous document. He began with the child in his help to the orphans, he provided for physical ministrations to all ages, classes and races in his aid to the hospitals, and then made provision for the physical comfort and support for the preachers in their days of declining health and advancing years. Colleges and universities for men and women of both races were endowed that liberal education and vast knowledge might be attained by those who seek intellectual culture. Churches are aided and established, if need be, for the cultivation of the spiritual nature. The whole man is encompassed in these provisions and aid given at every angle of his nature.

Friends of Mr. Duke like to recall the varied fund of knowledge which he had gained by his contact with people and his experience in a world of big things. But after all of his years of life in the big cities and his world contacts he was continually quoting his father as the ultimate authority in wisdom and judgment. He would bring to a climax

his own thought by a declaration, "As my old Father used to say," and there was no appeal from an opinion thus fortified.

Mr. Duke was a religious man. He did not parade his piety or vaunt his religion, but he believed steadfastly in the great fundamental things of life. He had unfailing faith in the ministers of the gospel, and especially believed in the potency and power of the circuit rider of his church. He was a Methodist, but there was no sectarianism in his make-up, and his great catholic spirit encompassed all denominations and all races in a world brotherhood. He worshipped a great God, he bowed before no small deity, he knelt at the shrine of no god made with hands, but his was a God powerful enough to spin worlds from his finger tips and to save the souls of all the sons and daughters of men. He understood the spiritual entities of life, and was familiar with the declaration of that Old Testament prophet Micah who proclaimed that the whole duty of man was "To do justly, to love mercy, and walk humbly with thy God." He must have understood the doctrine of the christianity of the New Testament when the Apostle James explains that "pure religion and undefiled before God and the Father is this—to visit the fatherless and widows in their afflictions and keep himself unspotted from the world." He must

also have appropriated somewhat of the spirit of the Man of Galilee, as represented by the massive sculpture of the Christ, which stands at the entrance of Johns Hopkins Hospital and bearing the inscription, "Come unto me all ye that labor and are heavy laden and I will give you rest."

If Mr. Duke had lived in Europe he would have been officially titled as Earl, or Duke, or Lord, and if a subject of His Majesty, the King of England, and had conferred the benefactions upon that land that he has given to his own, his body would be resting in Westminster Abbey among Britain's immortal dead. But he lived in America; he was designated as "Mr.," the title of an American man and citizen, and his body rests under the sacred soil of his loved North Carolina, along beside the body of his honored father, but his memory shall be revered and loved through the cycles of the oncoming centuries, and men and ministers, women and little children, in their evening devotions around their firesides will thank God that he lived.



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