

RICHARD ADLER

Richard Adler is a songwriter whose lilting lyrics and memorable tunes have added a pleasant dimension to the lives of Americans for more than a quarter of a century. In Mr. Adler's own words he has presented "universal truths in colloquial terms."

Mr. Adler's brilliant career was foreshadowed in his student days here when he wrote for The Daily Tar Heel, edited a literary magazine, performed with the Carolina Playmakers and worked through the Carolina Workshop Council to stimulate interest in the arts. Mr. Adler is best known for such Broadway award-winning productions as Pajama Game and Damn Yankees. He is a producer as well as composer; the magnificently gala shows he organized for Presidents Kennedy and Johnson and their distinguished guests prompted the media to call him "the Presidential producer." In recent years he has with much success turned to concert music, elaborating themes of the American West. His Yellowstone Overture has been featured in performances at Carnegie Hall and at the Kennedy Center for the Performing Arts.

Mr. Adler was for some years a trustee and member of the Executive Committee for the John F. Kennedy Center for the Performing Arts and a member of the Advisory Board of the North Carolina School of the Arts. With this Award the University applauds the outstanding achievements of this creative and talented alumnus.

CHARLES KNOX MASSEY

Even as a student at the University (Class of 1925), Charles Knox Massey displayed the pattern of hard work and love for this University that has since characterized his extraordinary career.

Mr. Massey established a highly successful advertising firm in Durham, and has been active in other enterprises. His city and his state have benefited greatly from his public service activity, but his affection for this University is unbounded. Here is a partial list of his many activities: he was a trustee for twenty years, and he assumed leading roles in the Medical Foundation, the Business Foundation, the North Carolina Pharmaceutical Association Research Foundation, and the Educational Foundation. One of Mr. Massey's deepest convictions is that any young person who has determination can get a college education--preferably at UNC--and one of his particular concerns has been to help such students. Accordingly, forty years ago he established a scholarship fund here that has helped scores of students. He has also set up the C. Knox Massey Fund to provide Distinguished Service Awards for unheralded but deserving University staff members.

In 1957 Knox Massey was given the Distinguished Service Award of the School of Medicine. Two years ago he received the Distinguished Service Medal of the Alumni Association. In continued appreciation of his untiring labors for his Alma Mater the University now delights to present this further Award.

ADELINE DENHAM MC CALL

Adeline McCall has touched the lives of many thousands of persons throughout the United States through her inventive and inspirational talent for eliciting the appreciation of good music, especially in the young.

With energy and infectious enthusiasm, through books and articles, through classes, demonstrations, consultations, and workshops offered in universities and other schools in 22 states, Mrs. McCall has with striking effect taught children, their teachers, and the general public to enhance the quality of their lives through music.

A Phi Beta Kappa alumna--and she earned a Master's degree here, too--Mrs. McCall's work in this area was done largely through her outstanding performance over the years as Educational Director for the North Carolina Symphony, as teacher of Music Education at Duke University, and as resourceful Supervisor of Music in the Chapel Hill-Carrboro elementary schools.

For her unflagging devotion to the cause of music education and for the many other ways in which she has served and graced this community the University now honors this distinguished alumna.

HENRY WILLIAM SCOTT, JR.

Dr. William Scott is an internationally acclaimed surgeon and scholar whose leadership has had a profound effect on his profession. As a chemistry major at this University, he was elected to Phi Beta Kappa. He went on to the Harvard Medical School and further education at top institutions. His superior qualities brought him appointment at the age of 35 as Professor and Chairman of the Department of Surgery at Vanderbilt University School of Medicine.

Several of the leading academic surgeons in the nation received their graduate education under Dr. Scott's tutelage. He has shown compassionately human concerns in his profession, so vital to all. He has contributed significantly to our understanding and knowledge of metabolic and endocrine diseases with continuing contributions to scientific journals and surgical textbooks.

Dr. Scott's superior leadership and excellence as a surgical scientist has been recognized in many ways. He has been President of seven prestigious surgical societies, including the American Surgical Association, the Southern Surgical Association, the American College of Surgeons, and the Pan Pacific Surgical Association (1980-82).

This Award betokens not only the renown of this illustrious alumnus but also the credit which this North Carolina native has reflected on his University.

COLIN STOKES

Colin Stokes is a near-perfect model of what a modern business executive ought to be: a Carolina graduate, a wise decision-maker who brought his corporation into the very top level in the nation, and a public spirited man who has given an incredible amount of time to local and state civic, benevolent, medical, and educational organizations.

As Chief Executive Officer, Mr. Stokes brought judicious diversification to his corporation, R. J. Reynolds Industries, and established a pioneering prepaid health plan for its employees. Among the organizations to which he has given freely of his time and resources are the Winston-Salem Foundation, the Independent College Fund, Salem College, Wake Forest University, the North Carolina Baptist Hospital, and the Southeast Baptist Theological Seminary.

Much of his care has been lavished upon this University. He has served on the Board of Visitors and the Business Foundation, and was a Vice President of the Carolina Challenge. He is a Director of the Institutional Development Foundation here and a member of its investment committee. With gratitude for his years of quiet but superb service in many areas his University now extols the deeds of this outstanding alumnus.