The Edwards family around the time of his selection as college president. *Seated, left to right:* daughter Nancy Edwards, son Bob Edwards Jr., his wife Sandra, and their daughter Elizabeth Louise. The new president, Robert Cook “R. C.” Edwards, and his wife, Louise Odom “Moon Pie” Edwards, are standing. Clemson University Photographs, CUL.SC.
On Saturday, June 7, 1958, the trustees not already in Clemson received telegram or telephone notification of President Poole’s death and were urged to be in Clemson on Sunday for the funeral and for an emergency board meeting. The trustees, some with their spouses, called on Mrs. Poole to express their sorrow as the Poole and Bradley families gathered at the President’s home. William, the youngest of the Pooles’ four sons and a student at Clemson, along with Margaret Poole Cuttino and Marsha Poole Everett, the Poole daughters, greeted the stream of folk arriving to express their sorrow and bring flowers and food.

Meanwhile, the trustees discussed informally the steps they needed to take as a result of the president’s death. They faced numerous questions: What to do about living and financial arrangements for Mrs. Poole? Who would serve as interim chief administrator for the college? Who might best serve on a search and screening committee for a new president? The Rev. Dr. Sidney Crouch, Presbyterian pastor to students, and the Rev. Mr. Charles Raynal, pastor of Fort Hill Church, had called on the Pooles and made arrangements for the funeral to be held in Memorial Chapel.

Of course, the state’s newspapers carried accounts of the happenings in Clemson, while many of the alumni in town for reunion made plans to extend their stay. Other alumni and students began returning to Clemson on Saturday afternoon and Sunday. Meanwhile, Clemson College’s dining hall manager and his staff planned for an unexpected number of meals on Sunday and Monday morning. The mess hall (now Harcombe Commons) was still set up for the reunion and needed only cleaning and straightening, more provisions brought in, and other details made ready. Further, the staff shuttled a steady stream of light food, coffee, and iced tea from the kitchens of the Clemson House Hotel to the Poole home.

On Sunday, the pastors of the town churches and many in surrounding towns told their congregations the details of the service scheduled for the college’s chapel at 3:00 p.m. Their morning prayers asked for comfort for the Poole family, direction for the trustees, and continued mercy and favor for the college. President Poole’s body was placed in the chapel by 1:00 p.m. Flowers were brought to the chapel and the grave at Woodland Cemetery, now being prepared to receive Clemson’s seventh president.
An estimated 2,000 people filled the chapel beyond its 1,250-seat capacity. At 3:00 p.m., the congregation stood as all the town pastors, vested according to custom, took their places on the podium. Mrs. Margaret Bradley Poole, on the arm of William, was followed by her other children, and with their families, took their seats. Next came other Pooles and the Bradleys. In the Bradley family were her uncle Mark, longtime Clemson English professor, his wife, and others. The governor, the lieutenant governor, the speaker of the house, and a large number of other state and college officials then entered. Eleven of the thirteen trustees completed the official mourners. Raynal presided, and Crouch gave the homily. The other town clergy offered prayers and Scripture readings. After the benediction, the family filed out to waiting automobiles while the casket was borne out and down the granite steps that had been set in place sixty-six years earlier. The bell from the clock tower tolled the sixty-four years of Poole’s life as the faculty formed the honor attendants. Slowly, the recession of cars and walkers moved past some of the college’s oldest buildings—buildings in which Poole had studied and from which he had planned and directed.

The eighteen years of Poole’s presidency constituted the longest administration at Clemson to that moment. Also, it represented the era of the greatest change. However, Poole, because he held dear the Clemson of his college days, did not lead the changes; others did. Modern architecture did not repel him. He approved of the new chemistry, agricultural engineering, ceramic engineering, and chemical engineering buildings. However, he disliked the lift-slab dormitory that replaced Barracks One, Two, and Three. Possibly, his support of John Gates as head of the architecture program centered on the similarity of their artistic sensibilities. In the question of women as students, Poole knew the reality that Clemson had taught and would continue to teach women. When he proposed a women’s residence hall toward the end of World War II, he faced and accepted change. But when the trustees turned the request down, he failed to pursue the need. Even when federal energy plans threatened the campus, he approached the situation with placid acceptance. Simply, Poole did not aggressively champion a “bigger and better Clemson.”

But Poole had another side. He supported academics and, from his early days in the presidency, especially research. His own publication record remained strong. He knew Clemson’s research in agriculture, though strong, needed strengthening if South Carolina’s crops, flocks, and herds were to improve. He approved and strongly supported Clemson’s movement into ceramic engineering. And he believed in libraries. The library collection more than doubled during his administration, and that began the support for strengthening the humanities. And his sense of fairness and proportion was such that he turned aside the occasional request from alumni to raise the salaries for selected coaches.
All this having been stated, Robert Franklin Poole was a very conservative leader whose vision for Clemson followed closely the thinking of men who lived a generation earlier. His values remained unimpeachable, but his vision was thought by many too narrow for the needs of the people of America’s South Atlantic community.

The Acting President

With Poole’s funeral concluded, the work of the trustees began. Across the rest of Sunday, Cooper called on each of the four “seconds in command”—Kinard, Wilson, Cox, and Edwards—to hear thoughts and to ask questions. The next day, June 9, Cooper presided over the Board of Trustees members present: W. A. Barnette, Edgar A. Brown, James T. Byrnes, Robert S. Campbell, J. F. McLaurin, A. M. Quattlebaum, Winchester Smith, Robert L. Stoddard, T. Wilbur “Buddy” Thornhill, and T. B. Young. Because no official record of the meeting exists, it is impossible to know whether Secretary to the Board Metz or anyone else attended. What is known is that when Cooper spoke, he reported that he and each of “the four” had met separately. He then recommended the board ask Bob Edwards to serve as acting president. Further, Cooper noted that Edwards understood that he was not to be considered for the permanent presidency. There might have been discussion. The board then named Edwards acting president of Clemson. He would remain vice president for development. The college released the news the next day.
Ten days later, the trustees gathered for their regularly scheduled meeting. Their first business was to help the Pooles through the transition. The trustees had already begun the process of building a new home for the president and another for the vice president for development, so they offered Mrs. Poole continued use of the president’s home in which she lived. In addition, with the number of female students increasing, the trustees saw a need for someone to serve as a counselor to them. They offered Mrs. Poole the post with pay, and she accepted.

Then, the trustees heard Edwards’s first report. He began, “I am at the service of the Board of Trustees and will carry out its desires to the best of my ability.” Time would demonstrate that Edwards’s energy and judgment allowed the board to stop “hovering” over him as they had done with Poole since World War II. Edwards reported that he and his three colleagues (Kinard, Wilson, and Cox) had spent two days meeting first with the faculty, including school deans and the professional librarians, and second with the staff. Some faculty recalled that Edwards clearly recognized faculty primacy in all academic matters. His actions made it clear that faculty included all teachers, researchers, deans, and directors who were part of the dean of the college’s operations. That position assured most faculty of academic freedom, an idea of concern particularly in the 1950s, the era of national political “loyalty hearings and oaths.” Others, of course, were not so sure. However, all faculty were more than pleased when Edwards said that Clemson’s greatest need was a larger and much-better-stocked library. That, he recognized, could only come about during his “acting” presidency if private sources provided funding.

Finding those sources fell to Edwards as the vice president for development. There were problems. First, with the great amount of work that Edwards faced serving in two capacities, some things had to move before others. The library, as pressing as it was, paled to that of the desired enrollment growth. (But the biggest involved gaining a women’s dormitory, according to Kinard, Cox, and Vickery.) As was his style, Edwards decided to visit the opponents and listen to their objections. (The three formidable “foes” were Henry Sims, president of Winthrop College; Solomon Blatt, speaker of the house who seemed to be the roadblock in state finances; and parts of the press.) Edwards approached each in turn.

