

HUGH MacRAE MORTON '43 has for nearly four decades had a passionate love for North Carolina and the University at Chapel Hill. This, combined with his endless enthusiasm, his positive persistence, and his willingness to work, have brought unique rewards to the state and University, and well-justified success to himself.

As a student at Chapel Hill, Hugh Morton was a staff member of all campus publications and had been elected Editor of the Yackety Yack when he was called into the armed services during World War II. As an Army combat photographer he was injured in the line of duty in the Philippines.

On his return home he went to work in his family's real estate enterprises in Wilmington and at Linville. His extraordinary talent for photography and promotion served him well in both places. At the coast he was chosen first chairman of the now-traditional Azalea Festival. At Linville he decided to sell Grandfather Mountain, then changed his decision and converted this inherited natural landmark into a tourist mecca as "Carolina's Top Scenic Attraction."

As a promoter of the state's highly-important tourist industry he has had no peer. Among many leadership posts in this field he has been President of the Southern Highlands Association, organizer of the annual Southern Short Course in Press Photography, Man of the Year in Wilmington, a 10-year member of the State Board of Conservation and Development, President of the North Carolina Travel Council—and first winner of its award for greatest contribution to that industry, North Carolinian of the Year—as chosen by The State Magazine in 1965, Chairman of the USS North Carolina Battleship Commission, and a member of the North Carolina Public Service Award Society.

Hugh Morton has lent these same talents to the cause of good government as a political campaigner, as a North Carolina delegate to Democratic National Conventions, and as a trusted confidant and volunteer for several governors.

During all of this time he has continuously aided the University—as a director of the General Alumni Association, a regular contributor of photographs to its publications, and as President of the Association in 1964-65. In 1975 he was Chairman of the State Committee that established, with a \$500,000 endowment, the Luther Hodges Memorial Professorship in Business Ethics. He also has served as President of the North Carolina Botanical Garden Foundation and as a member of the Order of the Tar Heel One Hundred.

The General Alumni Association gratefully recognizes Hugh Morton's unique record of service to North Carolina and the nation's first state University by presenting him its Distinguished Service Medal.