

The original documents are located in Box 175, folder “Invitations/Visits - Floyd McKissick, Soul City” of the Gerald R. Ford Vice Presidential Papers, 1973 - 1974 at the Gerald R. Ford Presidential Library.

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SCHEDULING

PENDING - Summer

McKissick, Floyd B.

McKissick interview

April 19, 1974

Mr. Floyd B. McKissick
P. O. Box 188
Soul City, North Carolina 27553

Dear Mr. McKissick:

Thank you for sending the Vice President the materials concerning The National Committee for a Two-Party System, Inc. and the Soul City Project. Mr. Ford is very much interested in discussing these matters with you.

While we cannot give you a definite date at this time, we shall contact you just as soon as we can make a firm commitment--probably not until later this summer.

Sincerely,

Warren S. Rustand
Director of Scheduling

WSR:LHC



MAR 23 RECD

THE WHITE HOUSE
WASHINGTON

OK
re: McKissick

March 19, 1974

MEMORANDUM FOR: ROBERT T. HARTMANN
FROM: STANLEY S. SCOTT *SS*
SUBJECT: Soul City Developer Floyd B. McKissick

Floyd McKissick, the former civil rights leader (Congress of Racial Equality) and developer of the Soul City (New Town) project in North Carolina, has been a staunch Administration supporter. The Administration has committed \$14 million in secured bonds and several million dollars in management and technical assistance for his project. This ambitious project will require millions more and an estimated 10-15 years before completion.

The National Committee for a Two Party System is the outgrowth of '72 campaign efforts. This organization, while inactive, could provide future results for the Party.

Sally { While McKissick has met with the Vice President when we convened the black leaders for the luncheon last January, the Vice President might want to schedule a meeting at some future date with McKissick to discuss his project and his political organization.

If my office can be of assistance, do not hesitate to get in touch.

Attachment

** Ch. man HED on this! USR 3-20*
a letter of Acknowledgement to Mr. McKissick then to Sally for scheduling USR 3-23



Andrew HR

Bob H. —

Check with Stan
Scott on what I
should do. & have
him call me.



FLOYD B.
McKISSICK ENTERPRISES, INC.

P. O. BOX 188
SOUL CITY, NORTH CAROLINA 27553
(919) 456-5811

January 9, 1974

The Honorable Gerald R. Ford
Vice President of the United States
The White House
Washington, D. C.

Dear Mr. Ford:

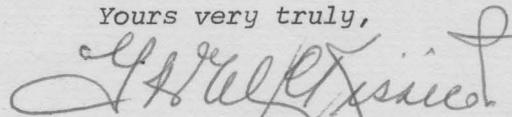
Enclosed please find information regarding The National Committee for a Two-Party System, Inc., which you might find especially interesting. Also find information regarding the Soul City Project, which we are extremely proud of.

At your convenience, we would be happy to discuss either of these projects with you. If additional information and materials are needed, kindly advise.

We wish you much success in your role as Vice President of the United States and we are confident that you are able to give the country the quality of leadership it needs.

With very kind regards, I am

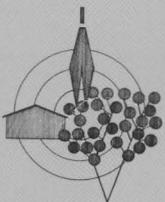
Yours very truly,



Floyd B. McKissick

Enclosures



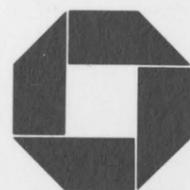


SOUL CITY

SOUL CITY, NORTH CAROLINA



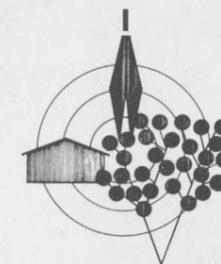
**Another milestone en route
to a dream come true.
Congratulations from your friends
at Chase Manhattan.**



COVER: ONE-THREE YEAR PHYSICAL DEVELOPMENT PLAN. Gantt/Huberman Associates, Architects and Planners, Charlotte, N. C.

"PRESENT AT THE CREATION"

Friday, November Ninth, Nineteen Hundred and Seventy-Three



SOUVENIR BOOK

In Celebration of

The Historic Groundbreaking of Soul City, North Carolina

and of

*The Second Annual Banquet and Show
of the Soul City Foundation, Incorporated*



Floyd B. McKissick

"We are losing people and these people are untrained when they go to the city and there is no place for them, so, if we are really talking about solving the problems of the cities and trying to solve the problems of the minorities who go to the cities and fight the problems of race, then you have to start at the roots of the problems."

"We might not be primarily a Utopia, but we do have a concept at Soul City that can be a prime means to revitalize blighted rural areas and stem migration to the large urban areas."

"It's not going to come out an all-black thing and never was an all-black thing and never was intended to be an all-black thing. Among job applications, you'll find that we have a tremendous number of white persons who apply for jobs here, who want to work here, who want to move here period."

With the groundbreaking of Soul City, Floyd Bixler McKissick takes a major step in realizing a twenty-five year-old ambition—to create a community in which all individuals can participate equally. This community will be located in the state of his birth, North Carolina.

Born on March 9, 1922, in Asheville, he attended first Morehouse College in Atlanta, Georgia, and then (following an interruption for military service in World War II) North Carolina Central University in Durham. Before departing for Europe and the war, he married Evelyn Williams, also of Asheville. The McKissicks now have four children.

Mr. McKissick studied law at the University of North Carolina Law School (having successfully sued for admittance) and was admitted to the North Carolina bar in 1952 and to the United States Supreme Court in 1955. During his career as a constitutional lawyer he has handled a record number of civil rights cases, including as his clients businessmen, labor unions, and individuals of all races.

In 1963 Mr. McKissick was elected National Chairman of the Congress of Racial Equality by acclamation and in March, 1966, was appointed National Director. During his tenure at CORE, he raised more than three-million dollars for the debt-stricken organization through the application of his considerable skills and experience in the fields of financial and title law.

In the summer of 1968, Mr. McKissick resigned as CORE's National Director in order to devote his full time to helping build the black economy he had first advocated years previously. For this purpose he created McKissick Enterprises, of which he is currently President.

Mr. McKissick is the author of many articles and essays, published in numerous journals, and he was a Columnist for The New York Amsterdam News. He is also a reknowned lecturer and speaker and his first book, *Three-Fifths of a Man*, published by Macmillan, is now in its second printing.



State of North Carolina
EXECUTIVE DEPARTMENT

GOVERNOR JAMES E. HOLSHOUSER, JR.

WHEREAS, the new town of Soul City, North Carolina, will hold its Groundbreaking Ceremony on the 9th of November, 1973; and

WHEREAS, this creative and innovative concept of creating a new town for the purpose of establishing jobs, hope and opportunity and a new way of life is worthy of recognition by all North Carolinians; and

WHEREAS, the State of North Carolina through its various agencies, prior to this administration and continuing through this administration, has demonstrated to the nation a progressive attitude designed to bring people of goodwill together in a unified project dedicated to solutions rather than to rhetoric; and

WHEREAS, the State of North Carolina extends our congratulations to the developer, Floyd B. McKissick, and all those other persons and institutions who help make this occasion;

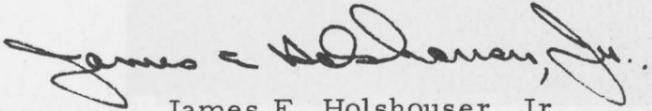
THEREFORE, I proclaim Friday, November 9, 1973

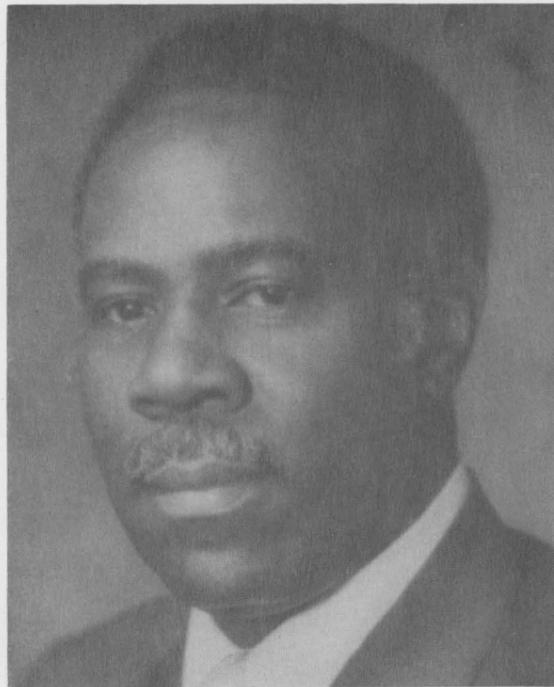
SOUL CITY DAY IN NORTH CAROLINA

and commend this observance to our citizens.

By the Governor:

Raleigh, North Carolina
October 30, 1973

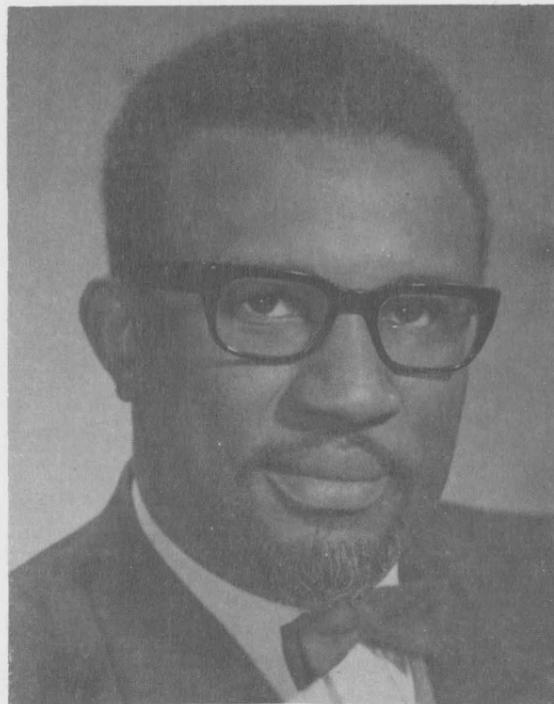

James E. Holshouser, Jr.



Robert P. Madison

Madison - Madison International

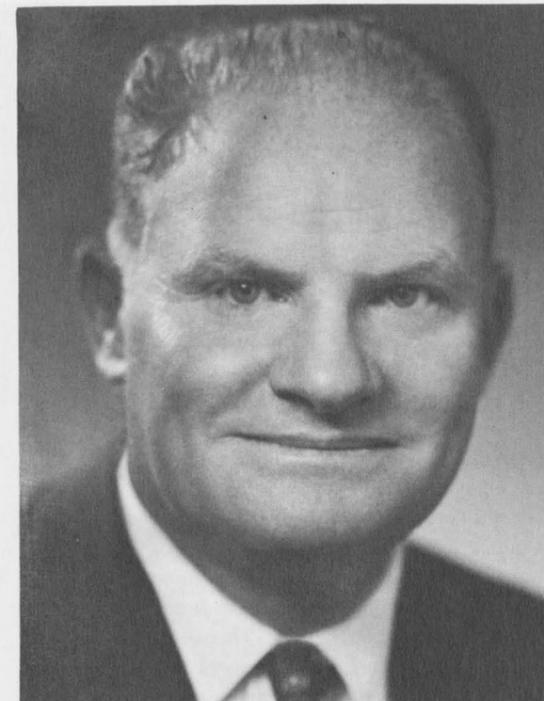
Julian C. Madison



THE SOUL CITY COMPANY

THE SOUL CITY COMPANY

To insure the optimal long range development of Soul City, Developer Floyd McKissick has initiated a tri-partner formation, the Soul City Company. In addition to McKissick Enterprises, the managing entity, the Company consists of the National Corporation for Housing Partnerships, a federally chartered corporation authorized under the 1968 Housing Act to promote development of low and moderate incoming housing, and Madison-Madison International, Planners and Architects, with offices at Cleveland, Washington, and Soul City.



George W. DeFranceaux

National Corporation For
Housing Partnership

George M. Brady, Jr.

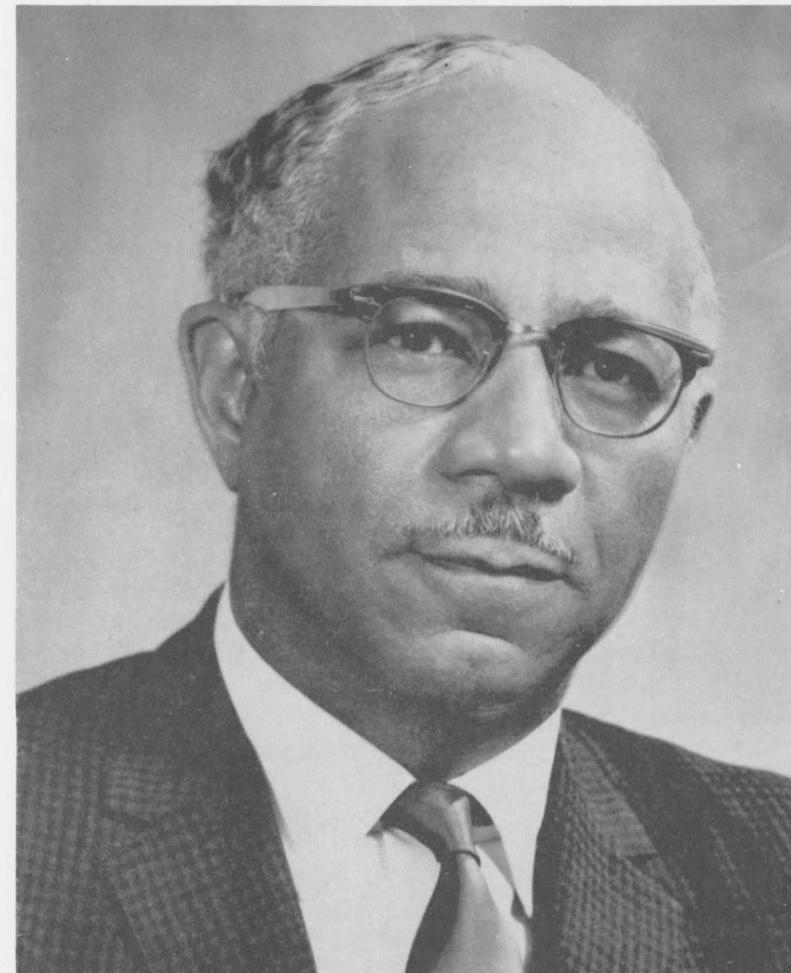


The groundbreaking for Soultech 1 symbolizes for the Soul City Foundation the areas of work needing immediate attention and development. This is the first building in Soul City that has been approved for construction and it will house the new community's first industries. It thus symbolizes the development of an economic base for Soul City and demonstrates how new town technology can be brought to bear on the economy of a depressed area and make a significant impact in reversing the economic trends of the past.

With new industries and new jobs through Soultech 1 we can begin to change the realities of the past: Warren County need not any longer be one of the poorest counties in North Carolina and our youth need not leave home for jobs in northern cities. There will be work to do here and with work will come housing, commercial development, recreational facilities, and human and social services. The Foundation was formed to plan and develop the whole range of these social and human services for the new community, but no services are possible without an economic base—for without jobs there can be no viable community. Industrial development is thus a critical need for the new community.



Eva Clayton
Executive Director
The Soul City Foundation, Inc.



Albert N. Whiting
Chairman of the Board
The Soul City Foundation, Inc.

Several years ago Floyd McKissick's determination to build a new city was viewed as a mirth-provoking departure from reality. He persisted, however, against great odds and with uncommon devotion to his goal, so that we are today at the point of "breaking ground," symbolizing the formal creation of Soul City. This is a historic and proud moment which the officers and Board members of the Soul City Foundation take delight in sharing with the architect and driving spirit behind this enterprise.

The Soul City Foundation, Incorporated, is a non-profit, tax-exempt, entity created under the appropriate IRS provisions in 1970 to deal with the planning, developing and financing of programs and projects in Soul City and its environs related to the arts, child care, education, health and recreation. Its concerns revolve almost exclusively around the enhancement of the quality of life for the residents and neighbors of this community. Selected, supervised efforts in these areas are particularly imperative in the initial stages organized in such a manner as to become self-propelling and self-sustaining in the future.

We invite the involvement and support of all in attendance here today with reference to these exciting endeavors as Soul City assumes shape and substance.

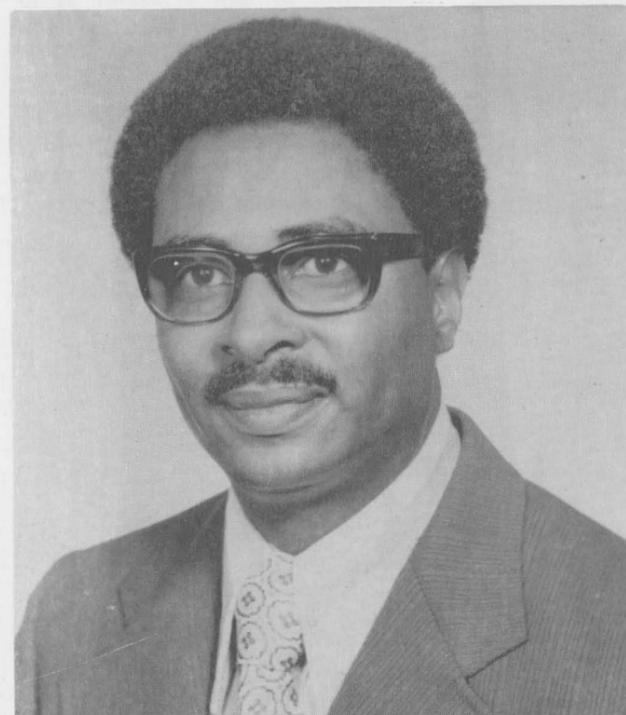


ROBERT J. BROWN

Mr. Brown is honorary Co-Chairman of this year's Banquet/Show and was the keynote speaker at the affair last year. Formerly Special Assistant to the President of the United States, he is currently Chairman and Chief Executive of B & C Associates, Inc., located in Washington, D. C., and High Point, North Carolina.