So Edwards went “calling.” First, he visited Rock Hill and Sims. Edwards did not intend to provoke a confrontation, but rather encourage an exploration of areas of cooperation, and he knew that he must invest a number of trips. The first meeting occurred in the late summer of 1958. Edwards knew Sims faced declining enrollment, a trend common to most women’s colleges in the country, except for those that had a special academic niche (such as Smith College in Massachusetts) or a strong relationship with a traditionally male school (such as Radcliffe College with Harvard University or Newcomb College with Tulane.
Thus, for Clemson to have something to offer Winthrop that would guarantee its viability, Edwards had to make strong suggestions and promises. First, inasmuch as Clemson’s School of Education focused on secondary work in agriculture, industries, and the secondary level mathematics and sciences, he proposed to Sims that perhaps Winthrop use the opportunity to enhance the fine arts, humanities, social sciences, and elementary education (a field with potential growth). But Sims’s worst fear was the possible loss of home economics. Edwards listened, took notes, and returned to Clemson in time for the September 26, 1958, trustees’ meeting. While the meeting minutes are not full transcripts, it seems that Edwards (“The Administration”) urged the board to state clearly that “adequate courses in this field are offered by several other colleges in the state and that there is no demand or need that Clemson offer this curriculum.” The trustees, after discussion, adopted the statement. Sims received the news first, then the governor, the legislators, and the S.C. Department of Education. Newspaper announcements came last.6

Besides keeping close ties with Sims, Edwards strengthened the presidential ties with the state’s other college presidents, particularly at the independent schools. It may have been nothing more than courtesy, or a gesture simply to ensure no objections to Clemson’s desire for women’s housing. But the next obstacle involved Blatt and his allies in the legislature. The wooing was subtle and involved much more personal contact. On one occasion, Don Richardson, a member of the S.C. House of Representatives from Georgetown and an alumnus of the University of Virginia, introduced legislation that would bar women from the freshman and sophomore years at Clemson and at the University of South Carolina. An editorial in The Tiger pointed out that most Clemson degree programs required one full year of a science and two years of mathematics, which most other schools in South Carolina did not require, and that a large number of Clemson degree programs were not offered in other institutions, a combination that Richardson’s bill did not foresee. The result would cause female students and their parents extra expenses and extra years. This egalitarian rebuff drew support from a number of quarters.7 While these positions did not turn Blatt’s economic (and perhaps “protectionist”) opposition to support of women at Clemson, his strong public opposition disappeared. Slowly and gradually, the sentiment grew that women should be allowed to attend Clemson. By late 1960, Clemson issued a request for bids for construction of a women’s residence hall, and by the autumn of 1963, women enrolled as regular residents on campus, some nineteen years after Poole first noted the need.8

The second nagging problem was adequately staffing the Development Office. Before Poole’s death, Edwards had begun hiring new development officers. An early appointment brought Joe Sherman (1912–1990) back to the college as director of alumni affairs and public relations. Sherman had grown up in
Clemson. While he was a Clemson student, he served as the only publicist for Clemson athletics beginning in 1934. Later he worked for seven years at the University of Florida as director of public relations for athletics. Then he spent two years as general editor for the public relations bureau of the NCAA before Edwards beckoned him home. Like a number of other Clemson men who had, or would, reach prominence in the 1940s through the 1970s, he had worked for the college’s student newspaper, *The Tiger*, and was a member of John Lane’s informal “Clemson school of journalism.” Sherman’s assignment included all Clemson publicity: academic, students, athletics, and alumni. He had a small staff, mostly recruited by Walter Cox when he served as director of public relations. Sherman added a few other staff in the limited space of the Trustee House. In that group was a young, brilliant Clemson graduate, Robert Bradley, a former staffer of *The Tiger*, a Gamma Alpha Mu, and another of John Lane’s “boys.” Bradley began at the bottom, but his genius for data and his passion for sports led him to athletics. With the strong support of Edwards and the guidance of Wright Bryan, who was serving as the president of the Clemson Alumni Association, Sherman and his staff created an annual alumni fund-raising campaign called the Loyalty Fund. With the Development Office now well-staffed, Edwards directed his attention to his acting presidential duties.
Meanwhile, the Board of Trustees, after much thought, had appointed a committee to search for candidates to become the president. Cooper asked Frank Jervey, who held no college post but who had retired to live in the Clemson House, to chair the presidential search committee, and Jervey accepted. Board members who served on the committee were Cooper (ex officio), Buddy Thornhill, probably the most outspoken of the legislative trustees, and Robert L. Stoddard, chair of the board’s influential Educational and Student Affairs Committee.

To the September 26, 1958, board meeting, Jervey brought the first report. He presented the report during the board luncheon, which was open to the press. He explained that the committee had sent letters seeking nominations to the Association of Land Grant Colleges and Universities, the American Council on Education, the Southern Association of Colleges and Secondary Schools, and a number of foundations interested in higher education. They also sent requests for nominations to the Clemson College Alumni National Council, Educational Council, Faculty Senate, and academic schools. The committee had already received nominations and suggestions and met for a multiple-day session of reading, working, and ranking the candidates. Jervey oversaw the correspondence, acknowledgments, and updates to others on the committee. And he compiled a monthly updated list of the nominees available for trustees to study at his temporary campus office.11

In the meantime, Edwards went about the president’s job with great energy. He knew the state’s officials very well. And he was everywhere, or so it seemed. He moved well socially and was punctilious in attention to his duties. Campus concerts, sporting events, student theatrical performances, alumni, IPTAY, foundation, or legislative committee meetings found him there representing Clemson’s interests. Further, he read widely in newspapers and news and opinion magazines and seemed to absorb everything that came across his desk. His correspondence was voluminous. And the search committee, especially Robert Cooper, could not help comparing the “noncandidate” at the helm of Clemson to the résumés and references of candidates they studied.

The President

There is no indication who moved first or when, but by January 13, 1959, Edwards was clearly in command. Efficient assessments of every issue with well-reasoned suggestions and step-by-step solutions flowed from Edwards to the Executive Committee and on to the full board for its emendations and action. Compared to the indecision (and occasional confusion) of the past few years, the movement seemed easy, precise, and clear. Sometime in the very late winter, Cooper and Edwards met. Given the frequency they both were in Columbia, it is possible that their discussion happened there. Cooper, when he had met with the campus leaders (again, Edwards, Kinard, Cox, and Wilson) the past June, had
elicited a statement as to the intentions each had toward the office. There is no record of the other campus leaders’ answers, but Cooper, upon putting Edwards forward for acting president, stated that Edwards was not interested in the job of president. Edwards later said the same thing. At some point (given the committee and Cooper correspondence sequence), however, Cooper, Jervey, and the search committee agreed, and Edwards’s name appeared as a presidential candidate in the search committee files.

Cooper then called an executive session of the board, which by the board’s definition excluded the board secretary and acting president. The board convened on April 9, 1959, at the Wade Hampton Hotel in Columbia at 10:00 a.m. T. B. Young, ill and physically absent, was connected to the meeting via telephone. Cooper asked Jervey to come in and read his nominating committee report. Carefully setting forth its reasons, Jervey stated that the committee recommended that Robert Cook Edwards be invited to assume the vacant presidency of the Clemson Agricultural College. After answering questions, Jervey excused himself. Senator Edgar A. Brown moved that the board ask Edwards to accept the post. The other trustees who had served on the search committee seconded the motion, and the “yeas” were unanimous. Charles Daniel moved to offer Jervey the position of vice president for development as of May 1, 1959. Seconded, the motion passed unanimously. The trustees invited each man in to the meeting and offered him the designated post. Each accepted, and the board adjourned. After World War II and when meetings were not on campus, senior administrators usually joined members of the press waiting outside the doors of the room where the trustees deliberated. The presence of Edwards close by was thus to have been expected. Jervey was available by invitation.12

Since that time, many have questioned whether or not Edwards accepted the acting presidency with the plan to become president. Others have wondered if Edwards had initially accepted the vice presidency of the Development Office with the goal to succeed Poole when he retired. Edwards always publicly claimed that both suppositions were wrong and that he was surprised when Cooper talked with him about his name being added to the presidential candidates’ list.

