

**C. KNOX MASSEY '25** is a rare example of a man who preaches what he practices about his alma mater. Since 1967 he has been a "dollar-a-year" volunteer special assistant to the chancellor, developing new scholarships, professorships, and other awards for the University.

However, through the years he, himself, has been a major benefactor for these same purposes. In 1942 he established the C. W. Massey-C. T. Council Scholarship Fund, honoring his father and a life-long friend. Later he set up the C. Knox Massey Fund for similar uses. When the members of the Class of 1925 decided to make a major endowment gift to the University for their 50th reunion, they naturally turned to Knox Massey as chairman of their drive. Under his leadership the class presented over \$55,000 to the University—the largest such contribution ever made by a 50th year class.

As a student at Carolina, Knox Massey was chosen as best in his class for commercial ability. This prediction came true in his 43 years as a highly successful advertising executive in Durham. During this time the University was ever foremost in his concerns. He headed the Durham alumni chapter; served without fee in promoting the statewide Good Health Campaign that brought about the four-year medical school and teaching hospital at the University; was on the North Carolina Radio and Television Commission that sought the franchise for the University's educational television station; was Chairman of the University's Advisory Committee on Public Relations; and was for 20 years a trustee of the University. It is scarcely surprising that Carolina alumni have been in his family from his father to his granddaughter. Throughout his career Knox Massey has also worked for his home community of Durham through its civic clubs and as President of the Chamber of Commerce.

His Alumni Association is pleased to complement the honors he has brought to the University by presenting to him its Distinguished Service Medal.