In his career, Mr. Brown has received numerous awards and honors, including honorary degrees awarded by three North Carolina institutions: A & T State University, Shaw University, and High Point College. He is affiliated with the NAACP (lifetime membership) the Boy Scouts of America, the United Givers Fund, and is a member of the Board of Trustees of Livingstone College in Salisbury, North Carolina.

SOUL CITY AWARDS



THEAOSEUS T. CLAYTON

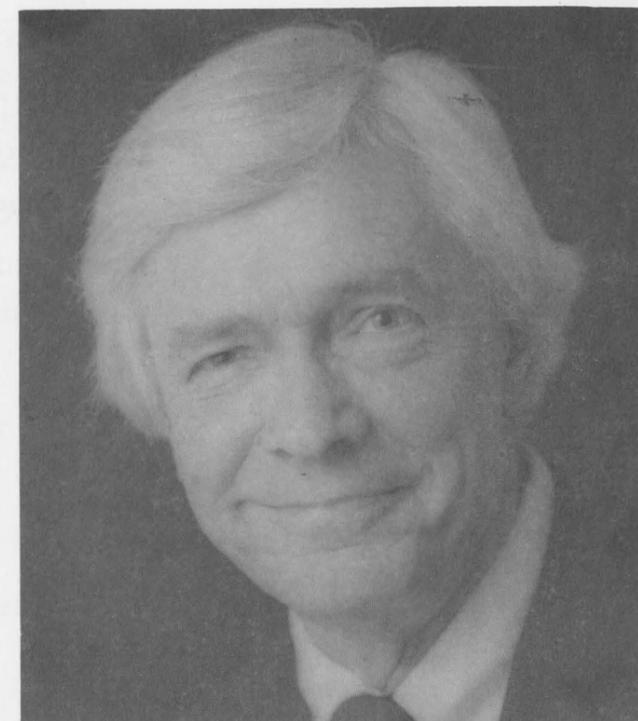
Since 1966 Mr. Clayton has been a member of the law firm of Clayton and Ballance. It was with Mr. Clayton's legal assistance that the original land purchases for Soul City were made, and as chief counsel for Floyd B. McKissick and McKissick Enterprises he has been intimately involved with the Soul City project for many years.

Mr. Clayton is a lifetime member of the NAACP and is a past State Vice-President of that organization. Recently he was appointed to a six-year term on the State Board of Youth Development and serves as the Board's Vice-Chairman. In addition, he is a member of the National Bar Association, the National Conference of Black Lawyers, the Association of Black Lawyers of North Carolina, the American Bar Association, the North Carolina Trial Lawyers Association, the North Carolina State Bar Association, and is Secretary-Treasurer of North Carolina Judicial District Bar Association.

JOHN A. PARKER

Mr. Parker holds degrees in architecture and city planning, and is currently Chairman of the Department of City and Regional Planning at the University of North Carolina. His informed advice and experience have been invaluable over the years of planning for the new community of Soul City.

Since 1971 Mr. Parker has been a member of the Board of Directors of the Soul City Foundation. He has also served on the Board of Directors of the American Institute of Architects and of the American Society of Planning Officials, and he is a past Vice-Chairman of the State Capital Planning Commission.

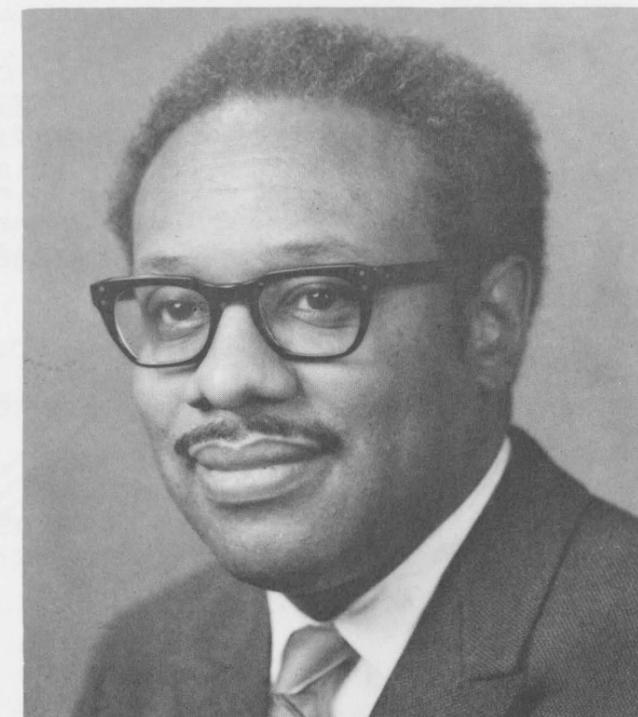


SOUL CITY AWARDS

SAMUEL C. JACKSON

As General Assistant Secretary of the United States Department of Housing and Urban Development, Mr. Jackson was responsible for the development and implementation of basic policies for all HUD housing, planning, and development programs. Under his leadership of the New Communities Development Corporation fifteen new communities, including Soul City, were approved for loan guarantees.

Mr. Jackson is now a member of the firm of Stroock & Stroock & Laven of New York and is located in the Washington, D. C., office. One of the five original commissioners of the U. S. Equal Employment Opportunity Commission appointed by the late Lyndon Johnson, Mr. Jackson is also known for his legal work with the NAACP and with the Kansas Department of Social Welfare and for his many writings on legal and urban affairs.





WILLIE C. MASON, C.L.U.
PLANNED INSURANCE ESTATES

1770 VERBENA STREET, N.W. . . . WASHINGTON, D. C. 20012
BUS: 362-6840 - RES: 723-6161

LIFE, HEALTH, GROUP INSURANCE,
ANNUITIES, PENSION PLANS

November 9, 1973

New York Life Insurance Company

Mr. Floyd B. McKissick
President
McKissick Enterprises, Inc.
Soul City, North Carolina 27553

Dear Floyd:

Clarice, Crystal and I are impressed with the magnitude of your dedication, sacrifice and achievements in behalf of your fellowman year after year.

This historic groundbreaking of Soul City symbolizes a tangible fruit of democracy in action, steadfastness of those who are the nucleus of this hurculean endeavor and a harbinger of a community by and for all.

We are proud, pleased and honored to share this historic day with the many who support your effort to demonstrate a solution to urban density while simultaneously seeking to upgrade the living standards of many who reside in Warren and Vance counties.

The nation will benefit, generally -- North Carolina, specifically.

Sincerely,

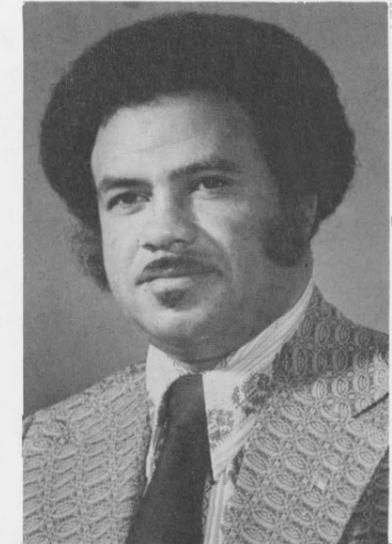
Clarice, Crystal & Mason



STATE OF NORTH CAROLINA
GOVERNOR'S OFFICE
RALEIGH 27611

JAMES E. HOLSHOUSER, JR.
GOVERNOR

October 23, 1973



Mr. Floyd B. McKissick and Associates
Post Office Box 188
Soul City, North Carolina 27553

Dear Mr. McKissick and Associates:

I wish to congratulate you and your associates on this historical occasion at Soul City. Soul City is a creation of dreams and hard work. As the first free-standing community in America, all North Carolinians are proud of your achievements and congratulate you on your dreams and achievements.

Soul City will contribute immeasurably to the growing North Carolina economy and spur investments in job opportunities for numerous venture interests and individuals in Warren County.

I am proud to have been associated with you from the very inception of the idea of Soul City. A solid beginning has been realized and I see a new city in the making.

Congratulations and much success in the future.

Sincerely yours,

Larnie G. Horton
Special Assistant to the Governor
for Minority Affairs

LGH:cab



*Town of Chapel Hill,
North Carolina*

27514



OFFICE OF THE MAYOR

October 11, 1973

Mr. Floyd B. McKissick
Soul City Foundation, Inc.
Post Office Box 38
Soul City, North Carolina 27553

Dear Mr. McKissick:

May I extend to you on behalf of all the citizens of Chapel Hill through the Office of Mayor, my sincere and deepest congratulations for reaching the point of being able to breakground in the Soul City Community. We recognize that the road and that you have had to surmount many obstacles in arriving to this day. You are to be commended for taking on a tremendous challenge, one that would have beaten many others down, and having succeeded in bringing it thus far. I have no doubt that with the drive, the determination, the commitment, the dedication, and the strong support of your staff and others around you, that Soul City will soon become a living reality and monument to a great man that walked on the face of this earth. But far more important than that, Soul City will be a monument to a new life style for people in the state of North Carolina, in the southeastern part of the United States, and in the United States of America.

I extend to you my personal and heart felt congratulations, and offer and pledge the full support of the city of Chapel Hill in any way that we might be helpful to you.

With kindest regards and best wishes for continued success, I am,

Respectfully yours,

Howard N. Lee
Mayor

HNL/cts



**CITY OF HENDERSON
NORTH CAROLINA**

October 25, 1973



Mr. Floyd McKissick
Soul City
Manson, North Carolina

Dear Mr. McKissick:

We congratulate you and your staff on your efforts in creating a new City in our area. Few people know of the monumental task you took upon yourself in attempting to bring into being a new community such as Soul City.

Those of us who are interested in seeing our area continue to provide a better environment for our citizens rejoice in seeing this project develope to its fullest potentials.

Congratulations and best wishes to you and your staff.

Sincerely,

George V. Boyd
Mayor

GVB/mab

CITY OF OXFORD

Oxford, North Carolina 27565

October 25, 1973

Honorable Floyd B. McKissick
Soul City Foundation, Inc.
P.O. Box 38
Soul City, North Carolina 27553

Dear Mr. McKissick:

It was with a great deal of pleasure that I learned recently of the ground breaking ceremonies to be held in Soul City on November 9.

Looking back over the past two years at the untiring efforts which I have seen you and your associates give to bring about the regional water system for the City of Henderson, Soul City and the City of Oxford, I can truly appreciate the great sense of satisfaction which will be yours on this momentous occasion. On behalf of the people of the City of Oxford, I congratulate you on the culmination of a magnificent idea into a reality.

With these congratulations, I would again like to express our sincere appreciation and gratitude to you for your relentless endeavors toward our common goal in the development of the regional water system, which system has terminated an acute problem plaguing Oxford and Henderson for the past many years. Without your guidance and support this joint venture would never have reached maturity.

We look forward to working with you in the future in making this region not only progressive, but an area that is truly devoted to the betterment of all mankind.

With kindest personal regards, I remain

Yours most sincerely,


Hugh M. Currin, Mayor
City of Oxford



TOWN OF WARRENTON

"Historically Great - Progressively Strong"

WARRENTON, N. C. 27589

We in Warrenton are happy that your planned City is progressing in accordance with your expectations. We feel that the Economic impact will prove of great significance for the entire county.

W. A. Miles, Mayor
Town of Warrenton

SOUL CITY

Soul City's history to-date is the history of ideas and ambitions. The idea came about twenty-five years ago when Floyd B. McKissick first encountered the "universal capitalism" theory of Louis O. Kelso and realized that real equality would be possible only through a position of economic strength. The ambition to build a new town that would embody this principle began to take form when a site in Warren County was found and the first land purchases took place. Significantly, the site that was located is a former slave-holding plantation.

In 1969 the first proposals for funding were submitted and the Soul City Foundation was incorporated to provide social planning for the town. Early the following year the staff of McKissick Enterprises began to move to the site and the new town had its first inhabitants. In the period following, a number of organizations were set up to deal with specific phases of the planning. Health, education, industrial development, physical planning, and many others were, and still are, the subject of intensive study.

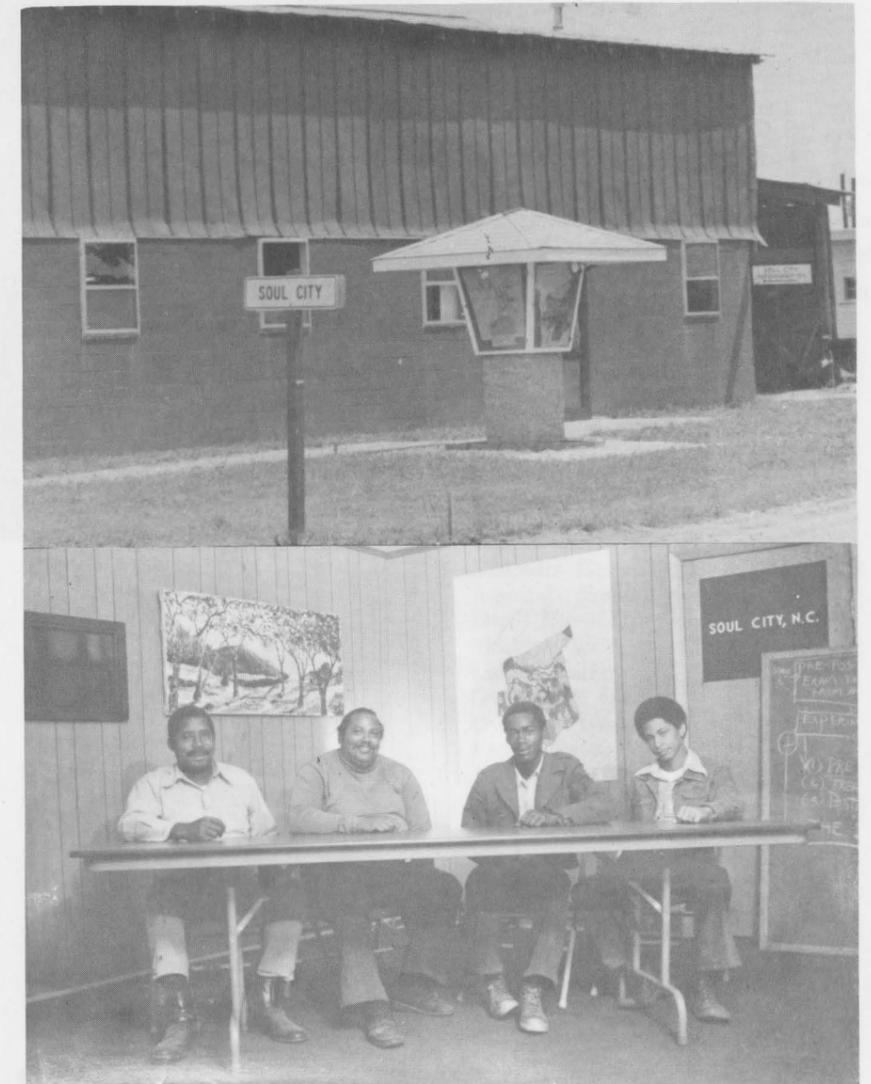
In July, 1972, a major breakthrough occurred when Soul City was granted a \$14 million bond guarantee by the United States Department of Housing and Urban Development. The guarantee came under Title VII of the United States Urban Growth and New Communities Act of 1968 (as amended in 1970), the purpose of which was to encourage new town development. Of the 13 projects receiving guarantees under Title VII, however, Soul City is the only one that will be free-standing and not associated with an existing metropolitan area, and it is the only project under the control of a minority-owned developer, McKissick Enterprises.

A second major step in the growing political reality of Soul City came less than a year after the HUD guarantee, when in May, 1973, the Soul City Sanitary District was formed. A sanitary district is a unit of local government, voter-controlled, with functions similar to those of a municipality or County. The Soul City Sanitary District has the power to proceed with water, sewerage, garbage disposal, and fire prevention facilities, and can levy taxes and issue bonds to support its activities.



Soul City now stands at a crucial turning-point in this history. It has secured the necessary financing to begin building, it has a local government, and it has the plans and programs necessary both to build a new town and to live in it. On Groundbreaking Day, November 9, 1973, the ideas and ambitions that have been the substance of the new town for five years will be incorporated into physical reality.

It is a rare privilege knowingly to witness a historical event. On this day we have the even rarer privilege of viewing history being made and at the same moment seeing the promises of the future being realized.



The McKissick Family

- S. Charmaine McKissick
- Floyd B. McKissick, Jr.
- Andree Y. McKissick
- Joycelyn McKissick Myers
- Evelyn W. McKissick
- Floyd B. McKissick, Sr.