Of the possibilities, the most likely seems that Edwards gave up his excellent position with Roger Milliken’s corporation with the idea of becoming Clemson’s president. Edwards’s attachment to Clemson was genuine. As a freshman (at age fifteen), he joined the football team. When his dairy farmer father heard it, the father told the son that if he had time to play “games” at the college, he could come home and return to milking cows. Edwards withdrew from the team, thus obeying his father. But Edwards’s attachment to Clemson led him to become a football manager, a position that furthered Clemson’s interests while it “ducked under” public and newspaper attention.13 Second, Edwards was always in a hurry. He left high school early to enter Clemson on an academic scholarship. He graduated at
age nineteen, met the young lady he would marry at twenty, and married her two months after his twenty-first birthday. His military career began in July 1942 and concluded with his achieving the rank of major in 1946. Upon his honorable discharge, he joined the Deering-Milliken organization and in two years rose from a single plant manager to treasurer and general manager of six related enterprises. He obviously learned rapidly, worked diligently, and moved himself forward relentlessly. But, even though he appeared relentless, he had two goals beyond his family—at least from the early 1950s on—and those were to be Clemson’s leader and to guide Clemson firmly into a leadership role among American schools.

The Lake Again

Edwards had promised to work hard for Clemson. And because as vice president for development he had been the leader of the college Hartwell Lake team since September 1956, he continued in that task as president. In 1955, the federal government transferred the deed in fee restricted with an initial reservation of mineral rights to the government. The “fee restricted” title granted the Board of Trustees ownership of the “lease use” land. Now, the U.S. Army Corps of Engineers would have to buy the land at a reasonable market price, offered and accepted or court-adjudicated before the United States could possess and use the land. Prior to the board’s receipt of the title, the United States (the holder of the “fee”) was obligated only to pay Clemson College for its “improvements to the land.” Other compensation, for example, for lost, unfinished research, could be requested but not required. However, the deed carried the “restriction” that the land could be used only for educational or eleemosynary purposes as judged by the U.S. government. Further, the deed stated that mineral rights, which encompassed minerals such as natural gas, oil, gold, and others, but not including those trace minerals found in the surface soils, were reserved for the federal government. The Board of Trustee continues to operate within the “restriction,” but the federal government has since transferred the mineral rights. However, how much land the federal government would purchase was still being debated. That was the challenge that awaited Bob Edwards.

The college turned to its alumni and encouraged them to ask their congressmen to help move the negotiations forward in Clemson’s favor. Thurmond, after a host of such letters, wired the White House, urging that because agreements had not been reached, contracts on Hartwell Dam not be let. Sherman Adams, White House chief of staff, wired back the next day that no contract would be concluded until the Corps of Engineers, the Clemson trustees, and the South Carolina delegation had conferred (not necessarily concurred). To be sure his point had struck home, Thurmond then wired the corps, “I strongly urge you not to award contract to construct Hartwell Dam on Savannah River until this matter has been considered further.” On the very same day that Edwards had been offered the
vice presidency, Lockwood Greene, through its Spartanburg office, delivered an extensive independent report to the Board of Trustees on the damage the Corps of Engineers’ plan would do to Clemson. It confirmed that 400 acres of the Fort Hill estate of 1,100 acres would be flooded. All were the same fertile bottomland that had caused the original dike-building six decades earlier. In addition, another 1,200 acres of riverfront meadows would be destroyed. Slightly higher land totaling 7,400 acres on either side of the Seneca would also go underwater. It shocked even Brown and Byrnes.

As Clemson’s negotiator, Edwards brought the trustees, President Poole, the three principal administrators, and the S.C. congressional delegation to meet with the assistant secretary of the army for civil-military affairs, Gen. Emerson C. Itschner, chief of the army engineers. The meeting was on December 20, 1956, in the penthouse of the Clemson House. All the Clemson group were in the principal sitting and dining room except Cooper, Edwards, and Poole, who accompanied the guests and their aides up the elevator. Edwards remembered that as the guests stepped into the elevator foyer, Gen. Itschner looked straight through the glass doors, across the campus, and to the mountains, dazzling in the winter sun. He commented to Edwards and Poole, “This is so beautiful....”
In the meeting, Gen. Itschner presented the corps’ “Short Diversion Plan.” He asked Clemson to study the plan, which included engineering drawings and specifications, and to respond to it in three months’ time. A number of questions about details in the plan ensued. Itschner answered each as fully as he could. The meeting ended. Edwards turned the “plan” over to Lockwood Greene for an analysis, which he quickly received.

Using Lockwood Greene’s analysis and expertise, Clemson developed its response, labeled “Plan X.” Its study was rigorous and to the point of the plan offered by the government. Clemson wasted no time with any new proposals. The plan proposed three dikes to an elevation of 675 feet above sea level (or 15 feet above the corps’ “full pool” of 660 feet). These would save 497 acres of the campus-contiguous bottomland, almost all in regular agricultural use, holding for Clemson most of the original estate land, including the land south and east of the present Pearman Boulevard, Memorial Stadium, the dairy barns, pastures, married student housing, and many support facilities. There were omissions that the Clemson team set forth in detail, including the water intake, needed sewer lines, replacement of Memorial Bridge (a lovely piece of Art Deco work that spanned the Seneca River on U.S. Route 123, now S.C. Highway 93 and named Walter T. Cox Boulevard as it progresses through the campus), and a number of other smaller structures. Plan X was a major step forward for Clemson. Now the issue centered on what responsibilities the Corps of Engineers would accept, because Clemson’s stated loss included a number of features not contemplated by the corps. The Lockwood Greene/Edwards response was based on a much larger student body and educational program. Because that did not affect the corps’ physical plans but did affect the cost, the corps could begin heavy construction, which it did.

Six months passed before the corps presented to Clemson its reconsidered compensation of $465,655 for the corps’ taking of the 7,964 acres (or $57.30+ per acre). Clemson could also remove or harvest anything on the land that it wished. Clemson responded to the offer on July 11, 1957, noting first that it understood that the offer was for the land alone and not for the costs of the diversion plan with all engineering, material construction costs, and the costs of water intake, treatment, and disposal along with connecting sewers and roads. Nor did the offer cover the differences in cost between the low-valued land the engineers wanted and the replacement land Clemson would be required to seek. Legal counsel William L. Watkins (Watkins, Vandiver, and Freeman of Anderson) presented a counteroffer of $2.25 million, or quadruple the corps’ offer. When the corps responded negatively, Clemson, through Watkins, suggested U.S. court condemnation hearings. Gen. Itschner concurred in October.

In the meantime, construction on the dikes continued, using 250,000 cubic yards of rock and 3,500,000 of dirt. The dam at Hartwell was nearly finished, and the numerous new bridges, whether large, such as the one that stretched from Cher-
ry’s Crossing to the Seneca side, or small were completed. The U.S. District Court for Western South Carolina issued the decisions. On the facilities’ rebuilding, the court ruled that the Army Corps of Engineers had to pay for the entire water intake purification, waterlines, power lines, sewage system, water treatment, water return system, and replacement of the facilities, mostly with new structures and equipment. In addition, the corps had to locate land comparable in quality and amount and purchase it for the college. Apart from that, the corps had responsibility for costs of all activities, that is of the land surveying, $4,194; the various appraisals, $9,335; engineering, $21,000; and legal fees stretching from March 1956 to August 26, 1961, $51,750. The corps paid these along with internal expenses for travel from the U.S. Army’s “Clemson Land Use and Condemned Lands Account.”

Clemson had also retained Watkins to obtain land to replace some of the land the college had lost. He negotiated with the successors of Richard Wright Simpson—Clemson’s first board president, Mr. Clemson’s lawyer, and executor of Clemson’s will (and one of the college’s founders, with Clemson, Tillman, and Norris)—to purchase the 1,000-plus-acre Simpson farm southeast of Pendleton. He negotiated also with the estate executor of Joe Douthit, a later Clemson trustee, to purchase his large farm, which lay between the Simpson property and Lebanon Road. Clemson also gained free and clear title to the smaller farms located between the two large tracts to form the Simpson Research and Education Center. The new property included the Queen Anne-style Douthit home and the Simpson burial grounds. Ultimately, the federal government paid in excess of $1.2 million to Clemson Agricultural College, besides the additional college-related construction.

As the lake rose, other lake-related problems surfaced. Watkins and Edwards sent each to the Corps of Engineers, with copies to many public officials. Slowly, the new campus bypass roads opened. A four-lane extension of U.S. Route 76 linked into a new path of U.S. Route 123, bypassing the town of Clemson on the east and north. Perimeter Road ran along the west of the campus and joined U.S. Route 76 with the old Greenville highway. Sorrow attended those who watched the plaques being detached from the bridge that connected the Clemson shore over the Seneca River to the Ravenel lands on the west side. One of the plaques, commemorating the World War I Clemson College war dead, was given over to the care of the state highway department and the other to the college. As the water rose, the Art Deco bridge slipped beneath the surface. Another monument of Clemson’s past disappeared (only to resurface during times of extreme drought).

That was in the name of progress. But the lake claimed another victim. On April 25, 1961, Joe Henry Derham, a sophomore from Green Sea and a pledge to one of the college’s recently formed local fraternities, drowned in the lake in an attempted late-night initiatory prank. Hazing, which had haunted Clemson’s military “rat” system since 1894, had continued among the freshman rats and in many club and society initiations.
**Academic Increase**

Clemson’s newfound ability to attract new faculty and students hastened with the broadening and enriching of academics, streamlining of the administration, continued enhancement of student opportunities in new or improved fields, and a more plentiful social life. Clemson’s circumscribed degrees were a most significant aspect that needed upgrading. Two glaring omissions existed. The first centered on the absence of the arts degree at every level. Clemson did not award the two oldest degrees—the master and bachelor of arts—nor the ultimate doctor of philosophy, the degree that represents original research and is as appropriate for animal husbandry as it is for Grecian epigraphy. In fact, among the faculty, the School of Agriculture held the most PhD’s, followed by the faculty in Arts and Sciences. With fields and scientific laboratories enriched by the work of Poole and the board and with the steady leadership of deans Farrar and Hunter, Clemson stood ready to take the step of awarding the doctoral degree, which would bring it into line with most other land-grant universities and colleges.

**Graduate Studies**

The honor fell to agriculture. With the research capacity of the Agricultural Experiment Station, the unification of the three missions of teaching (the Morrill Act of 1862), research (the Hatch Act of 1887), and practical field-testing (the Smith-Lever Act of 1914) under one dean of agriculture, the parts were in place. Further, Clemson had offered the master of science degree in agricultural economics, agronomy, dairy science, chemistry, and physics, along with the science master’s degree in engineering (no field specified), and textile chemistry since the late 1940s. Right after Edwards became president in the spring of 1959, Jack Kenny Williams, the graduate dean, announced that the trustees had approved offering the PhD degree in agricultural economics, entomology, plant pathology, and chemistry. Within a short period of time, Williams, Edwards, and Farrar placed the large doctoral hood with its dark blue philosophy velvet border and the startling orange and purple silk lining over the head and onto the shoulders of D. H. Petersen, then a new doctor of philosophy in plant pathology.

A little over a year later, the National Defense Education Agency awarded money for Clemson to establish fifteen three-year doctoral fellowships in Donald H. Petersen, a plant pathology student from Ludington, Michigan, the recipient of Clemson’s first PhD degree. Taken from the 1960 edition of the Clemson College annual, *Taps.*
chemistry, entomology, and plant pathology. And Clemson announced that it had awarded 161 master’s degrees in the School of Agriculture, 126 in Arts and Sciences (which included Education), fifty in Engineering, and seventeen in Textiles.

Death, illness, and retirement that began with Poole’s unexpected death in 1958 were followed in two years by the unexpected death of Francis Marion Kinnard, dean of the college, on May 25, 1960. President Edwards called the individual members of the board and recommended that they name Williams acting dean of the college; he would also continue as graduate dean. The board, in its June 6 meeting, confirmed Williams as college dean. It was not long until Edwards and the board named Hugh Macaulay, a brilliant professor of economics, the new graduate dean. The pace of growth in graduate degrees increased.

Clemson announced graduate programs in chemical engineering and physics and counted 304 full-time graduate students actively working, with eighty-eight in Agriculture, 109 in Arts and Sciences, ninety-two in Engineering, and fifteen in Textile Sciences. Much of the growth resulted from the successful launching of an unmanned satellite, Sputnik, by the Union of Soviet Socialist Republics (U.S.S.R). An alarmed federal government began pumping money into graduate programs in relevant sciences, mathematics, and critical foreign languages, producing a nationwide expansion of graduate education. Clemson, in part because its development had been slow to that point, grew at three times the national average. By Christmas of 1962, Governor Ernest Hollings’s Advisory Committee on Higher Education recommended that Clemson’s graduate programs in most sciences and engineering receive all, or almost all, of South Carolina’s state funding for graduate studies in those fields.

Liberal Arts

Clemson needed at least two other degrees to fill its offerings: the bachelor and master of arts. Williams, Macaulay, and School of Arts and Sciences Dean Howard Hunter met to consult on steps that could and should be taken. They appointed a faculty committee chaired by Robert S. Lambert, professor of history, to study and make recommendations. Lambert moved the faculty with “deliber-
CRUCIBLE, TRANSFORMATION: 1958–1961

Robert Stansbury Lambert (1920–) arrived at Clemson in 1949 as an instructor of history and government. Except for teaching at other schools from 1952 to 1956, Lambert was a Clemson mainstay, eventually becoming a full professor of history and government (1959), head of the Social Sciences Department (1963–1972), and head of the Department of History (1972–1974). He retired in 1985 as professor emeritus of history. Clemson University Photographs, CUL.SC.

ate speed.” He had prepared BA and MA curricular materials from eight respected land-grant universities, including Wisconsin, Georgia, North Carolina State, and Virginia Tech, along with some public liberal arts universities, including North Carolina, Virginia, and South Carolina. The committee reached decisions relatively quickly. First, it recommended a bachelor of arts curriculum with major field minimum requirements. Components included two semesters of basic writing and one of advanced writing, two semesters of literature, two semesters of collegiate level mathematics, two semesters of one laboratory science, two semesters of American history, two semesters of western civilization, ten semesters of advanced courses in the major field, five in the minor field, and a spread of cross-disciplinary subjects and foreign languages. In the last field, the student would take six semesters of the same foreign language or four semesters of two foreign languages. Faculty within disciplines were free to specify the literature sequence, science sequence, and mathematics groups and could limit minors. Inasmuch as the education degree had been eliminated (the education faculty were members of the Department of Social Sciences in the School of Arts and Sciences), education would be the specified minor for students planning to meet S.C. State Department of Education requirements. Harold F. Landreth, professor of education who held a bachelor’s degree from Clemson, master of arts in history from Vanderbilt, and doctorate in education from Houston, served on the committee. The committee report made its way through various councils and was approved by the board, which also authorized the granting of the MA degree with the conditions that it be thesis-based and require written proof of foreign language competence whenever the Educational Council deemed it appropriate.

Lambert’s committee advised that both the faculty and library holdings were sufficient for the degrees proposed in the fields of chemistry, English, botany, history, and mathematics. These faculty were also working to define their internal requirements. The board approved the concept of the new degrees on November 10, 1961, and the Educational Council approved the major and minor requirements on February 12, 1962. The college first offered the curriculum in the autumn of 1962.31 The thoroughness of the report, the apparent faculty consensus, and the rapidity of its internal approvals are tributes to the committee members'
commitment, Lambert’s adroit leadership, and the highly streamlined central administration structure.