Parents of Mr. McKissick
 Mr. Ernest Boyce McKissick
 Mrs. Magnolia Thompson McKissick

"PRESENT AT THE CREATION"
HISTORIC GROUNDBREAKING CEREMONY
Soul City, North Carolina

- THE HONORABLE ROBERT J. BROWN.....*Honorary Chairman*
- MR. WILLIE C. MASON, C.L.U.....*Chairman*
- THEAOSEUS T. CLAYTON, ESQ.....*General Counsel*
- MR. NATHAN T. GARRETT, CPA.....*Secretary-Treasurer*

Committees

V. I. P.

- Floyd B. McKissick, Esq.*
- Mrs. Eva M. Clayton
- Ms. Dorothy L. Waller

INVITATIONS

- Ms. Dorothy L. Waller*
- Mrs. Annie Alston
- Ms. Vickie Bailey
- Mrs. Jacqueline Burton
- Ms. Sarah Blake
- Mr. Charles Davis
- Ms. Gwynelle Dismukes
- Mrs. Barbara Fritz
- Mrs. Antionette Gardner
- Ms. Gwendolyn Goode
- Mrs. Carolyn Green
- Mr. James Groom
- Ms. Patsy Hargrove
- Mr. Nathaniel Holloway
- Ms. Lucille Jordan
- Mrs. Jennifer Lang
- Mrs. Floyd B. McKissick
- Mrs. Clarice Walden Mason
- Mrs. Joycelyn McKissick Myers
- Mrs. Fannie Palmer
- Mrs. Jackie Parrish
- Mrs. Agnes L. Smith
- Ms. Geraldine Thompson
- Mr. William Towe
- Mr. and Mrs. James Trice
- Ms. Marva Tunstall
- Ms. Joyce Wade
- Ms. Margaret L. Waller

PUBLIC RELATIONS

- Mr. L. H. Myers*
- Mr. Marshall B. Bass
- Dr. Caswell A. Evans, Jr.
- Father F. G. Maloney
- Dr. Stanford A. Roman, Jr.

HOSPITALITY

- Ms. Louise W. Monegain*
- Mrs. Eva M. Clayton
- Mrs. E. Jane Groom
- Mrs. Evangeline Grant Redding

TRANSPORTATION

- Mrs. Jacqueline Burton*
- Mrs. Bessie Fields
- Mr. James Groom
- Mrs. Frances M. Hines
- Mrs. Ellis D. Jones, Jr.
- Mrs. Amanda Sargent
- Mrs. Nadine Winter
- Mr. Richard Shepard

PARADE

- Mr. George H. Williams*
- Mr. James Groom
- Mrs. Wilhelmenia Kearney

FINANCE

- Ms. Dorothy L. Waller*
- Ms. Jackie Yancey

COMMUNICATIONS

- Mrs. Wilhelmenia Kearney*
- Mrs. Thelma Howard
- Mr. and Mrs. Abner Bowe
- Mrs. Jacqueline Burton
- The Reverend Cleveland DeLoatch
- Mrs. Antoinette Gardner*
- Mrs. Carolyn Green
- Dr. Chester Hawkins
- Mrs. Elaine B. Jenkins
- Mr. LeRoy Jeffries
- Mrs. Clarice Walden Mason
- Ms. Louise W. Monegain
- Mr. Guy R. Rankin
- Mrs. Evangeline Grant Redding
- Silverlite Club, Inc.
 (Rich Square, N. C.)
- Mr. Samuel Sparks
- Mr. Asa T. Spaulding, Sr.

- Ms. Margaret L. Waller
- Mrs. Nadine Winter

HOSTESS

- S. Charmaine McKissick
- Psyche Davis
- Liandra Groom
- Agnes L. Smith
- Daryl Davis Harrison
- Martina Goode
- Lucille Jordan
- Gwendolyn Goode
- Gwenelle Dismukes
- Fannie Palmer
- Arlene Franklin
- Sharon Thompson
- Alma D. Burrell
- Joanne Clayton
- Audrey Kearney
- Wanda Thompson
- Juana Jordan
- Jackie Parrish
- Zeta Trice
- Gluretta Russell
- Penny James
- Debbie Martin
- Pearline Moore
- Jackie Yancey

HOSTESS: GOVERNOR'S MANSION

- S. Charmaine McKissick
- Psyche Davis
- Liandra Groom
- Martina Goode
- Alma D. Burrell
- Daryl Davis Harrison
- Agnes L. Smith
- Lucille Jordan
- Gwendolyn Goode
- Jackie Parrish
- Mrs. F. B. McKissick*
- Ms. Louise W. Monegain*
- Mrs. Evangeline Grant Redding

*DENOTES COMMITTEE CHAIRMEN

S P O N S O R S

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“PRESENT AT THE CREATION” THE HISTORIC GROUNDBREAKING of SOUL CITY, NORTH CAROLINA

Parade

Friday, November 9, 1973 - 9:30 A.M.

PARADE MARSHAL	MR. GAYNELLE BROWN
NORTH CAROLINA A. & T. ARMY AND AIR FORCE DRILL TEAM	GREENSBORO, N. C.
NORTH CAROLINA A. & T. BAND	GREENSBORO, N. C.
OXFORD CENTRAL ORPHANAGE BAND	OXFORD, N. C.
NORLINA HIGH SCHOOL BAND	NORLINA, N. C.
JOHN GRAHAM HIGH SCHOOL BAND	WARRENTON, N. C.
ST. AUGUSTINE'S COLLEGE DRILL TEAM	RALEIGH, N. C.
SOUL CITY FOUNDATION, INC., LEARNING LAB FLOAT	SOUL CITY, N. C.
ELIZABETH CITY STATE UNIVERSITY BAND	ELIZABETH CITY, N. C.

Groundbreaking Programme

11:00 A.M.

MASTER OF CEREMONIES	MRS. EVA M. CLAYTON Executive Director, Soul City Foundation
INVOCATION	DR. GRADY D. DAVIS Union Baptist Church
MUSICAL SELECTIONS	KITTRELL COLLEGE CHOIR
MR. JAMES DAVIS, DIRECTOR	

S A L U T E S

INTRODUCTION OF THE HONORABLE JOHNNY FORD	MRS. EVA M. CLAYTON
THE HONORABLE JOHNNY FORD	MAYOR, TUSKEGEE, ALABAMA Representing Organization of Black Elected Officials
MR. LAWRENCE J. TOAL	VICE PRESIDENT, CHASE MANHATTAN BANK
THE HONORABLE HOWARD N. LEE	MAYOR, CHAPEL HILL, N. C.
INTRODUCTION OF PLATFORM GUEST	FLOYD B. MCKISSICK, ESQ. Developer of Soul City
THE HONORABLE PARREN J. MITCHELL	REPRESENTATIVE, BLACK CONGRESSIONAL CAUCUS
THE HONORABLE CLAUDE T. BOWERS	WARREN COUNTY COMMISSIONER
THE HONORABLE ALVIN J. ARNETT	DIRECTOR, OFFICE OF ECONOMIC OPPORTUNITY
THE HONORABLE SAMUEL C. JACKSON	FORMER GENERAL SECRETARY HOUSING AND URBAN DEVELOPMENT
KEYNOTE SPEAKER	THE HONORABLE JAMES E. HOLSHOUSER, JR. Governor of North Carolina
RESPONSE	FLOYD B. MCKISSICK, ESQ.
CONSECRATION OF THE EARTH	FATHER F. G. MALONEY DR. GRADY D. DAVIS
MUSICAL SELECTION — “The Impossible Dream”	KITTRELL COLLEGE CHOIR
BENEDICTION	THE REVEREND CLEVELAND DELOATCH

S P O N S O R S

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**"PRESENT AT THE CREATION"
THE HISTORIC GROUNDBREAKING
of
SOUL CITY, NORTH CAROLINA**

**Second Annual Banquet and Show
Friday, November 9, 1973 - 8:00 P.M.**

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St. Paul's Catholic Church

SALUTE "PRESENT AT THE CREATION"
HISTORIC GROUNDBREAKING CEREMONIES
Soul City, North Carolina

S A L U T E S

THE HONORABLE JOHNNY FORD MAYOR, TUSKEGEE, ALABAMA

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LIEUTENANT GENERAL DANIEL JAMES DEPUTY ASSISTANT SECRETARY OF DEFENSE
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PRESENTATION AND AWARDS

INTRODUCTION, MR. GORDON R. CAREY VICE PRESIDENT
Warren Regional Planning Corporation

FLOYD B. MCKISSICK, ESQ. DEVELOPER, SOUL CITY, NORTH CAROLINA

**Soul City Session
9:00 P.M.**

STARRING JERRY "Ice Man" BUTLER AND HIS DYNAMIC SHOW

FEATURING THE COMMUNICATORS

INTRODUCING S. CHARMAINE DANCE ENSEMBLE

**BENEFIT
SOUL CITY FOUNDATION, INC.
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For over 13 years Jerry Butler has been creating music; over 15 million in sales for the singles and four million for the albums. Songs like "I Stand Accused," "For Your Precious Love," "Western Union Man," "Never Going to Give You Up," "Brand New Me" and others testify to his outstanding talents. Born in Mississippi, a Chicagoan by choice (he moved there at six and remained a resident ever since). At the age of 16, Butler became—after the death of his father—the sole support for the family. After working as an ice sculpter and a gourmet cook, a meeting with two other young Chicagoans, Curtis Mayfield and Sam Goodin at the Traveling Souls Spiritualists Church, returned Butler permanently to music.

With Mayfield and Goodin, Jerry formed a trio called Butler and the Impressions and began to record for the Chicago based Vee-Jay Records. At eighteen years of age, Jerry, along with Arthur and Richard Brooks, wrote his first hit record, "For Your Precious Love," which he recorded with the Impressions.

Jerry has been involved in every area of music, from publishing to producing, from movie scoring to title song voices-overs (remember it's Jerry singing "Moon River" in "Breakfast at Tiffany's"). He's won Grammys for his hit singles and topped record publication charts as male vocalist. He's started groups and given breaks. Says Jerry, "music is rather a selfish indulgence; if people like my music great, but if they don't that's also cool."

"I've always sung about love because it's the one thing that raises you above the fears of life and death. But although everybody is touched by love, a love song, like preaching can only touch people who want to be touched. A great part of my success is that I have been fortunate to have people in my audience who wanted to be touched."



Jerry Butler

C O - C H A I R M E N

- | | |
|--|------------------------------|
| Dr. Ethel Allen | Mr. Joe Kirven |
| Mr. Marshall B. Bass | Dr. Octavia Knight |
| Mr. and Mrs. Abner Bowe | The Honorable Howard N. Lee |
| Mr. Cyrus Boyd | The Honorable Colston Lewis |
| Mrs. Joan Briscoe | Dr. Henry Lucas, Jr. |
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| The Honorable Berkeley G. Burrell | Mr. Winferd Mandle |
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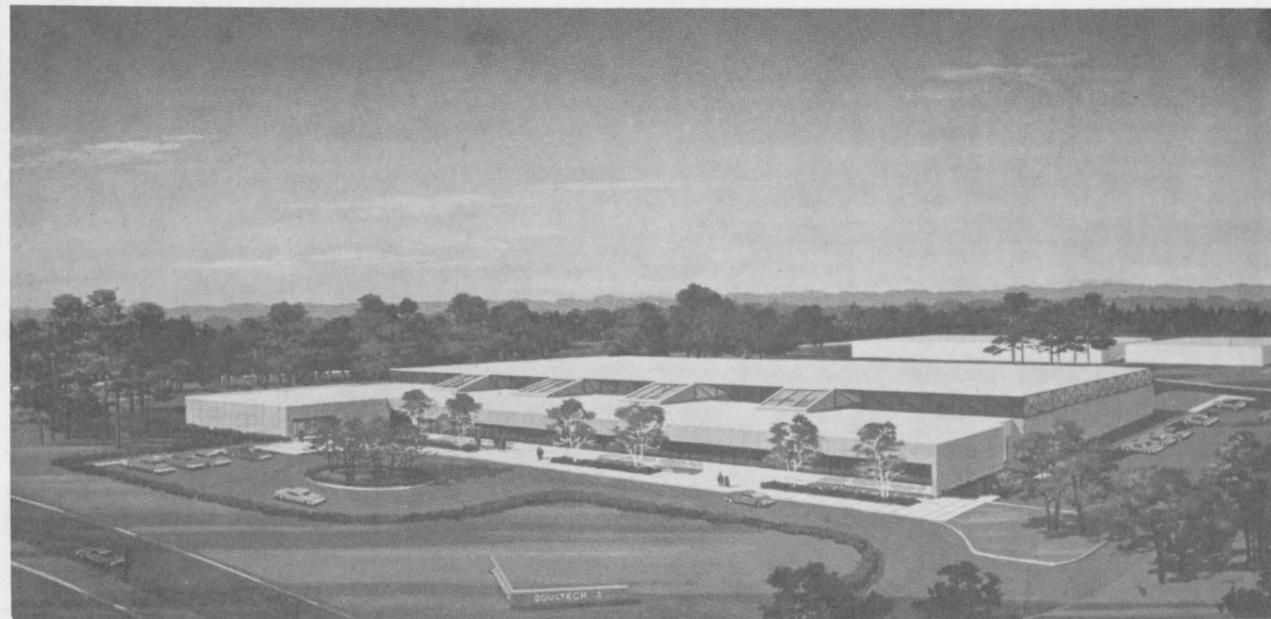
THE SOUL CITY FOUNDATION, INC.

The Soul City Foundation has the responsibility for all social planning for the new community. This responsibility extends from the development of industrial potential to create new jobs to programs for the cultural enrichment of the area's inhabitants. To deal with these various needs, many specific projects have been planned and several are operational. Programs for Cultural Arts, Education, Social Advocacy, and Soultech I are underway, and one program, HealthCo Inc., has been spun-off. In addition, the Foundation has plans for legal services and drug abuse programs, and has engaged a consultant to consider the religious life of the new community.

During the summer of 1973, the Foundation, in cooperation with the Neighborhood Youth Corp., offered on-site training and job experience to a number of local young people. Studies of communications necessities, historic preservation of the site, and creation of an Afro-American Park have also been developed.

Soul City is a unique project—the first free-standing new community in the United States. The fact that it will be free-standing raises unique problems in planning. It is the goal of the Soul City Foundation to develop solutions before the problems occur, so that the new town will not only be equipped for the future, but free of the mistakes of the past.

Soultech I



THE SOCIAL ADVOCACY PROJECT

Under a Social Advocacy (Planning) Grant, the Foundation planning staff is developing programs and services to meet the needs of the early residents of the new town in the first 1-3 years, with special emphasis on needs of the poor.

Areas of planning are: Job Training, Education, Health, Housing, Historic Preservation, Religious Life, Child Care, Communications, Legal Services, Economic Development, and Cultural Arts.

The project is coordinating its planning activities with State, Federal, Regional, and local agencies as well as with the community-at-large planning groups.

THE LEARNING LAB

Soul City's Learning Lab was funded on July 1, 1973. The objectives of the project are to compensate for past cultural and educational disadvantages of minority and low-income white youth and, through intensive instruction and intellectual and cultural enrichment programs, to prepare these students to succeed academically. Through these supplementary programs for students who are presently failing to achieve their full academic potential, the project aims at creating an atmosphere in the schools in which it will become easier for these students to achieve and for their teachers to teach.

The target population for the intensive instruction and enrichment program is 100 Hawkins Jr. High School students. A broader population for John Hawkins Jr. High will be included in some enrichment activities.

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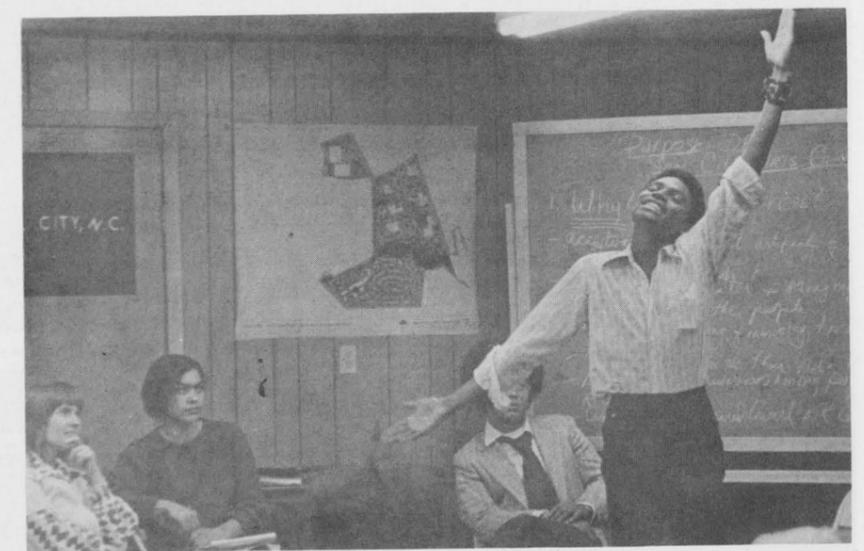
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THE CULTURAL ARTS PROGRAM

Cultural planning is an essential part of the overall program of the Foundation. Through its activities the Cultural Arts Program hopes to promote self-awareness, expose and affirm the aesthetic expression of the culturally ignored, magnify every condition of human life, and form bridges that will span differences between cultures.

A Cultural Arts Council, made up of member of the existing community, has been formed to develop various arts programs. Included among the activities being considered are the formation of a choir, dance troop, and instrumental group, the original production of a Broadway show, and an arts and crafts fair. In addition, the Council has held oral communications sessions to further its awareness of the state of the arts in the area.



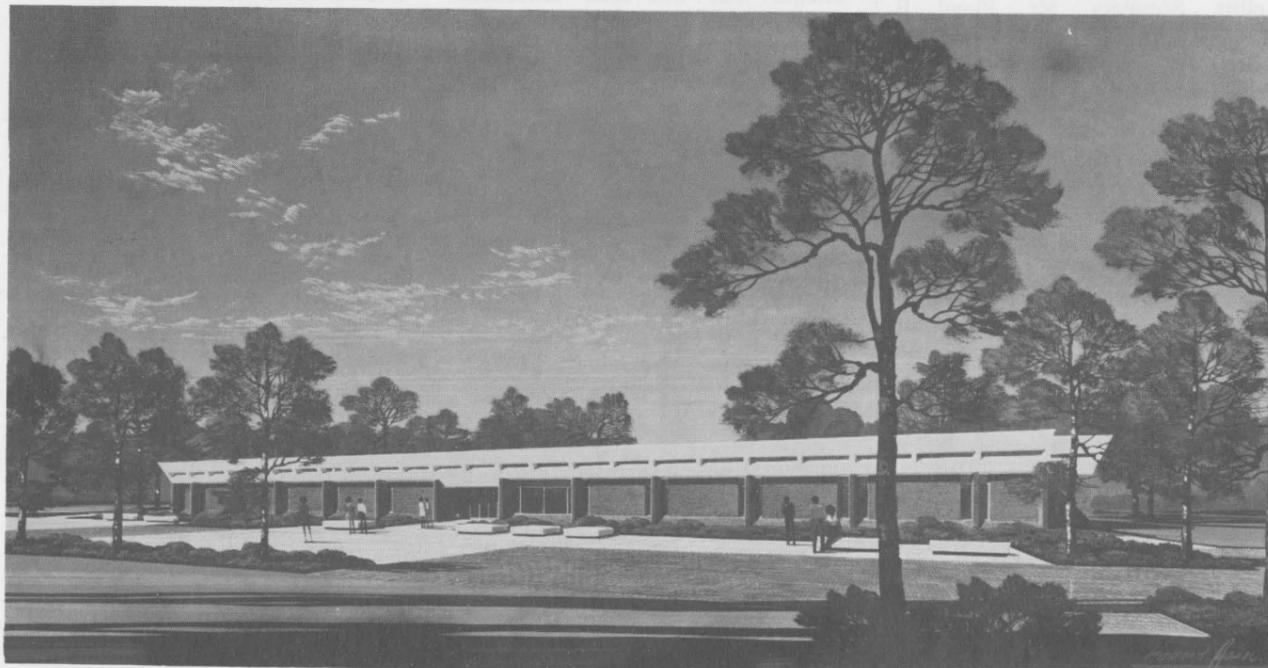
HEALTHCO, INC.

Important in the survival and growth of any community, and of particular significance in a developing new town, is the organization of its health facilities. With this in mind HealthCo, Inc., was originally funded by an Office of Economic Opportunity Grant in June, 1972, to provide health services to the residents of Vance and Warren Counties as well as to the new residents of Soul City.

It is our objective to provide the highest quality of care. Our emphasis is not on crisis care but on the maintenance of "health." To meet our goal we must provide health

education, disease prevention, medical care, and dental care—all of which must be coordinated to the needs of individual patients and their families. These services will be housed in a three-quarter million dollar facility that will be completed in the summer of 1974. Even in its design this facility will reflect the HealthCo principle of health with dignity.

The programs of HealthCo, Inc., will be dedicated to the philosophy that health care can be provided efficiently, with the highest quality and dignity, and at a cost that presents no barriers to patients.



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HealthCo, Inc., Staff

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THE SOUL CITY INVESTMENT CORPORATION

One of the basic premises built into the planning of Soul City is that all inhabitants of the town should have a piece of the economic action. In time this idea will result in industrial profit-sharing plans that will contribute directly to increased productivity and job stability.

We are not waiting for industry to arrive, however, to put into effect this innovative principle. In April, 1971, the Soul City Investment Corporation was formed and since that time has been raising capital, investigating, and carrying out investment ventures.

Soul City Investment Corporation, Inc.,
Board of Directors

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Joycelyn M. Myers, Vice President, E.
Jane Groom, Secretary, Lucious
Hawkins, Treasurer, Wilhelmenia
Kearney, Assistant Secretary, John
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Esq., William J. Morris, Lewis H.
Myers, Samuel Russell, Chauncey C.
Stokes, Jr., Robert Thomas, Geraldine
C. Thompson, Allen Williams.



Currently capitalized at about \$25,000, the SCIC now has over 50 stock-holding members, including residents of the area from all walks of life and members of the Soul City Staff.

The corporation's first venture is the development of interim housing for the Soul City project. It has now acquired 9 mobile units and has plans for purchasing 10 more. Future plans for the SCIC include the provision of extended housing, assistance with the incubator factory facilities, a restaurant/motel complex, auto franchise, and many more.



Mrs. E. W. McKissick

THE SOUL CITY SANITARY DISTRICT

On May 23, 1973, the Soul City Sanitary District was established as the first unit of local government for the new town. The sanitary district is voter-controlled and has many of the same powers as a municipality or a county. It is able, for example, to build and operate sewerage and water treatment plants, as well as handle garbage and solid waste and establish a fire department. It can also levy taxes and issue bonds to support its operations.

The Soul City Sanitary District is governed by three Commissioners—Mrs. Evelyn W. McKissick, Mr. Lewis H. Myers, and Mr. James Groom. With funding and funding commitments from HUD, the Sanitary District will soon begin construction and operation of facilities, including a water system capable of supplying Soul City for the first five years and a sewerage plant.

THE WARREN REGIONAL PLANNING CORPORATION

Soul City will be the catalytic force that thrusts an entire region of North Carolina into the economic and industrial mainstream. The task of developing and expanding the industrial potential of Soul City falls to the Warren Regional Planning Corporation, a four-year old non-profit organization.

Since its inception the WRPC has successfully completed a contract, funded by HUD and the State of North Carolina, to develop a comprehensive general plan for the new community and to study the impact of Soul City on the region. WRPC, with funds provided by the Office of Minority Business Enterprise (OMBE) U. S. Dept. of Commerce, has also made a long-range industrial development plan for the area. Currently it is engaged, again with the assistance of OMBE, in developing the legal, financial, and engineering materials needed for HUD approval of Soul City.

After many years of preparation, the WRPC now stands ready to assist the developers in realizing the economic goals of Soul City. Major projects scheduled for the next years include the development of industrial tracts, banks and recreational facilities, housing, health facilities, and a commercial center. As Soul City grows, minority-owned businesses will find ample opportunity to flourish, unhampered by entrenched competition.



Gordon R. Carey

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Warren Regional Planning Corporation, Staff

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McKISSICK ENTERPRISES

McKissick Enterprises is the oldest of the many organizations helping to build Soul City. Originally based in New York, MKE has engaged in a number of ventures, including the Thunder and Lightning Publishing Company, the Mount Vernon Shopping Center, and development of community Black theatre. In 1968, MKE began land negotiations for a site for Soul City.

Home office for MKE is now located in the new town and all staff energies are directed towards one goal — the development of the new community, Soul City.



Floyd B. McKissick

Floyd B. McKissick Enterprises, Inc., Board of Directors

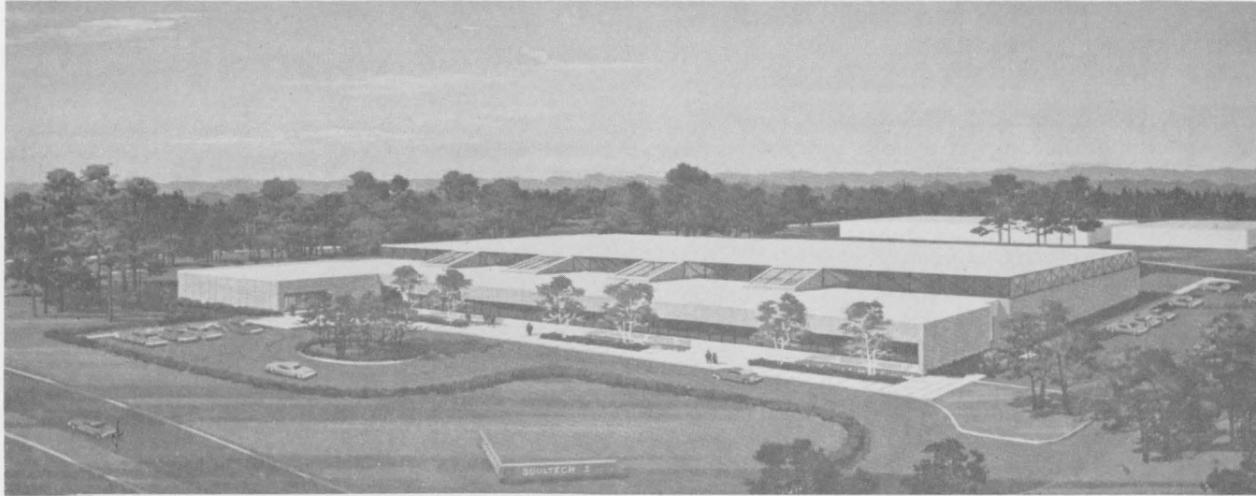
Mr. Floyd B. McKissick, President and Chairman of the Board, Mr. Irving L. McCaine, Sr., Vice President and Assistant Chairman of the Board, Mr. Gordon R. Carey, Vice President, Miss Dorothy L. Waller, Secretary-Treasurer, Mrs. Emily J. Groom, Assistant Secretary, Mr. John O. Killens, Attorney T.T. Clayton, Mr. Bennett E. Kline, Mr. Selahedin A. Velaj.

Floyd B. McKissick Enterprises, Inc., Staff

Mr. Floyd B. McKissick, Miss Dorothy L. Waller, Miss Margaret L. Waller, Mrs. Laura Allen.

The WRPC and MKE Staff





ARTIST'S VIEW OF SOULTECH ONE,
FIRST BUILDING OF SOUL CITY

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**This Year
North Carolina**

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The Warren Record

THURSDAY, NOVEMBER 15, 1973



GROUNDBREAKING PRINCIPALS — Soul City developer Floyd McKissick, left, pauses during groundbreaking ceremonies marking the official start of construction of the new Warren County town to accept a congratulatory handclasp. Helping turn the first shovels of dirt was Governor James Holshouser, standing in construction helmet next to McKissick. For other pictures and the full text of the governor's speech, see Page 3. [Staff Photo by Juan McGirt]

First Shovels Of Earth Turned At Soul City

Soul City is a tribute to man's ability to dream new dreams and to put those dreams to work. "Governor Jim Holshouser told a crowd of more than 1000 persons gathered at Soul City's industrial park last Friday morning for groundbreaking ceremonies.

Also Arthur Reid, acting general counsel, office of Economic Opportunity; Dr. Larnie C. Horton, assistant to the Governor; Father F. G. McLoney, who with Dr. Grady Davis held services of consecration of the earth upon which Soultech I is to be built, and the

parents of Floyd McKissick.

McKissick, flanked by his parents, Mr. and Mrs. Ernest McKissick of Asheville, laughed as Mayor Johnny Ford of Tuskegee, Ala., pronounced: "If you can't be a mayor of your own city. . . be like Floyd

(Continued on page 14)

Governor Holshouser was one of the many dignitaries present at the park to assist in groundbreaking ceremonies and to pay tribute to Floyd McKissick who in creating Soul City put his dream to work. "Sometimes dreams do work," the governor said in reference to his own dream of becoming governor.

Friday's groundbreaking and the ceremonies surrounding it marked the first step towards completion of the first construction at Soul City. Long on the drawing boards and in the planning stages, Soultech I is becoming a reality.

Soultech I will be a contemporary structure of steel, precast concrete and solar gray glass. It will include 40,000 square feet of manufacturing and processing space, plus 12,000 square feet of office space. The new facility will house cafeteria and private dining areas, in addition to conference and personnel training facilities. It will be served by a parking area capable of accommodating 200 cars.

Soultech I is the first industrial facility to be developed in a proposed 928 acre industrial park. The park will ultimately provide some 8,300 jobs, according to announced plans.

Among those on the platform with Governor Holshouser were Mrs. Eva Clayton, executive director of Soul City Foundation, who acted as mistress of ceremonies; Dr. Grady D. Davis, who pronounced the invocation; Honorable Johnny Ford, Mayor of Tuskegee, Alabama; Lawrence T. Toal, vice president of Chase Manhattan Bank; the Honorable Howard Lee, Mayor of Chapel Hill; Honorable Claude T. Bowers, chairman of the Board of Warren County Commissioners, Mayor W. A. Miles of Warrenton, Mayor George Boyd of Henderson, and Mayor Hugh Currin of Henderson.

BIOGRAPHICAL SKETCH

FLOYD B. MCKISSICK

DEVELOPER OF SOUL CITY, NORTH CAROLINA

AND PRESIDENT OF

FLOYD B. MCKISSICK ENTERPRISES, INC.

POST OFFICE BOX 188

SOUL CITY, NORTH CAROLINA 27553

INTRODUCTION

A bold new undertaking has been launched by former National Director of The Congress of Racial Equality (CORE) and the Durham Constitutional lawyer, Floyd B. McKissick. He is currently involved in the most ambitious economic development program ever seriously attempted by a Black American -- the development of a new "free standing" community called Soul City.

Currently he serves as President of Floyd B. McKissick Enterprises, Inc., a national company formed to help organize and finance substantial black businesses across the nation, and is President of Warren Regional Planning Corporation, Inc., the technical planning arm of McKissick Enterprises, Inc., Soul City. One of the major projects of the Company is the development of Soul City, a new town in North Carolina. The total development cost for this project alone is now estimated at 90 million dollars.

He is founding father and chairman of the National Committee for a Two-Party System Inc.; a bi-partisan organization composed of all ethnic groups and concerned with effective voting practices.

Mr. McKissick is also past chairman of the National Conference of Black Lawyers; an organization which is composed of Black lawyers and law students who through litigation and monitoring of various agencies deal with local and national policies that directly affect the Black community.

EDUCATION AND
BACKGROUND

During his youth, he was an enterprising young man who always managed to find some source of income from self-employment. He worked while attending Morehouse College in Atlanta, Georgia. In December, 1941, shortly after the bombing of Pearl Harbor, he interrupted his education to enlist in the Army. Before departing to Europe he married Evelyn Williams. They have four children. During World War II on the battlefields of Europe, soldier Floyd B. McKissick looked around and saw the United States Government rebuilding war-torn towns. He observed the engineers, planners, and scores of other techniques at work on this enormous project. The sight was inspiring -- never to be forgotten!

After returning to the United States, he completed his education. Years later after practicing constitutional law and being National Director of CORE, his involvements once again led him to seriously think about economic development. Thinking along these lines, he came full circle. This time, however, he acted. And on January 13, 1969, in the office of Secretary of Agriculture, Orville Freeman, he announced his intention to build "Soul City", a new town in rural North Carolina.

Upon returning to civilian life, Mr. McKissick resumed and completed his undergraduate studies at North Carolina Central University, and was the first Black man to attend the University of North Carolina Law School. Having sued for admittance to the UNC Law School the case was decided in his favor in June, 1951; and while enrolled there, led the first group of law students to picket the North Carolina State Legislature demanding that the Law School be accredited. Also, while still in school, he advocated the overthrow of trespass statues which were used to frustrate non-violent direct action campaigns against segregation. (A case he fought to the Supreme Court resulted in a decision which voided hundreds of trespass convictions.)

Mr. McKissick was admitted to the North Carolina bar in 1952 and the United States Supreme Court in 1955. He is a constitutional lawyer licensed to practice law in both the District of Columbia and North Carolina. He is also licensed to practice before the Federal Communications Commission, the Federal District Court of Appeals, the United States Court of Appeals and the United States Customs Courts.

During his career he has handled a record number of civil rights cases. His clients have included businessmen, labor unions, blacks and whites. He directed the affairs of the Durham CORE Chapter and the Durham Business League and Professional Chain, and was State Advisor of the NAACP Youth groups.

CORE In 1963, Mr. McKissick was elected National Chairman of the Congress of Racial Equality by acclamation, and in March, 1966, was appointed National Director. As National Director, he assumed the responsibility for reorganizing CORE both from a business and philosophical point of view. The organization's debt exceeded four million dollars. McKissick, who had served as Receiver and Trustee in bankruptcy, found ample opportunity to use his past experience in revamping the organization. In North Carolina, he had been real estate developer and an approved attorney for three land title companies: The Lawyer's Title Company of Richmond, Virginia; The Commerical Title Company of Dallas, Texas; and The Kansas City Title Company of Kansas.

In the Summer of 1968, Mr. McKissick resigned as CORE's National Director in order to spend full-time helping to build the black economy which he first advanced twenty-five years ago. During his tenure of two-and-one-half years at CORE, Mr. McKissick raised more than three million dollars of which revolved around the Soul City Concept. In August of 1968, McKissick Enterprises was created and incorporated, and thus began the most ambitious land development program ever by a Black American -- the planning

and development of a new town.

CURRENT ACTIVITIES

AND INTERESTS

In July, 1972, Governor Robert Scott of North Carolina, Floyd B. McKissick of Soul City, and Former HUD Secretary George Romney jointly announced a \$14 million guarantee for Soul City bonds. This guarantee was a first in two respects (1) It is the only one of 11 HUD guaranteed new towns that is "free standing" not the satellite of a major urban area. (2) The first guarantee given to a new town whose principal sponsor is a black owned enterprise.

Being a multi-talented gentleman, a former Visiting Professor at State University of New York, he has written many articles and essays which have been published in numerous journals and was a Columnist for The New York Amsterdam News. He is also a renowned lecturer and speaker, his first book, Three Fifths of a Man, published by Macmillan, is now in its second printing.