**Forestry**

Although not connected with the expansion of degree types the college offered, the second great growth area in academics was in forestry. Clemson had offered courses in that field since the early 1900s. South Carolina had created the State Forestry Commission in 1927. And Clemson county agents, with the backing of the commission, had begun a forestation program in the 1930s, but the wartime needs for fruit, grain, and vegetables forced the college to focus on those products during World War II.

The Clemson forestry program began during World War II when, at Poole’s direction, the agriculture school hired William J. Barker from the North Carolina Extension Service to become Clemson’s full-time forest extension agent in 1942. He had received his forestry education at NC State, where his skills in applied research had attracted the attention of Poole, then dean of NC State’s graduate school. E. I. DuPont de Nemours Company lent Clemson a second extension forester, Marlin H. Bruner, to assist in applied research. He became a full-time extension agent with Clemson in 1953. In between, Poole and the trustees agreed that Clemson, with or without large state support, needed to start a two-year pre-forestry curriculum. To do so, they, with the agriculture dean, identified, recruited, and hired Koloman Lehotsky to begin designing the curriculum, which would take great discussion among Lehotsky, the Society of American Foresters (the professional accrediting board), the S.C. Forestry Commission, and deans of the seven forestry schools, to ensure that Clemson’s program would meet standards and be transferable.

That did not change the need to deal with the barren hillsides of the Midlands and the Upstate. The forest agents went to work encouraging people to convert those hillsides into stands of trees. The foresight in planting much of the “land-use” land to serve as tree nurseries and to distribute seedlings aided in the effort. In many places, small farmers (who held 71 percent of the farmland) were happy to cut the stands but hesitant to replant. However, both the forest and agriculture agents were successful. They had identified areas that needed immediate attention. As an example, on land-use land, they planted 150,000 loblolly pines. Over a period of seven years in Aiken County alone, county extension agents distributed 6,235,000 pine, cedar, and cypress seedlings for planting by local landowners, by FFA members under the supervision of their high school agriculture teachers, or by 4-H members directed by 4-H leaders, most educated or trained at Clemson, South Carolina State, or other land-grant colleges.

Of course, with the arrival first of Clemson’s deed to the land-use land and with the lake rising, many people had ideas on how the college should use the “surplus”
lands. Land developers, or would-be developers, both outside and in the college, had visions for it, ranging from sales of new lakefront lots, which was hailed as a possible source of a ready endowment for Clemson, to holding it as intact research land for so long as Clemson would exist. Most of the agricultural and forestry interests held to the latter proposition. Many within the Clemson academic community were on the side of “mixed-use” concept. Bruner pointed out that while the federal and state governments were primarily concerned with generating “cheap power” and secondarily with “flood control,” the general public was interested in forestry, wildlife improvements, and recreation. Obviously, Clemson and the appropriate state agencies fulfilled the first two. To a great extent, limited and yet generally open wildlife and recreation would be real opportunities for Clemson to develop. Edwards’s presidency demonstrated his commitment to that opportunity.

However, opposition had emerged to Clemson’s interest in moving toward a degree program in forestry. It came first from the Southern Regional Education Board (SREB), an interstate coalition of states with advisory capacity whose interests focused on improvement of education opportunity in the South. Its intent from its establishment in 1948 was to increase the bases of southern education by improving both the quality and availability of basic southern baccalaureate education and to increase funding first for those needs. It noted that the South did not possess an abundance of exploitable natural resources, other than those of its citizens, and that the states were not teeming with taxable assets. Therefore, it adopted a position that duplication of advanced or specialized curricula was a waste and that sharing the resources would be better. Later, it expanded its interests and became involved in many other phases of education.

In the case of forestry, the SREB, based on reports begun in 1949, had considered “the region’s needs for forestry training and research” and concluded that there was already enough capacity in the seven existing, accredited programs “to provide the South its needs in the foreseeable future,” since each school could take care of at least 50 percent more students than it enrolled at the time. However, in Poole’s request for comments on the SREB statement, Bruner noted that “capacity” did not account for soil, climate, or material differences among the southern regions, nor did it account for out-of-state tuition differences. On those issues, South Carolina’s state forester agreed with Bruner.

Poole moved ahead. Probably the rate at which South Carolina was being reforested (as were other southern states) influenced him. But he would not live to see a forestry degree program established. However, this was also a concern dear to the heart of a number of the college’s trustees, particularly Buddy Thornhill. The role of forestry was key to his interests in soil conservancy and water management. Therefore, when Koloman Lehotsky reported his recommendations for a two-year pre-forestry curriculum to the Educational Policy and Student Affairs Committee of the board, Thornhill did not flinch at the costs. Lehotsky noted that creating
a forestry program would require a bit over $33,000 for teaching equipment, a recurring annual budget of $40,000 for instruction, and $30,000 for faculty research. In spite of the sums, the trustees agreed for the program to begin.41

Lehotsky, with permission of Kinard and Edwards, recruited new faculty to join his small staff. He was fortunate to have Norbert Goebel, a graduate of Colorado State College, whose master’s degree was from Duke University, already on the research faculty. He knew also that Goebel could help with teaching assignments. A major recruit Lehotsky brought to Clemson was Davis McGregor. A South Carolina native, born in Florence and reared in Greenville, McGregor entered Clemson in 1944 and on turning eighteen, in March 1945, joined the U.S. Navy. In the summer of 1946, McGregor returned to Clemson, all the while remaining in the Navy Reserve. After suffering with service-contracted tuberculosis in a veterans’ hospital for two years, he returned to Clemson and graduated in 1951 with a bachelor’s degree in biological sciences. After graduation, he and his young family moved, and he enrolled at the University of Michigan for the bachelor’s program in forestry, which he followed with a master of forestry degree. McGregor returned to the Southeast, working as a research scientist with the U.S. Forest Service. Recognizing his scientific skills, the Forest Service sent him to Duke, where he earned his PhD degree in 1957. He moved on with the service to Lakeland, Florida. Lehotsky brought him back from there to Clemson as associate professor and leader of the research team in 1961. Along with outstanding teachers like Bing Cool and Robert Allen, these men created Clemson’s (and South Carolina’s) Forestry Department.42

Enrollment Growth

The growth of all the new programs, the elimination of the mandatory corps of cadets, and the slowly expanding number of women in the student body had the salutary effect of turning the college’s general enrollment around. Between January 15, 1956, and June 15, 1964, the student numbers grew by 1,600 to 4,400. Further, Ken Vickery encouraged the trustees, president, Educational Council, and faculty to raise the minimum standards for enrollment. Like most persons involved in the business of admissions, he knew the pitfalls of comparing a grade of A in a subject from one high school with an A in the same subject from a different school. Because of Vickery’s background in educational statistics, he was convinced that Clemson needed to improve the mathematics abilities of its entering students. First, he urged the use of standardized (statewide) entrance examinations. After several years, Clemson noticed the effects. It began using the national leader in testing, the Scholastic Aptitude Test (SAT). Through careful research, observation, and work with the professional societies in admissions and registration, Vickery and his staff developed a multivariable formula involving the applicant’s high school class rank (understood as an indicator of work values), academic record (using only
academic courses), and quality of the school (if Clemson had enough recent experience with students from the particular school) to calculate a reasonable expectation of an applicant’s first-year collegiate performance. Certainly, the process was time consuming, but it laid a basis for evaluation before other variables, such as the subject the student wished to study or nonacademic considerations such as school activities, athletics, or other issues, were added. The process, of course, took years to develop and to adjust. But Vickery had the confidence and support of Walter Cox (his supervisor), Frank Kinard, Jack Williams, and the Faculty Senate leadership. The effect was stunning, particularly in the percentage of entering freshmen who returned for the second year and the percentage who persisted to graduation.43