INFORMATION ON

SOUL CITY, NORTH CAROLINA

SOUL CITY IS -----

- a free-standing new community being developed by
Floyd B. McKissick Enterprises, Incorporated
- located on a 5,180 acre site in rural Warren County,
North Carolina, 50 miles north of the Raleigh/Durham/Chapel
Hill metropolitan area and 10 minutes from the Virginia border

SOUL CITY IS UNIQUE AMONG NEW TOWN DEVELOPMENTS BECAUSE-----

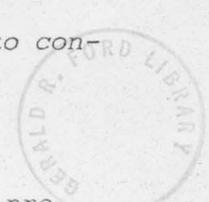
- it is the only free-standing (not associated with an existing
city) new town in the making
- it is the largest and most innovative project ever undertaken by
a minority-owned developer
- it is situated in an economically depressed rural area

ORGANIZATIONS CONTRIBUTING TO THE SOUL CITY PROJECT ARE-----

- Floyd B. McKissick Enterprises, Inc., the managing entity
- the Soul City Company, general partners in the development
- the Soul City Foundation, Inc., responsible for social planning
for the new community
- the Warren Regional Planning Corporation, developing minority
business opportunities in the area
- HealthCo, Inc., a health care delivery system planned to serve both
the inhabitants of the existing community and the new residents of
Soul City
- the Soul City Investment Corporation, made up of members of the existing
community and staff, designed to carry out investment ventures in the
development
- the Soul City Sanitary District, the first unit of local government at
Soul City, empowered to build and operate water and public health
utilities, while levying taxes and issuing bonds to support those
utilities
- the Soul City Utilities Company, a public corporation set up to con-
struct the water and sewage facilities

FUNDING FOR SOUL CITY COMES FROM-----

- private sources and banking interests for land acquisition and pre-
liminary staffing
- contracts from the federal government for specific projects



--- bonds issued under a \$14 million HUD guarantee, made possible under Title VII of the Urban Growth and New Communities Act of 1968 (as amended 1970)

--- the inherent economic feasibility of the project--Soul City is not a begging proposition but can, and will, pay for itself

AT THE END OF ITS DEVELOPMENT PERIOD (20-30 YEARS) SOUL CITY WILL HAVE-----

--- a population of 50,000, supported by 24,200 basic and dependent jobs

--- eight residential clusters (villages), each with its own Activity Center (providing convenience services and community facilities), and each with its own elementary school

--- an educational park, offering academic, skill development, and adult education programs, for all individuals above elementary level

--- a man-made lake, parks, and recreational facilities making up one-third of the total development acreage

--- a Plaza serving the whole community with shopping services, municipal structures, and recreational and cultural facilities

--- a tourist complex with hotel/motel facilities, office space, meeting rooms, and souvenir and gift shops

--- an Afro-American trade center, serving as a link to African culture and industry

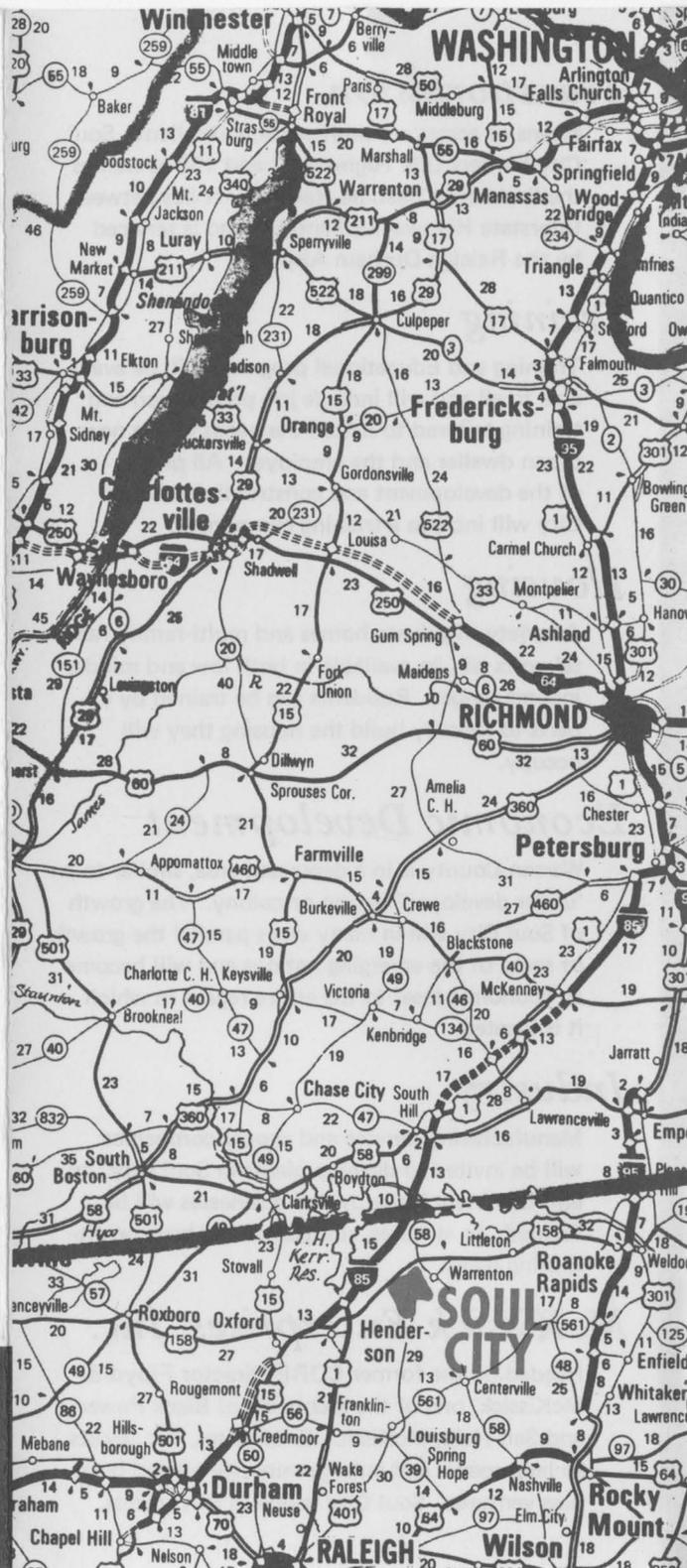
--- an industrial park, separated from the residential areas



Feasibility Perspective

All indications are that it will be successful. Neither Black nor white America can afford to let this, the largest economic undertaking ever attempted by Blacks in America, fail.

Projections by top American economists, sociologists, builders, urbanologists and city planners show that there is no question that the development and construction of Soul City is economically feasible and can be overwhelmingly successful.



*For further information,
call or write:*

F.B. McKissick Enterprises, Inc.
Post Office Box 188
Soul City, N.C. 27553
(919) 456-3111

SOUL CITY

A NEW CITY
DEVELOPED BY
FLOYD B.
McKISSICK ENTERPRISES, INC.

What is Soul City?

A new planned multi-racial community, being built to provide unique economic and social opportunities for the disenfranchised and to bring new solutions to bear on the crises facing American cities.

The Builder

Soul City will be built by those who will live in it, as well as people of good will from every walk of life. Floyd B. McKissick Enterprises, Inc., a Black-owned and managed company, is the developer and prime mover.

A Total Community

Soul City is being built so that Black people can participate in capital ownership and control their own destinies. The town will be self-reliant and open to all. It will include shopping, recreation, housing, all municipal facilities, and a sound, diversified economic base.

Fraternity

All people who so desire, and who respect the rights and customs of others, will be welcomed as citizens and as equals in Soul City. Warren County is approximately 70% Black, but is politically and economically controlled by the white minority.

Location

Several miles of rolling pastureland and wooded area in Warren County, North Carolina. It is near the Virginia State Line, some 50 miles northeast of Raleigh and Durham, N.C.

Projected Population

1969 - 0

1979 - 22,000

1989 - 50,000 persons of all races and creeds.

Water Supply

There is an abundant water supply. Soul City is located between Kerr Reservoir (5 miles to the West) and Lake Gaston.

Transportation

Means of access are multiple and excellent. Soul City borders U.S. Highways 1 and 158 as well as the Seaboard Coastline Railroad. It lies between Interstate Highways 85 and 95, and is serviced by the Raleigh-Durham Airport.

Training

Training and Educational programs will be available to all and will include job preparation and training tailored to match the needs of the new urban dweller and the employer. All phases of the development and construction of Soul City will include a training component.

Housing

A variety of private homes and multi-family rental units will be available in both low and middle-income ranges. Residents can be trained by experts to literally build the housing they will occupy.

Economic Development

Warren County is in a depressed area, similar to an 'under developed' nation or colony. The growth of Soul City will in many ways parallel the growth of some of the emerging nations and will become an economic asset to the entire region in which it is located.

Industry

Manufacturing, service and supply companies will be invited to develop plants in Soul City. In addition, new Black-owned businesses will be formed. In all cases, companies will have profit-sharing plans.

McKissick Enterprises, Inc.

Headed by the former CORE Director Floyd B. McKissick, one of the architects of Black Power and Self Help, McKissick Enterprises, Inc., exists to help spawn and enlarge minority-owned business ventures. Soul City is one of its projects.

Soul City Foundation

This non-profit organization has been created to deal with problems of education, training, health, and recreation. It will investigate such areas as low-income housing and community participation in economic development. It will assist in planning and developing solutions to the economic and social needs of Soul City and surrounding areas. The Foundation is now feeding daily, one hundred pre-school-age children who live near the Soul City site.

Support

Aid has been promised by the U.S. government, the state of North Carolina, private industry, many colleges and universities as well as influential individuals. Among the major groups which have assisted in the planning and early development are:

- North Carolina Central University
- A&T State University
- Chase Manhattan Bank, N. A.
- The Rouse Company
- The University of North Carolina
- Hazen & Sawyer, Engineers
- Howard University
- Hammer, Greene, Siler Associates
- Ifill, Johnson, Hanchard, Architects
- NAM, Urban Affairs Division
- Warren Regional Planning Corp

The Cost

Land acquisition may cost as much as 1.5 million dollars; planning, staff development and start-up, another million. Land development costs will exceed \$30,000,000.

Financial Resources

The initial capital is being supplied by the developer, McKissick Enterprises. The remainder will be secured through normal financial sources and from private and business interests. Potential investors are encouraged to contact the developer.



The Weather

Today — Cloudy, high near 90, low in the upper 60s. The chance of rain is 40 per cent today and 60 per cent tonight. Tuesday — Cloudy, high in the 80s. Temp. range: Yesterday, 70-89; Today, 66-89. Details, Page B2.

The Washington Post

Times Herald

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U.S. Puts \$14 Million Behind Black Capitalism Project

By Austin Scott
Washington Post Staff Writer

The federal government has decided to put up to \$14 million in a black capitalism project, Floyd McKissick's new town called "Soul City" in rural North Carolina.

Housing and Urban Development Secretary George Romney announced

almost entirely in terms of preliminary work—shelves of statistical projections, volumes of fund-raising materials, working agreements with surrounding towns and counties.

Now pulpwood is the biggest industrial employer in the region, an industry that traditionally requires relatively little labor and drains a county's resources.

Amos Capps, who runs the Amos Capps Lumber Co., the region's largest, was chairman of the Warren

outnumbered the six whites already there.

After a little parliamentary maneuvering—which included successfully challenging the old township chairman's claim that the meeting was called to fill one vacancy, rather than elect a full new slate of offi-



"EDA said fine, but other communities out there need it, too," Carey said.

"If you'll work with Henderson and Oxford (the two largest towns in the area), we'll get it for all of you.

"Fifteen months ago we went to Henderson and Oxford, and proposed to create

ning body in the entire state.

"We can use this new community, Soul City, to improve this whole five-county region," he said. "We think a town sitting in a poverty-stricken region is going to be a poverty-stricken town. Contrary to the popular con-

quent quail and occasional turkey buzzards that rise from the grass, there are a half-dozen more trailers where the handful of permanent resident live.

"We have clear title to 2,100 acres," McKissick said in an interview recently as a truck rolled through Soul City, a red dust cloud boiling up behind it.

He has options or designs on about 3,000 more acres, about one-tenth the land Columbia, Md., is built on.

McKissick Enterprises, the profit-making parent corporation, has been working for almost three years to carve a viable new town from McKissick's vision of what could be.

Its progress to date is measured

FOR A, Atlanta, Nashville, Louisville.

And as they trickled out, the counties have been slowly growing older, and poorer. McKissick places the average income at \$1,800 a year for blacks; \$2,500 a year for the 65 per cent black Warren County as a whole.

"The average rent in Warren County is \$35 a month, and there are a lot of black people living in these shacks paying \$10-\$15 a month, said Gordon Carey, a white friend of McKissick's who has been working with him since 1959.

expected things to come out that way at all.

"You know how it used to be done," said McKissick. "The people in power would kind of whisper to each other that there was going to be a meeting... they'd start it on the dot of eight o'clock, elect themselves to office, and by the time we got there, 10 minutes later, the meeting would be over. They'd say sorry, you just missed it."

This time McKissick and 9 other Soul City residents got to the meeting 10 minutes early, and found they

Warren County had black poll watchers in local elections.

Three blacks are also on the elections board, and a black woman is running for Republican county commissioner.

"If she were a Democrat, she would not have made it through the primaries," Carey said.

Any suggestion that Soul City's developers are following the lead of several Mississippi, Alabama and Georgia counties and working for black control brings an instant and vocal denial.

U.S. Backs McKissick's

Soul City Plan

eat."

A group of children, some white, some black, was playing house on the lawn of the big house when a light-skinned black approached.

One of the white children, about 9, gazed intensely at him for a moment, and then said, "are you white?"

"No," said the man.

"Oh," said the child, and went back to playing.

McKissick laughed. "Even the little ones," he said.

WINSTON-SALEM JOURNAL

Weather

WINSTON-SALEM AREA: Mostly sunny and warm today and clear and cool tonight. High today in mid to upper 80s, low tonight in the low 60s. (Weather data on Page 10.)



A Pulitzer Prize Newspaper 76TH YEAR—No. 78

WINSTON-SALEM, N. C., SATURDAY MORNING, JULY 1, 1972

★

22 Pages

Price 10 Cents

Soul City Gains HUD Commitment

Soul City

is a planned, free standing, multi-racial community being built to provide unique economic and social opportunities for the disenfranchised and to bring new solutions to bear on the crises facing American cities. Soul City is located in Warren County, North Carolina, a depressed area with an average income of less than \$2500 per family and is being developed by Floyd B. McKissick Enterprises, Inc., a Black-owned and managed company.

Activities of the Foundation

FEEDING PROGRAM: Since 1970 the Foundation has sponsored a summer feeding program for one hundred children, ages 4-14, who live on and near the Soul City site. This summer program includes an educational component which is designed to introduce the students to new concepts and upgrade and improve their abilities.

Reprinted by

Warren Regional Planning Corporation

Soul City, North Carolina

under

U.S. Department of Commerce Contract No. 2-35590

Soul City Gets Aid From U.S.

Journal Washington Bureau

WASHINGTON — The federal government has pledged up to \$14 million in loan guarantees for the development of Soul City, a free-standing new community to be built in Warren County, N. C.

The federal aid, announced yesterday by Gov. Robert Scott and George Romney, secretary of Housing and Urban Development, is about \$4 million more than HUD officials in Greensboro, N. C., and Atlanta had recommended for the project last year.

Soul City is the first rural, "new town" project to receive federal assistance. Others, like Reston, Va., and Columbia, Md., are on the fringes of big cities.

Soul City is also the first new town project in which the principal sponsor is a black-owned enterprise. Floyd B. McKissick, a Durham lawyer who was once national director of the Congress for Racial Equality (CORE), is the developer.

North of Raleigh

McKissick intends to build Soul City on 5,180 acres about 45 miles north of Raleigh, in one of the poorest areas of the state. Warren County is about 68 per cent black.

Romney said development of Soul City would mean "new hope for people of all races" in a county which "has suffered severely from a decline in agriculture production" and "experienced the largest rate of out-migration of any county in the state."

McKissick hopes to improve the area's economy and slow the migration rate by bringing industry and commerce into Soul City, providing employment and a tax base. The federal aid is contingent on his success in attracting industry to the town. According to HUD, "major emphasis during the first few years of development will be upon industrial rather than residential construction."

New Industry

Scott said the state would provide manpower training for the 18,000 or so jobs that would be created by the new industry. He also said development of Soul City is consistent with the state's over-all economic development plans and is a model of intergovernmental cooperation.

The Soul City Foundation, a nonprofit organization, is working with North Carolina Memorial Hospital on a pre-paid, comprehensive group medical program for residents of the city. The U. S. Office of Economic Opportunity has contributed \$99,000 toward the program.

Nonprofit Organization

Water and sewer lines to serve industries, homes and stores during the first four years of development will be provided by Kerr Lake Utilities Co., a private nonprofit firm. Water will be supplied from Kerr Lake Reservoir on the Virginia border.