Slowly, Clemson’s academic quality and reputation began to increase, a process that has continued unabated to the present. Of course, the change added challenges. Some were continual expansion and improvement in learning opportunities, learning facilities, and academic support. The Faculty Senate and the school deans began informal talks that led in 1962 to the creation of the college’s honors program. As conceived, the program was in two phases: junior and senior division. The junior division consisted of special sections of courses in the subjects required of all students for graduation, such as freshman mathematics or sophomore literature. In order to qualify for junior division honors, a student had to maintain a high academic average and successfully complete at least one honors class each of four semesters. Senior division honors requirements were designed by the department offering the program and recommended to the Educational Council by the Clemson-wide Honors Council, composed of faculty representatives of departments that offered honors courses. The best students participated in the program and benefitted from extra intellectual stimulation, but they were not separated from the rest of the student body, as was frequently the case at other institutions.44

Academic Facilities

Learning facilities had been the primary building priority for all of Clemson’s boards of trustees since the first meeting after Governor Richardson signed the Act of Acceptance. The Morrill Land Grant Act of 1862, by explicitly prohibiting the use of its revenue for facilities, implicitly expected the cost of buildings and attendant expenses to come from state revenues. In most states, however, that would not be the case. South Carolina had attempted to support Clemson through the fertilizer inspection tag fees. Those fees were ample for about twenty years, then Clemson had to turn to the legislature and tuition for needed revenue. By the governorship of Strom Thurmond (1946–1950), when the flow of all state revenues had to go to the state treasurer, that ended completely. After that, the state assumed by default obligations made by its institutions. The state of South Carolina had begun to build many state-owned structures on bond issuance, thus
passing the costs, interest, and upkeep on to the people of the future. Dormitories were financed on pledges of future rent, academic needs on pledges of future tuition. The obvious results could only be increased tuition and fee structures.

For some fortunate schools, friends, alumni, and foundations were sources of money. For Clemson’s School of Engineering, the Olin Foundation and Charles Horn had helped with funds to build the ceramic and chemical engineering buildings. But the two remaining buildings, Riggs and Industrial Engineering, still had far more students than capacity. Easing the overcrowding in engineering continued to be a priority. The college had secured funding for the structural engineering complex. The northern wing was to be named for Walter Lowry Jr., who had served as department head of civil engineering from 1951 to 1960 and dean of engineering from 1960 until his untimely death at age fifty-four on September 14, 1961. He had received his undergraduate education from Virginia Military Institute and earned his master of civil engineering degree from Rensselaer Polytechnic Institute. He had taught at VMI and, from 1942 to 1946, served in the European theater in Britain, France, Belgium, and Germany. He had returned to civilian life at VMI. When he separated from service, he held the rank of major and had received five combat medals.

Engineering mechanics and laboratories occupied the east wing of this new complex, which connected Lowry Hall to the architecture quadrangle. The quadrangle was named for Rudolph Lee, the founder of Clemson’s architectural pro-

Lee Hall's quadrangle has been a haven for budding architects on Clemson’s campus since 1958. The building is named for alumnus Rudolph Edward “Pop” Lee, longtime head of the Architecture Department and designer of many Clemson buildings standing today, including Sirrine, Riggs, Long, and Holtzendorff halls, Fike Recreation Center, and the Fraternity Quad. Clemson University Photographs, CUL.SC.
gram and principal designer of Clemson buildings from 1910 to the early 1940s. After several expansions that led to a southern quadrangle, a library, an auditorium, and an annex tower of studios, this cluster, the design of which Architecture Dean Harlan McClure carefully supervised, remains the best example of the international style on the campus.

A New Library?

The oft-repeated goal for Edwards in academic facilities was a purpose-built library, designed not for the Clemson of the present but for the Clemson of the foreseeable future. For Edwards, three major issues stood out: the long-term needs, the major impediments, and funding. Not yet beset with layers of state bureaucracy, the first was a matter for experts: librarians, faculty, and architectural designers experienced in library construction. The second dealt with location and the master plan. And the third was, as he saw it, his job. The first was done in stages. The group involved for stage one was relatively small: Kenneth Vickery projected the student population and the fields most likely to be in demand for the next quarter century. While Clemson certainly had space to create any size campus the people of South Carolina desired and could afford, Vickery and his advisors (faculty, the dean of the college, the dean of students, the school deans, and a few business executive alumni), after taking the infrastructure into consideration, arrived at an enrollment figure of 10,000 on-campus, full-time students.46 The committee estimated that the full-time teaching faculty eventually needed would number about 700. The committee gave guidelines concerning fields thought to be needed in South Carolina and degrees and asked them to consider the appropriate ones for Clemson. A library committee used these variables to estimate required library space. Many members of the college community took part in informal discussions urging special needs.

At the June 26, 1959, board meeting, Edwards presented the report from the Library Committee, which brought the many hopes, dreams, and projections together into a single set of specifications. Gray Dinwiddie from chemistry headed the committee, which included one school dean, Harlan McClure; one department head, J. C. Cook; two professors, J. E. Miller, physics, and R. W. Rutledge, botany; one associate professor, G. E. Bair, English; and J. W. G. Gourlay, director of the library. The report called for a 150,000-square-foot library building, designed for easy reorganization. Collections should be readily available to all users and provide comfortable and quiet spaces for reading, searching, and study. Noise-tolerant spaces were proposed for group work, typing, and staff work. In addition, graduate students and faculty needed carrels (assigned study desks with cupboards to secure personal study items), and a music room was also thought to be needed, along with a rare books room and college archives (although the
committees hesitated to guess on the size needed). The proposed building was ambitious. The trustees doubted that the state would appropriate the money for it. Edwards countered with the statement that obtaining the money was the job of the development vice president (now Jervey), the president, and all the trustees.47

This became, for Jervey and Edwards, the new major priority. Jervey worked on a list of potential donors both for materials and for money. Part of the strategy seemed to be to make the space problem more obvious. Campus spaces such as parts of the 1900 basement section of Hardin Hall received rarely used back issues of U.S. government documents to make space for newer additions. Edwards, Kinard, and Jervey approached significant people with strong Clemson ties, such as trustees Byrnes, Cooper, and Daniel, about giving their papers to Clemson’s new library. All showed interest, but in the cases of Byrnes and Cooper, they had already received requests from other sources. Yet, all agreed to consider the request. Jervey and his Development staff asked alumni to consider aiding by contributing to a rare books fund. Gourlay, for example, announced that he had received ten works on South Carolina history, while an anonymous alumnus added a series of documents on “First Nations” (American Indian or Native American) affairs and an autographed score of the opera Wuthering Heights, composed by South Carolina native Carlisle Floyd.48 J. A. Milling, another alumnus, sent fifty-six new volumes in science and technology and another fifty-eight titles of contemporary humanities. This followed a long pattern of his giving to the library.49

As the first year of his presidency ended in the summer of 1959, Edwards carefully noted a reasonable surplus of funds and with Wilson assigned each school, Student Affairs, Development, and Business Affairs a share of it, but the library received double.50 And in the first four years, the library’s professional staff nearly doubled.51 The search for major private support was not so successful. Charles Horn informed the college that the Olin Foundation would not fund major building projects for public institutions any longer. Another prominent “friend” responded vaguely. It soon became obvious that Clemson would have to look to the state for at least half of the anticipated cost of $3 million for the library building. Edgar Brown, on the inside of the legislature, and Board President Cooper, with his legislative connections, took over the leadership and began the negotiations. Combining Clemson’s needs with those of USC into a joint finance bill to permit each institution to issue special bonds for academic construction, they pushed the legislation. It took several years to hammer together the package, but by the end of the 1962 session, the authorization was signed. On April 17, 1963, the board selected Lyles, Bissett, Carlisle, and Wolf to begin work, using the faculty analysis and a respected library consultant.52

The site for the new library had appeared on the master plan as far back as the Perry plan of 1948 as lying “between the new physics building and the Olin
Ceramic Engineering building.” The plan also stated that to build there would require that the motor pool be moved, and it made reference to the “old print shop.” Long memories would recall that the space had been a ravine with a small stream piped at the time of the construction of the Outdoor Theater. From there, it fed the poplar-lined reflection pool before continuing in its culvert. It emerged again as a stream flowing south to Hunnicutt Creek. Then again, much longer memories recalled that the site had been the convict stockade during the first decade and a half of the college’s existence. The few students and faculty who discovered that nugget found an amusing irony. The location of the library turned out to be a brilliant focusing of the campus on the intellectual mind and soul of Clemson’s true business.

The Students in Transition

American colleges and universities had always been in the business of educating the whole person, and, therefore, in the business of teaching leadership, service, and collaborative work. Historically, this had been the responsibility of the corps of cadets at Clemson. However, the nonacademic and nonmilitary time had increased steadily ever since Clemson opened. The formation of the literary societies represented the first “diversion.” But their importance faded with the rise of alternative forms of communication and with the growth of other nonmilitary activities.

Communication had grown most rapidly and, by the late 1950s, had grouped around the twin popular styles of print and broadcast media. Clemson had three publications of strength. The Chronicle, which had ceased publication during the Depression, began again in 1961. Published two to three times a year, the magazine depended on advertisements and individual purchases to meet expenses. Taps, the yearbook, had spun out of the Chronicle in 1908. It had matured into an award-winning annual, the release of which each spring was a major anticipated event. The students on the Taps editorial staff came from all academic fields. They sharpened their skills through a gradual progression from their first to senior years. They also remained active in numbers of other ways on campus. For example, one head editor in the mid-1950s, a mechanical engineer, had served on the staff since his freshman year. He had served as president of the freshman honorary fraternity, Phi Eta Sigma, and held membership in Blue Key and Tiger Brotherhood. The remainder of his senior staff came from diverse academic fields such as animal husbandry and textiles. They included a few varsity athletes, several students involved in religious organizations, and others participating in a variety of co-curricular activities such as the American Society of Mechanical Engineers. The students ran photography studios, and an architecture student directed the overall book design. The advisor was a senior faculty member, and the dean of student affairs oversaw the entire operation.
By 1963–1964, the *Taps* editor was an economics student also active in student government, Blue Key, Tiger Brotherhood, and the Kappa Sigma Nu (local) fraternity. Another member of his staff, a biology major, belonged to a (local) social fraternity, Kappa Delta Chi, and two preprofessional fraternities, Alpha Zeta and Delta Sigma Nu. The design editor was an architecture major. From Binghamton, New York, he held a position on the Central Dance Association and membership in Sigma Alpha Zeta (local) fraternity. The junior staff had several women students, including Nancy Miller. Miller, from Westminster, was active in women’s residence hall issues and in Sigma Beta Chi (local) sorority. The students involved came from across the campus and, just as their predecessors in the fifty-year history, participated in many campus activities. The advisor, another senior faculty member, served, as did his predecessor, voluntarily. Student Affairs, which now had three professionals and one secretary, oversaw these and all other extracurricular activities. By this point, the American Collegiate Press Association had named four consecutive editions of *Taps* All-American.\(^5\)

Through this era, and continuing a long tradition, *Taps* was an almost complete and accurate “annual” of student life, including photos of a very high percentage of the entire student body, all college-wide dances and weekends, classical and semiclassical concerts, registered student organizations, intercollegiate and intramural athletics, clubs, co-curricular clubs, faculty organized by schools, and military activities.

The weekly newspaper, *The Tiger*, also dated from 1907. Unlike *Taps*, it had not suspended publication during World War II, although it appeared biweekly and for a brief period monthly from 1943 to 1946. As the student body grew in size, *The Tiger* diminished coverage of faculty social activities, but continued its broad coverage of student life. Of course, it covered intercollegiate and intramural sports and featured lists of new members in the clubs, social societies, honorary organizations, and the new faculty. *The Tiger* publicized and reviewed college-wide classical and popular concerts, and reported on exceptional news, including student government and state government (particularly as it related to education), frequently discussing it on the editorial page.

Just as for *Taps*, *The Tiger* staff came from across the student body and diverse fields of study. Freshmen were generally recruited openly through receptions and were self-selecting through their sophomore year. Students for whom the extra work was not rewarding simply stopped being a part of it, while those whose writing, photographic, editorial, or business skills failed to develop did not receive new assignments. As with *Taps*, rising fast on *The Tiger* staff were women like Rebecca Epting, who, after graduation, built a rich career in public service. The Edwards era opened for *The Tiger* with it being advised by longtime English faculty member John Lane. He had long nurtured the craftsmanship of *The Tiger* staff while not attempting to censor their thoughts. Through his many years, he
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also helped absorb the occasional efforts of J. C. Littlejohn to rein in youthful zeal. But he did insist on concision, accuracy, and clarity. On gaffes of that nature, he came down hard, but always after the issue containing such had been circulated. By the time students had survived his “school of journalism” for two years, they had become concise, accurate, and clear. Sadly though, John Lane’s health declined in the late 1950s, and he retired early in 1960 after thirty-six years of service to, and nurturing of, the many students who came into his domain. Fortunately for his students, he had selected his successor—Claud B. Green.

Many Clemson students (and faculty) had long held the dream of establishing a radio station operated by the students with a modicum of faculty guidance. Following a number of efforts in the late 1920s and 1930s and following the development of radio use by the Clemson Cooperative Extension Service, a team of three students—David Suggs of Columbia, Harry Bolick of Kinards, and Van Fair of Gastonia, North Carolina—constructed a long-term plan. Located in the Student Center, over the loggia in the sprawling lift-slab dormitory, they built a station that was initially a closed-circuit broadcasting system. Suggs served as program director, Bolick as business manager, and Fair directed the eight-member engineering crew. The call letters “SBF” represented the initials of the three student founders’ last names. They had no trouble recruiting the engineering staff of the seventeen-member programming group. When the station aired its first programs on May 1, 1958, it broadcast popular music, Clemson athletics, and news.

After three years on the air, by which time the staff had added regular classical music and educational programming, the Federal Communications Commission granted the Clemson station an FM license that allowed a fifteen-mile radius broadcasting range. Among the faculty involved in operating the station were J. N. Thurston (electrical engineering), George Bair (English), and Hugh McGarity (music). As with the campus print media, the senior staff generally recruited from the freshman class, and interest and ability decided which students moved on to the junior (third year) and then senior (fourth year) staffs.

Fraternities—Again

One of the frequent requests of Clemson students involved their wish to form Greek-letter social fraternities. In fact, the experiment with local fraternities during the 1930s had proved helpful to the social life of the campus. Walter Cox, dean of students, had been a member and, in his senior year, president of Sigma Phi local fraternity (not to be confused with the older national fraternity, established in 1827 at Union College in New York). The Clemson experiment had not included housing, which remained based on military organization. As men returned to Clemson after World War II, the administration quickly squelched efforts to reorganize the local societies.
However, several of the regional clubs functioned much like traditional local fraternities. As much fun as these could be, they excluded students from other areas, unfortunately encouraging “localism” to continue. A few groups formed and called themselves “service fraternities,” but in fact they functioned as traditional “social fraternities.” The most successful of these, the Numeral Society, was the creation of Joseph Laurie Young, a faculty member in architecture and a member of Phi Kappa Sigma Fraternity while a student at the University of Texas.