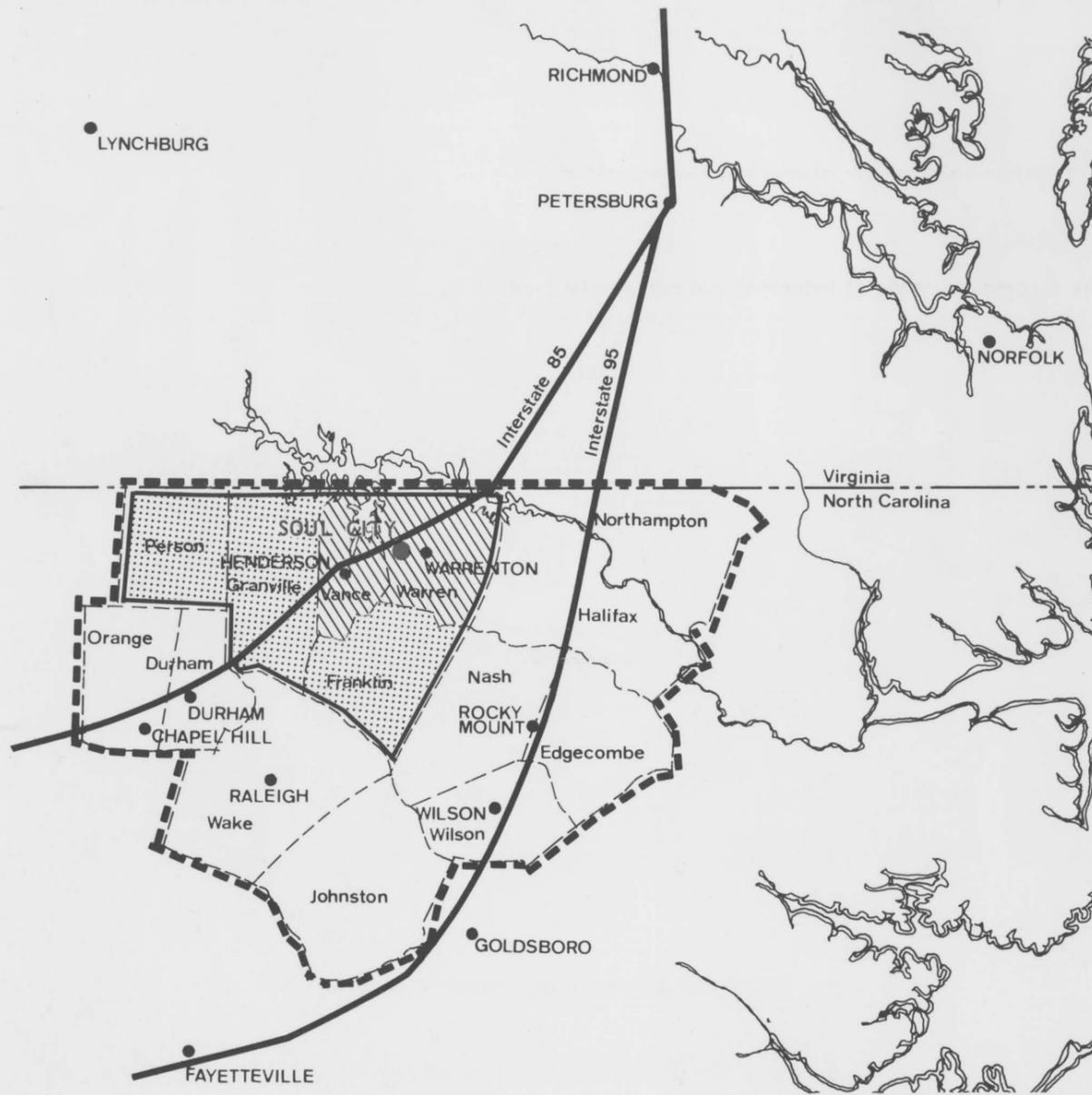
Eventually the state hopes to create a multicounty water authority to serve Soul City, Henderson, Oxford and other nearby communities.

Sewage Treatment

Three stages of sewage treatment will be required. Industries locating in Soul City will have to pretreat all industrial waste and follow strict environmental control standards.

Soul City is billed as a multiracial community, although many white residents of Warren County have expressed fears that it would be an all-black city.





Soultech I is a development of Floyd B. McKissick Enterprises and Subsidiaries

Expected occupancy: January 1974

For leasing and other information contact

Warren Regional Planning Corporation
 Industrial Development Division
 P. O. Box 158
 Soul City, North Carolina 27553
 919-456-3431

This publication is supported in part by the U. S. Department of Commerce, Office of Minority Business Enterprise



DAVID HALL ASSOCIATES INC ARCHITECTURAL ARTS - RALEIGH

Gantt/Huberman Associates Architects and Planners



Soultech I
 An Industrial Incubator Facility
 Soul City, North Carolina

Soultech I

Conceived as an incubator structure which focuses on attracting fledgling industrial firms seeking to open markets in the growing Southeast region

Founded on the Soul City philosophy of maximum economic development through new methods and techniques in training, physical facilities, and labor/management relations

Designed to house a complete range of industrial and managerial facilities within a prototypical structure that expands the industrial work environment

Soultech I

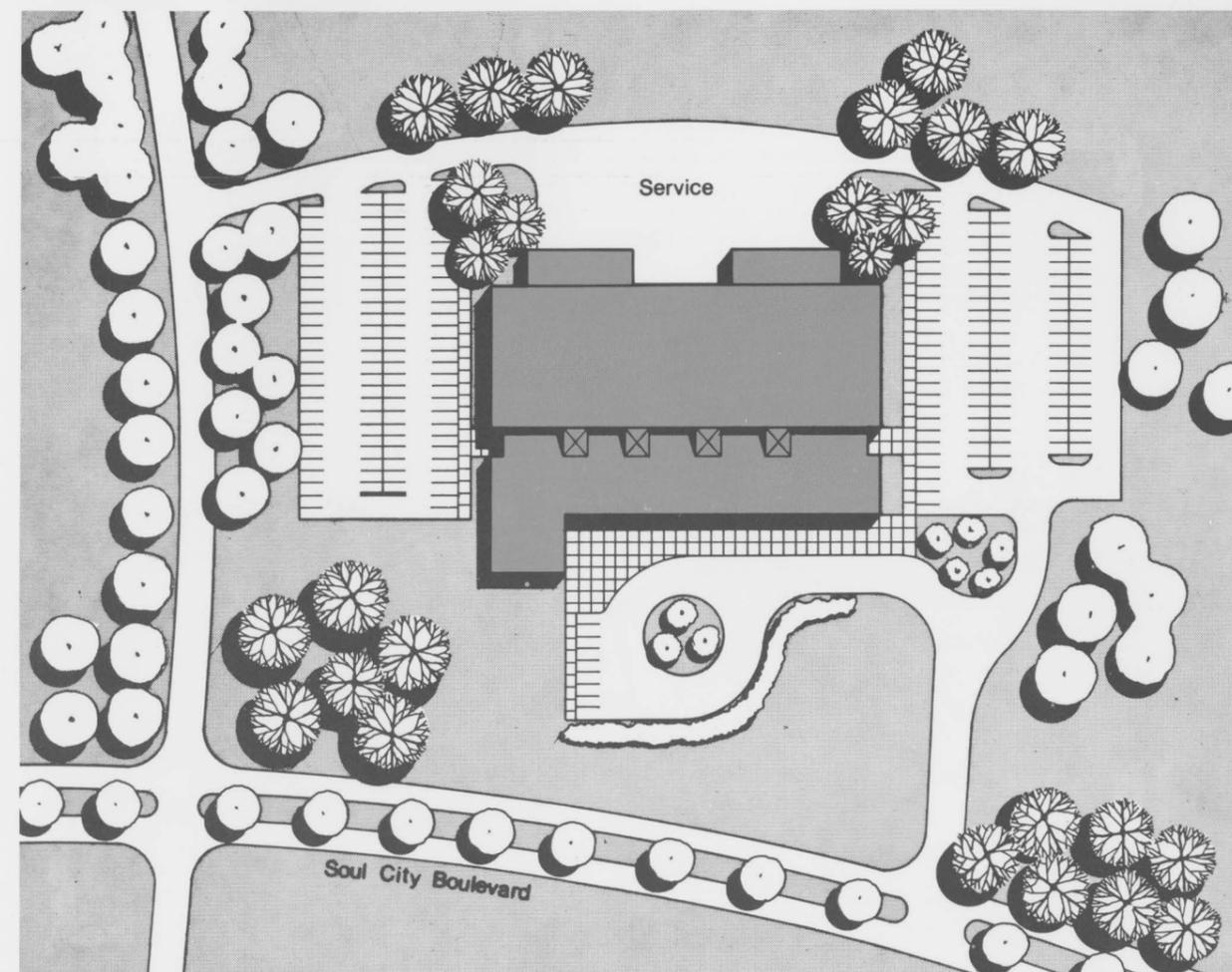
Features a contemporary, climate controlled structure of steel, pre-cast concrete, and solar gray glass

Includes 40,000 square feet of manufacturing and processing space, plus 12,000 square feet of office space

Provides a cafeteria and private dining facilities in addition to meeting rooms and personnel training facilities

Offers special management, public relations, and clerical services

Sited on a beautifully developed parcel with adequate parking for employees, servicing for tenants, and unique outdoor recreational areas for all personnel



Soultech I/Soul City, North Carolina

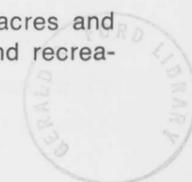
Soul City is the first HUD designated free-standing new community in America

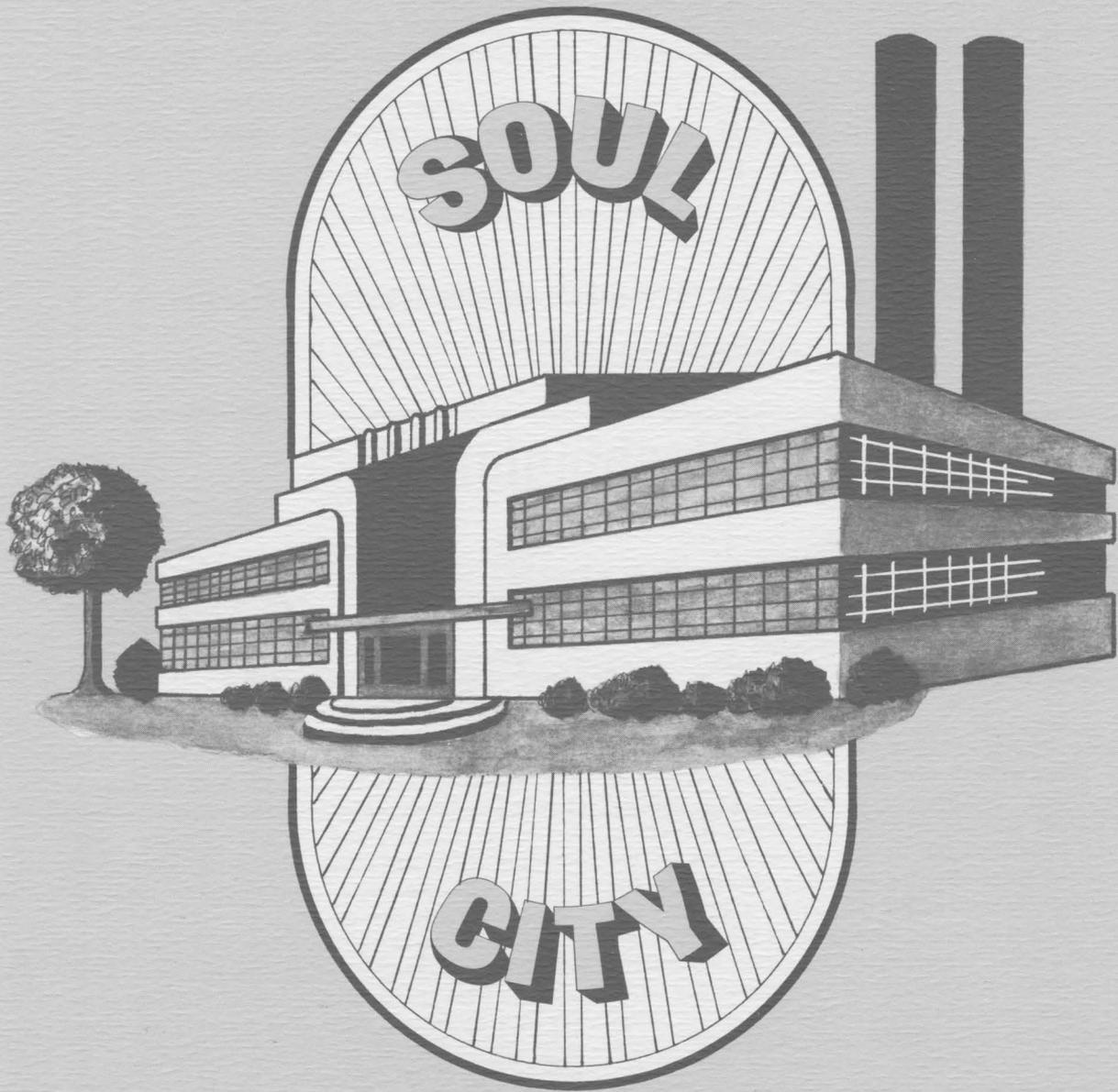
Soul City is conceived as a new experiment in urban living that seeks to attract a heterogeneous racial and economic population of 50,000 people in 20 years

Soul City is located adjacent to Interstate-85 approximately 40 minutes away from the Raleigh-Durham-Chapel Hill metropolitan area

Soul City is conveniently accessible by rail and highways to the major markets of both the Industrial Piedmont and the Eastern Seaboard megalopolis

Soul City at its maturity will comprise a land area of 5,000 acres and include the full range of residential, commercial, industrial, and recreational land uses





THE BOLD ALTERNATIVE



THE BEGINNING:

On June 30, 1972, Secretary George Romney of the Department of Housing and Urban Development and Governor Robert W. Scott of North Carolina jointly announced a Federal pledge to guarantee up to \$14 million for the development of Soul City — a free-standing new community proposed for a 5,180-acre site in rural Warren County, North Carolina.

Soul City is the first rural new town to receive a commitment of Federal assistance. It is the first new community in which the principal sponsor will be a Black-owned enterprise.

Editorial comment was immediate.

The Washington Post

AN INDEPENDENT NEWSPAPER

THURSDAY, JULY 6, 1972

PAGE A16

"Soul City": A Vital Experiment

We are still grievously ignorant about the nature of urban growth and the means to overcome its hardships. Sociologists, economists and political scientists are just beginning to probe the urban-rural imbalance and its dire consequences for the crowded inner city, the emptying countryside, the migrants themselves and the country's economy and ecology. But elaborate theorizing on the part of our growing urban research industry cannot alone solve the problem. Urbanology, like biology or any other discipline, requires experimentation in the quest for remedies. We learn by trial and error. We must dare the cost and risk.

George Romney, the Secretary of Housing and Urban Development, therefore deserves high praise for daring to risk a \$14 million federal bond guarantee for Floyd B. McKissick's "Soul City." It is perhaps the most vital experiment yet in this country's halting struggle against the cancer of hectic urbanization. Mr. McKissick, a veteran constitutional lawyer, former director of the Congress of Racial Equality (CORE), and now the president of F. B. McKissick Enterprises, a leading example of imaginative "black capitalism," has devoted more than three years to the design of his experiment for a "new town" in Warren County, in the heart of the impoverished black belt of North Carolina, some

50 miles north-east of the Raleigh-Durham area. His concept, worked out with the help of James W. Rouse, the developer of Columbia, Md., other leading urban planners and the city planning departments of M.I.T. and other universities, is essentially based on people—poor people—rather than real estate, like other new towns.

The idea is to build a town that would attract not only new residents but also industry that would serve to train sharecroppers and agricultural workers in a variety of skills. The workers, in accord with the "universal capitalism" proposals of Dr. Louis Kelso, would derive about half of their income from the return on invested capital. They would thus own "a piece of the action" as an incentive for increased productivity. The very planning and building of the town—with advanced housing construction technology and educational and community facilities of all kinds—is to provide not only new jobs but also a helpful training and testing laboratory. Mr. McKissick expects that once the place starts humming, young black idealists and intellectuals will flock to it from all over the country.

But Soul City, as Mr. McKissick sees it, is not just for blacks. It is eventually to be a community of 50,000 residents, one for people who have been shortchanged by the industrialization of agricul-

ture, particularly in the rural South, and that includes many poor whites. White Warren County officials, however skeptical they may have been at first, are largely won over by the prospects and promises of Soul City and are helping to make it work in the interest of economic prosperity and harmonious racial relations. North Carolina's governor, Robert Scott, was smilingly present last week when Mr. Romney announced federal support of the new venture.

There will be brickbats and disappointments, to be sure. And if Soul City is to succeed it will un-

doubtedly need more public support than a mere guarantee to raise the bonds for development money. But that support is not for an all-black utopia. Nor is it merely a handout to a rural county that is 63 per cent black and has severely suffered from a decline in agricultural production and from continuing out-migration. It is support for a new possibility of fulfilling the century-old promise of "40 acres and a mule." And it could, if it succeeds, be of great help to our big cities by slowing the trek of the frustrated rural poor into the even greater frustration of the ghetto.

THE NEW YORK TIMES, SATURDAY, JULY 8, 1972

The New York Times

ADOLPH S. OCHS, *Publisher 1896-1935*
ARTHUR HAYS SULZBERGER, *Publisher 1935-1961*
ORVILLE DRYFOOS, *Publisher 1961-1968*

ARTHUR OCHS SULZBERGER
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CLIFTON DANIEL, *Associate Editor*
HARRISON E. SALISBURY, *Associate Editor*
TOM WICKER, *Associate Editor*

A Not Impossible Dream

A projected new town to be called "Soul City" may have the sound of still another utopian community, but Floyd McKissick's enterprise in black capitalism is intended as no such thing. On the contrary, it is a sane and practical as well as imaginative concept.

The purpose of the project in Warren County, N. C., which for several years has engaged the former head of the Congress for Racial Equality, is to provide neither a commune for the poor nor a scene for devotees of black power. It is rather to create a viable community for black and white alike who have been victimized by the failing agricultural economy of the surrounding area, an attempt to provide them with an alternative to the usually futile drift to the big cities of the North and South.

Mr. McKissick's hope of bringing in small industries and of training people to work in them is well beyond

the dream stage. Gov. Robert Scott has pledged the state's aid in providing manpower training. George Romney, Secretary of Housing and Urban Development, has announced a \$14-million Federal guarantee for Soul City bonds. And James W. Rouse, who developed the new town of Columbia, Md., has helped to work out the details of the planned community.

Credit is due to all these forward-looking men, but most of all to Mr. McKissick for taking the lead. Soul City will take time to develop—twenty years, its founder realistically expects. But long before it is finished and flourishing, its future should be clear enough to arouse the hopes and emulation of other Americans for whom the answer to a sharecropper's poverty is neither the urban ghetto nor Tobacco Road, but rather a new start at a new skill in a new town.



SOU! **THE CONCEPT** **CITY**

Soul City, North Carolina, a new, planned, multi-racial community represents a bold new alternative to the overcrowded, problem-ridden urban centers of America.

Located in the relatively undeveloped section of eastern North Carolina, the developers of Soul City are creating an entirely new economic complex that will provide jobs and income for a large underdeveloped economy. It will provide economic opportunity for thousands of people who have been denied them in the past.

Soul City, truly representative of the innovative spirit which built America is to be a new community built by the people who will live in it, by the business and industrial organizations who will create its vital economic base, and by a community dedicated to developing an environment with the full range of facilities and services for the good life — an open society in which all people regardless of race, color, or economic status — will not only be welcome but also find opportunities for self-development and freedom.

SOU! **A UNIFIED EFFORT** **CITY**

Soul City represents a major move by private enterprise to solve public problems (the congestion of urban centers, the lack of opportunity for the poor and disadvantaged) by private means.

But while the private sector is moving to develop this new community, the final result will come from the unified efforts of both public and private institutions: from all levels of government, business and industry, finance and banking, educational institutions, and associations.

SOU! **THE COMPANY** **CITY**

The Soul City Company has been formed to build the new town. The President is Floyd B. McKissick, a prominent constitutional lawyer and head of Floyd B. McKissick Enterprises, Inc., a firm formed in 1968 to foster minority-owned and controlled businesses.

In addition to the McKissick firm, the development company will consist of the National Corporation for Housing Partnerships, a federally-chartered corporation authorized under the 1968 Housing Act to promote development of low and moderate income housing, and Building Systems Housing Corporation, an affiliate of Building Systems Incorporated, a Cleveland, Ohio based land development and construction firm.

SOU! **INDUSTRIAL OPPORTUNITY** **CITY**

THE INDUSTRIAL SOUTHEAST

The emergence in the past three decades of the industrial Southeast has been one of the most significant developments in U.S. economic history. Traditionally dependent upon agriculture and the initial processing of raw materials, a major transformation has taken place. An almost phenomenal development of a full-scale industrial economy with a widening range of economic activities is occurring.

A broad spectrum of new manufacturing industries — chemicals, fabricated metals, machinery, pharmaceuticals, electronics, printing, transportation equipment and so on has been added to what was the backbone of the manufacturing economy: the textile, garment, and furniture industries. Accompanying this surge has been the emergence of a large non-



manufacturing services sector in response to the area's rapidly rising personal income.

The acceleration has, moreover, only begun. New secondary and tertiary industries are moving in to provide intermediate products for primary plants. Other new organizations are springing up to reach broadening consumer markets.

In virtually every sector of industry, the Southeast has moved into a competitive position with respect to the rest of the country. Possessing a highly productive labor force that has demonstrated a capacity to master the skill requirements of modern industry, the pattern gives every promise of continuing.

New business opportunity expands in ever-widening circles.

SOUL CITY

THE STRATEGIC LOCATION

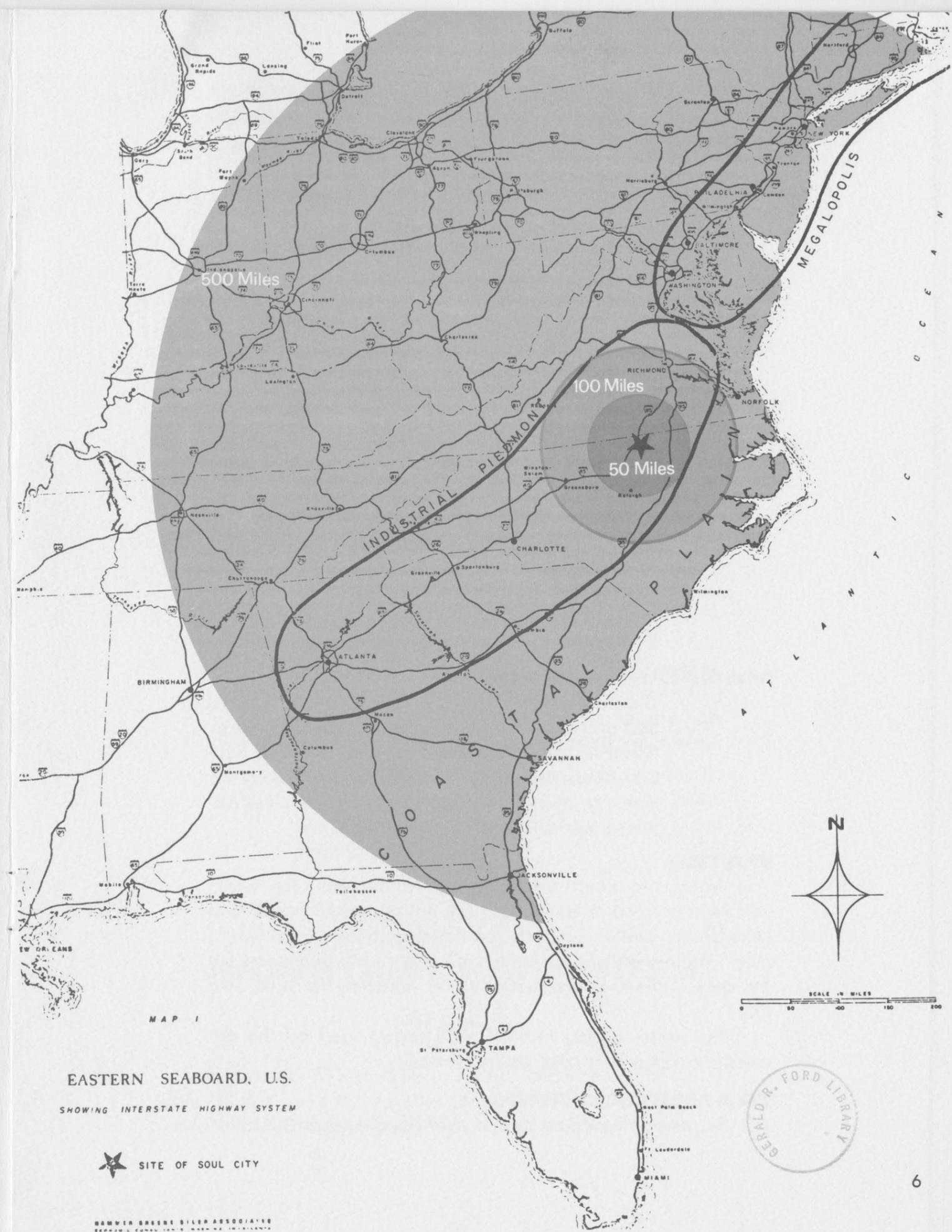
CITY

Soul City's key asset from the standpoint of economic potential is its strategic location. Through a network of interstate and other major highways and a trunkline railroad system, Soul City is linked directly with three major economic areas:

- The Industrial Piedmont
- The Coastal Plains
- The Mid-Atlantic Northeast Megalopolis

Important aspects in the potential relationship between Soul City's new economy and these regional centers include:

- Access to wide-ranging consumer and industrial markets. Most of the major markets of the East fall within a 500-mile radius of Soul City.
- Industrial inputs for the new plants in Soul City: machinery, tools and dies, basic chemicals and required services.
- Technical support from the research and development facilities associated with the Research Triangle located in the Raleigh, Durham, Chapel Hill area.



Soul City lies directly, therefore, in the path of the major and necessary economic growth pattern of the eastern United States.

SOU! **ECONOMIC RESOURCES** **CITY**

LABOR

- The Soul City area has a vast reservoir of under-utilized labor which is trainable and of great economic potential.
- The Soul City area has a wide diversity of various labor skills.
- Wage rates are among the lowest in the U.S.
- North Carolina has more employment, pays more wages (despite low wage rates), and has more value added by manufacture than any other state south of the Mason-Dixon line and east of the Mississippi.

MANPOWER TRAINING

The State of North Carolina has one of the nation's best and most comprehensive programs for vocational training. Two of its Institutes are near Soul City. These programs will be supplemented by job training, provided by training facilities to be established by the Soul City Foundation.

WATER

Water is in almost unlimited supply. The Kerr Lake Reservoir (within three miles of Soul City at its nearest point) and Lake Gaston (within 9 miles) provide a capability for delivering over 1 billion gallons of water a day. Plans are underway for the development of a regional water authority to serve Soul City.

The water supply initially will be provided by the developer and the Kerr Lake Utility Company.

TRANSPORTATION

Because of the tremendous cost of shipping, transportation

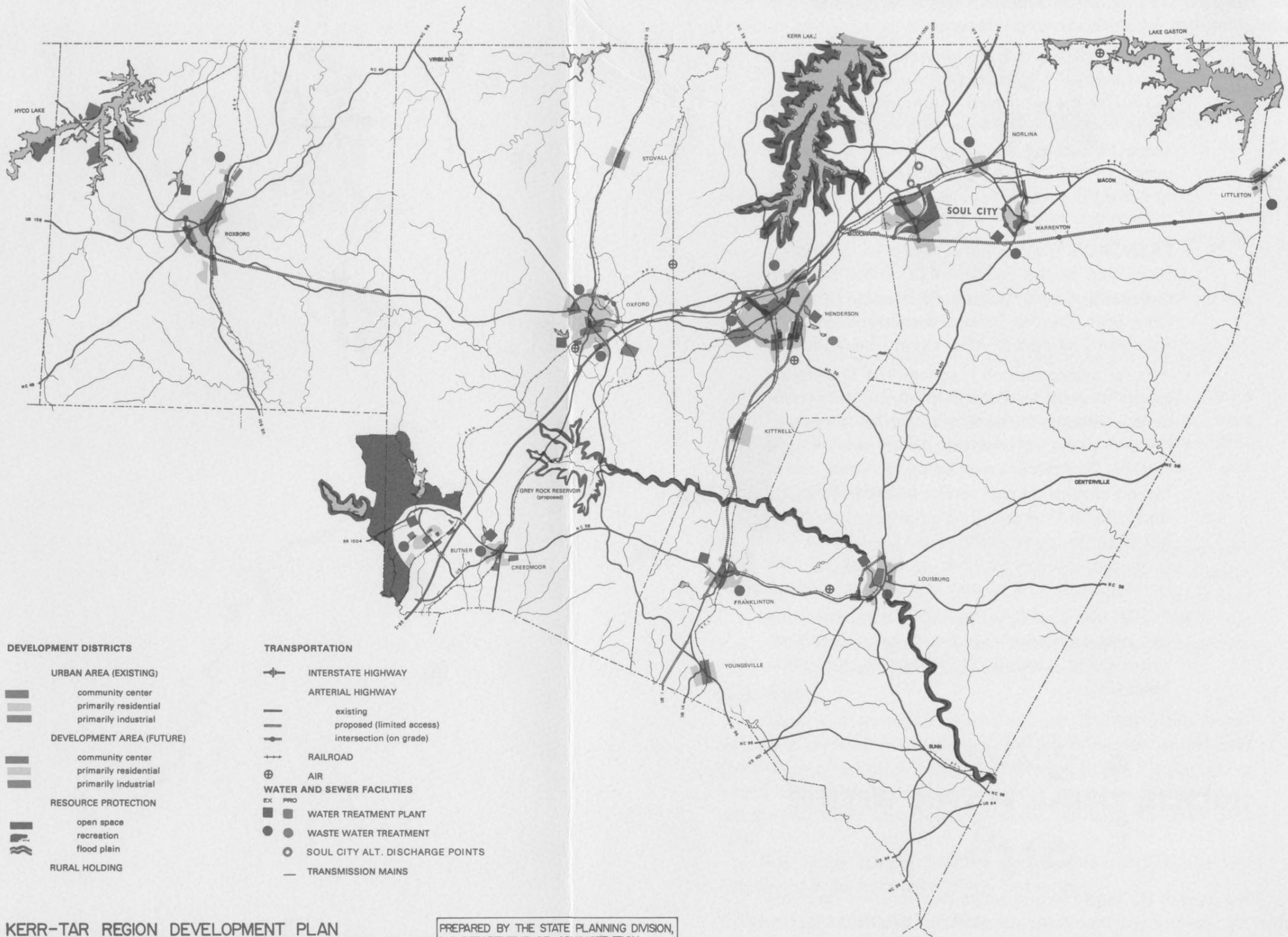
becomes a vital factor for business and industry. Soul City occupies a position within an extensive highway, railroad, and airline network which is extremely favorable.

- **HIGHWAYS:** The site lies between two interstate highways — I-95 and I-85 — which become spines for the Industrial Piedmont and Coastal Plains regions to the west and south and converge to become the "main street" of Megalopolis to the north. U.S. Highway 1 and 158 run directly through the industrial sites. U.S. 401 is nearby.
- **RAILROADS:** The site lies on the principal north-south line of the Seaboard Coastline Railroad connecting the Northeast with Florida. Ten miles from Soul City the Seaboard connects with the Southern Railroad to Atlanta and beyond.
- **AIR:** Air transportation is convenient. The closest major airport is Raleigh-Durham, one hour away. Raleigh-Durham is served by three national carriers, a regional airline and private service. Consideration is being given to establishing regular air taxi service between Soul City and Raleigh-Durham. The feasibility of developing a larger, commercial airport near Soul City or expanding the facilities of the nearby new Henderson-Oxford airport is being considered.
- **PORTS:** The Soul City site is only hours away by rail and highway from the three major deep-water ports: Norfolk, Wilmington and Morehead City.

SOU! **INDUSTRIAL PARK SITES** **CITY**

In excess of 800 acres for industrial locations will be available. At the present time sites range from 1 to 100 acres or more in size. The sites can be obtained at the present time.





DEVELOPMENT DISTRICTS

- URBAN AREA (EXISTING)**
 - community center
 - primarily residential
 - primarily industrial
- DEVELOPMENT AREA (FUTURE)**
 - community center
 - primarily residential
 - primarily industrial
- RESOURCE PROTECTION**
 - open space
 - recreation
 - flood plain
- RURAL HOLDING**

TRANSPORTATION

- INTERSTATE HIGHWAY
- ARTERIAL HIGHWAY
 - existing
 - proposed (limited access)
 - intersection (on grade)
- RAILROAD
- AIR

WATER AND SEWER FACILITIES

- EX PRO
- WATER TREATMENT PLANT
- WASTE WATER TREATMENT
- SOUL CITY ALT. DISCHARGE POINTS
- TRANSMISSION MAINS

KERR-TAR REGION DEVELOPMENT PLAN

REGION K (KERR-TAR REGION)

PREPARED BY THE STATE PLANNING DIVISION,
N.C. DEPARTMENT OF ADMINISTRATION

THE PREPARATION OF THIS MAP WAS FINANCED IN PART THROUGH A COMPREHENSIVE PLANNING GRANT FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT UNDER THE PROVISIONS OF SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED.

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HOUS

SOU!

**A FAVORABLE ECONOMIC
CLIMATE**

CITY

- Among the lowest building costs in the U.S.
- A tax structure favorable to industry.
- Soul City (and Warren County) are classified as economically depressed areas. They are, therefore, eligible for economic and financial assistance from the government.

SOU!

THE QUALITY OF LIFE

CITY

In the final analysis the stability and viability of any community depends upon the creation of a quality of life of the highest degree of excellence.

HOUSING:

Soul City expects to house 44,000 residents in 12,096 homes over a 30-year period. Residential development will include townhouses, apartments, garden apartments, single-family detached homes and medium-rise apartments grouped near commercial, educational and recreational facilities and linked by bicycle and pedestrian pathways separate from the internal road network.



HEALTH CARE:

A pre-paid, comprehensive group medical program is being developed by the Soul City Foundation—a non-profit organization—in conjunction with the North Carolina Memorial Hospital. A new 100-bed Maria Parham Hospital is located 12 miles from Soul City.

EDUCATION:

Pre-school, elementary, and secondary educational facilities utilizing the most modern educational practices are being developed. Ultimately a college will be established so that all of the citizens of Soul City will be provided with an education which will continue throughout the life of every citizen.

ENVIRONMENTAL PROTECTION:

Of highest priority to the developers of Soul City is the objective of maintaining the high quality of the environment: water, air and land. A comprehensive program of education and controls is being established and maintained.

RECREATION:

1,495 acres of land within Soul City are designated for recreational and open space use. A 180-acre municipal park next to a town center, five community parks of 33 acres each, and a 160-acre 18-hole golf course are planned. Three man-made lakes totaling 120 acres will be created in stream valleys. 700 acres will be retained as permanent open space and wilderness area. The Kerr Lake Reservoir and Lake Gaston area directly adjacent to Soul City provide swimming, boating and fishing.

SECURITY:

Soul City is to be a city free from conflict and tension. The security of its citizens will be primary. But while police and fire protection will be institutionalized, the fundamental basis of law and order will stem from the security of each member of the community in his job, in his place and his sense of identity with the community and in the ideal of mutual respect.

INFRASTRUCTURE: Roads, sewers, waste disposal facilities and services, power and a modern communication system will provide the necessary physical base for the community.

SOCIAL PLANNING: The Soul City Foundation, a non-profit organization, was created to deal with the problems of education, social work, family, health, and recreation. It will assist in planning and developing solutions to the economic and social needs of Soul City and the surrounding areas.

SOUL!
THE RESPONSIVE
COMMUNITY
CITY

Community — industry — government — unite in Soul City in a concerted and sustained effort to hammer out a bold new alternative to the congested urban centers: a new, planned community.

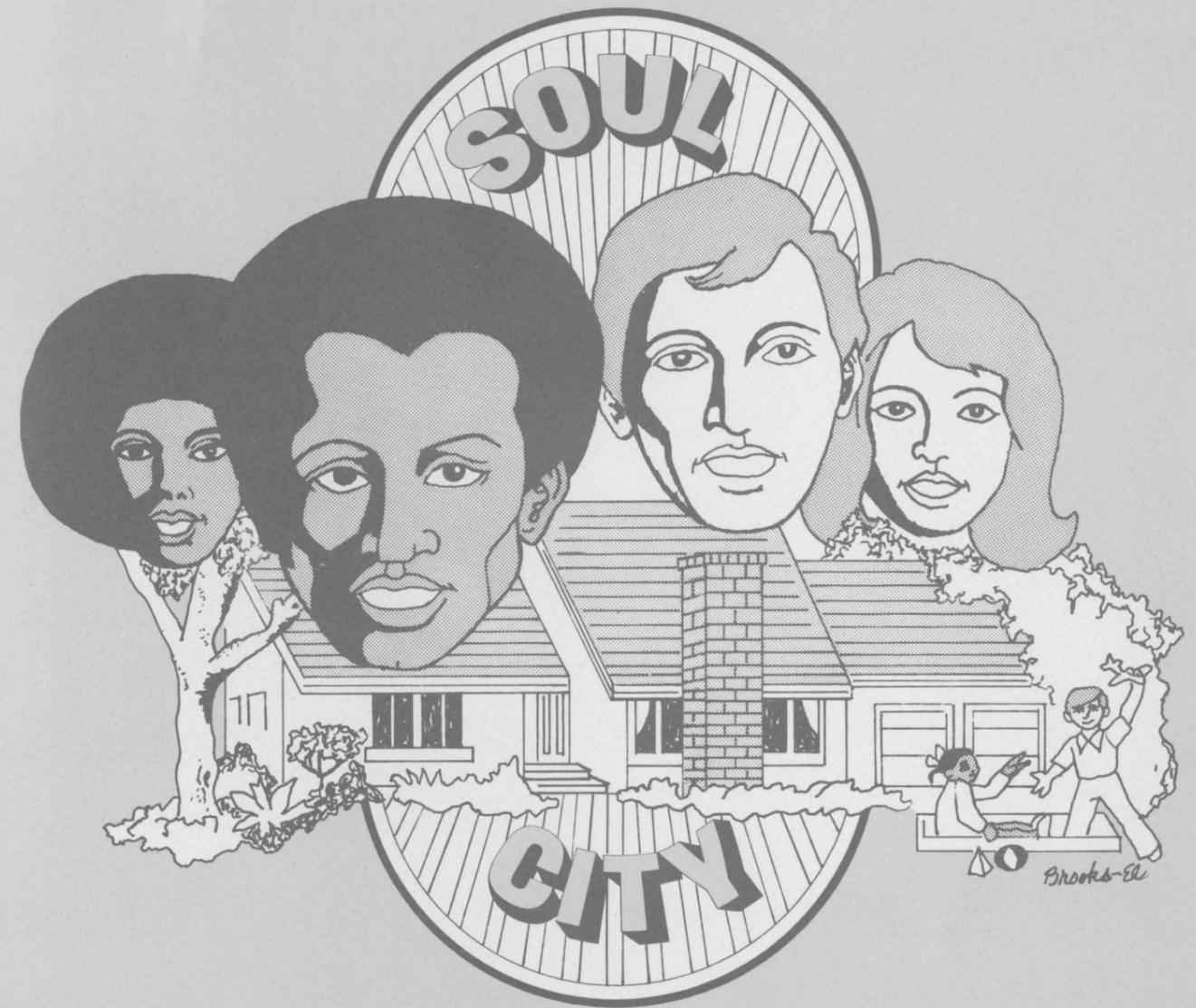
- Through the creation of a community of stability.

- Through the creation of a vital sense of community: of brotherhood, of identity, and of spirit.
- Through a complete cooperation with business and industry in order to secure the necessary coordination with government, labor, commerce, financial institutions, and associations.

SOUL
THE CHALLENGE
CITY

We stand now at the threshold of a bold new venture in community development — of mission high. The success and ultimate fruition of this bold new alternative depends upon the will and vision of the men and women who will join us.

Through the concerted efforts and resources of private enterprise, the government, and the people of all races and creeds who will become the citizens of Soul City, we will meet the challenge to America.



Imagine,
 A city without prejudice.
 A city without poverty.
 A city without slums.
 A city tailor-made for industry.
 A city with a booming economy.
 A brand new shining city.

With open spaces. Trees and grass. Rolling hills. Soft winds. Fresh air. Clear skies. Where stars and moon are visible. Clean water. Lakes. Creeks. Ponds. Springtime weather. Hardly any snow. Yet distant mountains. Ample schools, hospitals, parking, recreation. Well built, stylish housing. A master plan. But not sterile and cold. For a city conceived with just an eye for bricks and mortar is a city without a soul. Call the bold alternative **SOUL CITY.**

For further information contact:

Floyd B. McKissick
The Soul City Company
Soul City, North Carolina 27553

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Enterprise.

THE NEW YORK TIMES, SUNDAY, OCTOBER 15, 1972

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McKissick Forms New Group To Help the Republican Party

By RUDY JOHNSON

Floyd B. McKissick, former director of the Congress of Racial Equality, says that he has formed a new Republican-oriented organization because

organization was a nonprofit membership corporation.

Making his comments here last week, he said his committee had been initially financed by money raised at a \$25-a-

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organization was a nonprofit membership corporation.

Making his comments here last week, he said his committee had been initially financed by money raised at a \$25-a-plate dinner held last Thursday in the New York Hilton Hotel. Conceding that 70 per cent

SEP 22 1972

FLOYD B. MCKISSICK FORMS COMMITTEE FOR NATIONAL 2 PARTY SYSTEM POLITICS

KICK-OFF DINNER OCTOBER 12

A nation-wide campaign to advance the cause of the masses of black people has been initiated by Floyd McKissick, former director of the Congress of Racial Equality (CORE).

"For 40 years, black people have participated in only 50 per cent of the American Political System," the former civil rights activist said recently.

"What did it give us?" he asked.

Answering his own question, he explained that it was far less than what such loyal support had warranted.

As an example, he pointed out that the number of black generals and flag officers had tripled under the Nixon Administration.

"Ninety-four per cent of registered black voters in the nation belong to the Democratic Party," he said.

"When Democrats ignore the political needs of black voters, the only recourse we have is to go in the corner and sulk. We need a two-party allegiance, because a one party allegiance leaves blacks with no alternatives when Democrats ignore the political needs of black voters."

For this reason, McKissick said he is forming a black organization called the National Committee for a Two Party System.

The Pensacola Journal

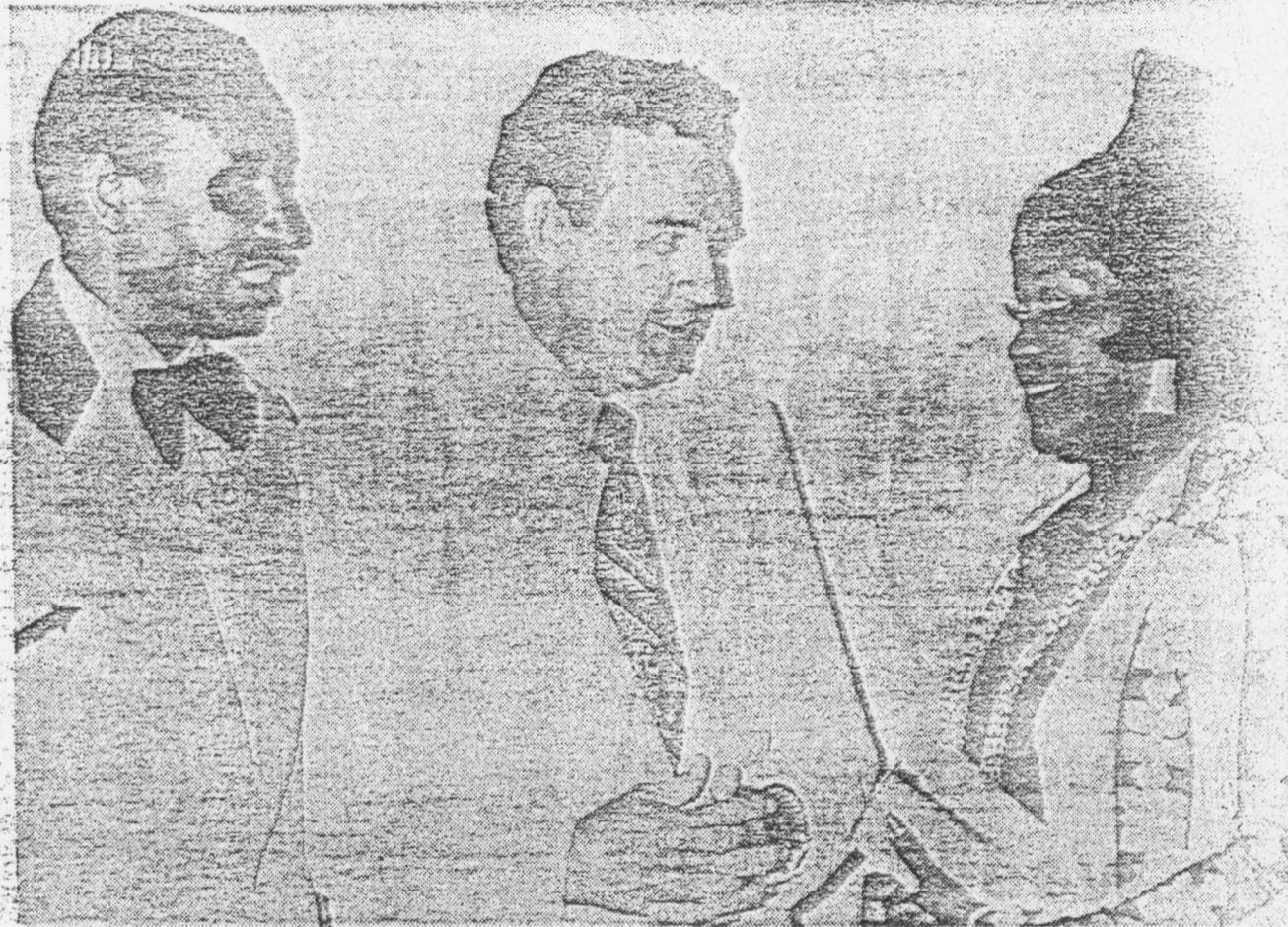
A Gannett Newspaper

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Pensacola, Florida, Saturday Morning, September 8, 1973

32 Pages

150



SPEAKER FLOYD B. MCKISSICK, MAYOR BARNEY BURKE AND MRS. VERA GUNN
... NAMD national president, hold discussion during first annual Unity Day Banquet

(Pensacola Journal photo by Jerry Kovach)

Mayor Short of Keys At Unity Day Dinner

By PHIL STEWART
Journal Staff Writer

Pensacola Mayor Barney Burks didn't have enough keys to the city to go around at the Escambia County Coalition's well-attended first-annual Unity Day Banquet and Dinner at the Municipal Auditorium Friday night.

The banquet, attended by city leaders as well as local and national black figures, featured the presentation of charters to the Coalition from the National Committee for a Two-Party System and the National Association of Market Developers and addresses from former Congress of Racial Equality director Floyd B. McKissick and

Greyhounds executive Charles Smith.

Coalition president, Henry McMillan presided over a platform which included such figures as McKissick; Smith; Tuskegee, Ala., Mayor Johnnie Ford; Pritchard, Ala., Mayor A. J. Cooper and high-ranking city, county military officials.

"Everybody here is dedicated to making the city and the nation a better place to live and we feel that is a good reason to be gathering," McMillan said.

Ford presented the featured speaker to the group saying, "Floyd McKissick is the foremost civil rights leader in America and besides being the founder and former direc-

tor of CORE he is one of the nations profound constitutional lawyers. A man that should definitely be listened to," Ford said.

McKissick, speaking on "ghetto politics," said, "The National Committee for a Two Party System is a great way for Pensacola to begin solving it's problems because they can all be solved through politics," he said.

"Our problems are right here, not in Africa as some of our black brothers and sisters seem to want to think. We must get together with the big business interests, the rule makers and everyone else with an interest in this country and make it work," he said.

McKissick mentioned slogans that have been well used in the black community over the years, "slogans such as Black Power, Power to the People, Black is Beautiful should be swept under the rug with all of the rhetoric from the 60s and replaced with concepts and programs that are geared toward solving our problems," he emphasized.

"The problem is one of economics and politics," he said. "And you can't separate the two of them." "The U.S. government was created to protect what those people had developed and politics was the chief weapon," he added.

"It must take a coalition of whites and blacks working to-

The Pensacola Journal

Saturday, September 8, 1973

Takes Realistic Approach to People's Problems

Tuskegee Mayor Works With Both Parties

By EUGENE BOGAN
Assistant Governmental Affairs Editor

Johnny Ford, dapper 31-year-old black mayor of Tuskegee, Ala., said Friday he is willing to sell his support to anyone who will help "feed my folk."

minority members of both parties to allow the organization to deal effectively with either a Republican or Democratic Administration, he said.

When asked about his phenomenal success in getting some \$12 million in federal

projects and \$10 million in private industrial investment in his community of 12,000 persons Ford explained:

"I support winners. I supported President Nixon; Sen. John Sparkman, Congressman Bill Nichols, D-Ala., and

Gov. George Wallace."

By supporting the winners he said he put himself in a position to do more for the citizens of Tuskegee.

He was introduced to politics in the 1968 Democratic presidential primary, joining

the presidential campaign of the late Sen. Robert Kennedy, D-New York. He came back to Tuskegee, his hometown, in 1969 as head of the Model City program and set out to build a base for his successful race

The Pensacola Journal

Saturday, September 8, 1973

Unity Banquet Speaker Stresses 'Green Power'

Black Economics in Pensacola Far From Ros

By BETTY JACKSON
Journal Staff Writer

A proponent of "green power," marketing specialist Chuck Smith of Arizona, Friday urged Escambia County minority leaders to pool hard cash resources as an economic leverage for equality.

Smith, board chairman of the National Association of Market Developers for minorities, suggested a "Pensacola 10-36 Plan" to which a viable coalition would pledge \$10 for 36 months as a treasury to develop new economic enterprises and to expand job opportunities.

Such a plan was conceived by the Rev. Lean Smith and



The Pensacola Journal

Saturday, September 8, 1973

Unity Day Not Endorsed By NAACP

Unity Day activities are not endorsed by Escambia County National Association for the Advancement of Colored People.

Local NAACP President B. J. Brooks and the Rev. H. K. Matthews, West Florida youth director, said Friday that they were "standing firm" by a previous decision to keep the



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MAKING SHADE—Eddy Oliver (right), 700 W. LaRue St., appears to be providing shade for everyone at the open air page on the fairgrounds, taking in the background for Unity Day festivities is the Skeggee, Ala., Choir. At far right, an Indian family marched in Saturday's Unity Day Parade through downtown Pensacola.
News-Journal photos by Jerry Kovach

Crowds Rush Fairground Gates for Unity Day



The Montgomery Advertiser

And

ALABAMA JOURNAL



Montgomery, Ala.

Sunday Morning May 13, 1973

Blacks Urged to Find New Community Funding

Blacks

By RAY JENKINS
Editor, Journal Editorial Page
TUSKEGEE — Top elected
black officials declared here

Republican co-chairman of the
organization and Mayor Johnny
Ford of Tuskegee is Democratic
co-chairman.

are bad, that we've got to have
collectivism."
"Up to now, whites have been
making all the profits and now

take of the whites, who served
only one segment of the com-
munity. Of course," he added,
"we do have some catching-up

He said the time for mass
action by blacks is over. "I
went to jail 26 times," said the
Mississippi civil rights leader.
"But now I've got the key."

Ed Sexton, of the minority
affairs staff of the National
Republican Committee, cau-
tioned that in every com-
munity, blacks should exert
political pressure to "make sure
nothing is not used

Democrats, black Republicans,
and blacks of whatever political
persuasion, along with whites
who want to tackle common
problems through the political
process."

He said that today's so-
phisticated politics leaves no
place for "the nonsense of
marching and demonstrating
and burning."
"The name of the game," he
said "is money."