But that did not fill the students’ desires. Thus, after Edwards assumed the acting presidency in June 1958, a small group of students visited Cox to discuss the issue. Led by Bill Schachte of Charleston, it emphasized that, with the announced ending of the corps and its final disbanding, dormitory life was almost totally unstructured and that a fraternity structure could help fill that void. Cox discussed the matter at length with Edwards. They decided to form a committee of faculty, students, and alumni to study the issue through the spring of 1959 and to write a report for Cox, Kinard, and Edwards to consider. If these thought it wise, they would present the report (amended if necessary) to the Board of Trustees for its June meeting.57 This was a timely decision. Earlier in September, the student body president, Joe Fox, a textile chemistry major and an officer in Army ROTC, had stated in The Tiger, “The role of student government is to increase the value of the college and also to deal with the social problems of a college community so that the students would be as free as possible from administrative supervision.”58

And Cox had already done his homework. He consulted with his counterparts at somewhat similar southern schools to understand the role of social organizations such as fraternities on other campuses. Only one male, all-military college had long experience with fraternities, Norwich University. Interestingly, it had grown out of Walter Thompson “Dean” Cox Jr. (1918–2006), Clemson 1939, began his career at the college as a football coach. He went on to serve as assistant to the president, alumni director, head of public relations, vice president/dean of student affairs, interim university president (1985–1986), and vice president of institutional advancement. He ended his nearly fifty-year career at Clemson in 1987, retiring as president emeritus and as one of the most dedicated and beloved figures in Clemson's history. He is pictured here (right) in 1959 as dean of student affairs with Bill Schachte, one of the founders of Clemson's fraternity movement. Clemson University Photographs, CUL.SC.
the Norwich Academy that Thomas Green Clemson attended in his youth. Its first Greek-letter group had begun in 1856, and by 1958 Norwich counted six men’s groups. But Norwich’s board considered closing its fraternities in part because all six had residences and the fraternities owned the land, which made it difficult to maintain military discipline. Ultimately, the board determined that other values imparted by the fraternities were more beneficial.

The closest comparable institution to Clemson was Mississippi State University. It had an underground chapter of Sigma Alpha Epsilon in the late nineteenth century and a local club ostensibly tied to Kappa Alpha Order around the same time. The decision to open the campus to fraternities in 1927 brought onto it chapters of Pi Kappa Alpha and Kappa Alpha Order legally. By 1958, the school had nine fraternities and two sororities. Its experience had been positive. Cox dispatched sociology Prof. Frank Burtner, heavily involved with students since his return to Clemson in the 1940s, to Mississippi State to ask questions of, and learn from, its officials and students about their Greek program. Burtner, like Young, was a graduate of the University of Texas, which had a large, flourishing fraternity system.

The Clemson student representative body passed a resolution calling for the creation of fraternities, which indicated that strong support existed for establishing the organizations. In fact, when women numbered slightly over twenty, they too formed a Greek-letter, nonsecret society to give them a sense of belonging to the community. And The Tiger published columns examining the appropriateness of fraternities at Clemson.

With data from all these sources available, Cox named the members of the advisory committee to study the question and make recommendations to the president and the board. The student members included Frank E. Abell of Lows; Alan Elmore (junior class officer and member of the swimming team) of Charlotte, North Carolina; Miles Powell of Mullins; William A. Shirley of Honea

Frank Alan Burtner (1914–1990) came to Clemson in 1939 to teach sociology and economics. He also served as director of fraternity affairs (1970) and coordinator of pre-professional health education during his 45-year career at Clemson, which ended when the dedicated counselor and teacher retired in 1984. Clemson University Photographs, CUL.SC.
Path; and William Wysong of Florence. Faculty serving on the committee included Ben Goodale of dairy science, William A. Speer of architecture, Hugh H. Wilson of ceramic engineering, and George E. Bair of English. The alumni members represented the Clemson Alumni Association: Tom Millford, president; Jess Jones, vice president; Frank Jervey, past president; and Joe Sherman, director.61

The committee met frequently, using the auditorium in Olin Hall as its base. Bair served as the chairman of the group. The committee soon reached the conclusion that with the ending of the mandatory four-year military life in companies, the campus was growing and diversifying rapidly. The large, modern lift-slab barracks built in the 1950s provided either for a very regimented life or for a totally individualistic and isolated existence. The committee recommended that the student community needed careful study. Student living, it said, should encourage small interest-group formation and, with the goal of breaking down the “hometown” attitude and moving toward geographic diversity, social interest groups were critical. Those clubs that wished to ally with national fraternities should do so “under careful administrative control.”

The committee focused on one critical issue: the inadequacies of the existing dormitories. In the old dormitories (those called “the barracks” or “quad”), almost no social space existed. This was needed. For the newer dormitory (by this point called the “Tin Cans”), the social space remained entirely too meager and too central to help create a sense of a smaller, personal community. Finally, the committee recommended that student interest groups, including social clubs, be encouraged. And of fraternities, the report said,

As for these social clubs that develop, some of them may desire eventually to affiliate with national fraternities. If, as one outgrowth of a planned re-organization of the student community at Clemson, a fraternity system develops under administrative care and control of the student community at Clemson, then it is to be assumed that fraternities under these circumstances would be an asset to Clemson. If a fraternity system does not develop, then the question will have proved to be academic.62

The report was thoughtful. It pointed out that the trustees’ 1954–1955 decisions on admissions and the military formed the single great break that delineated the old from the new Clemson. The thinking of the past had been cast away; a new age had dawned. The trustees received the report on June 26, 1959, and Cox and Edwards gave their strong, positive support. The trustees adopted the report and charged Cox to begin the process of preparing the way for social fraternities, which they added should include a social club governing council. The trustees also informally instructed Edwards and Cox, along with Henry Hill, director of auxiliary enterprises (whose oversight included the dormitories), to survey the dormitories and determine the most suitable of them for this new style of living.
and to develop staged plans for the transformation.\textsuperscript{63} This project would occupy Cox and Hill for a good bit of the summer.

News releases in early June announced the change, and a number of students began planning for it. Cox talked with Burtner, Wilson, Young, and a small number of faculty who had belonged to fraternities. Basic planning for the transition suggested that the “quad barracks” would be the most adaptable to small-group living if lounges were created in each of the eight subunits. This would provide an opportunity to update the bedroom furnishings and make other cosmetic improvements. Most renovations could be completed during the summer of 1960. Planning included the hallmarks of membership. First, a student could join a fraternity only after successfully completing the first semester, defined as having passed four courses (twelve credit hours) with a grade average of 1.4 (a measure of the ratio of hours taken divided into the quality points earned). A grade of D would carry the value of 1; a C, 2; a B, 3; and an A, 4. Thus, in a freshman English course assigned three credit hours, if the student earned a C in the course, the student’s quality points would be 3×2 or 6 points. The sum of all the quality points earned for the semester, divided by the sum of all credit hours attempted (or enrolled in after some arbitrary date), produced the grade average. (Sometimes this is called GPA, or grade point average, or GPR, grade point ratio.) Thus, a 1.4 was a D, enough to continue studies, but not sufficient to graduate. To move the student ever closer to graduation, the continuing-education requirement increased at regular intervals measured by hours attempted. In addition, the plan created minimum membership and officer requirements for the fraternities.

When the fall semester of 1959 opened, students began forming a few groups. The first fraternity accepted was the group Schachte and a friend, Winston Fowler, organized. On November 6, 1959, Cox proposed to the Student Organizations Committee (composed of faculty, Cox, and his assistant) that Sigma Alpha Zeta, Clemson’s first social fraternity (it had originally been called Sigma Zeta), be recognized. The committee agreed. Within four weeks, it also approved two women’s fraternities (called sororities), named Omicron and Chi Chi Chi. In the new year, other men’s groups were formed and approved. The Numeral Society successfully applied to change from a service to a social fraternity. Quickly the groups formed into the Inter Fraternity Council (IFC). Cox appointed Burtner to serve as the IFC advisor. As required of all student organizations, each fraternity and sorority had an advisor, usually a faculty member.\textsuperscript{64}

By the fall of 1960, the fraternities, now seven in number, resided in the quad. Because Clemson had no women’s housing, this impelled the school to press harder at the state level for women’s facilities. The groups also stepped forward to engage themselves in a variety of activities, most of them positive, on and off campus. Because they recruited members from emerging student leaders in publications, academics, athletics, and religious societies with no particular inter-
est in home states or majors or religions, they proved in their early years to have both an energizing and unifying effect. By 1964, eight men’s groups and three women’s groups existed, all housed in college dormitories. Of course, all was not perfect. The men’s groups inherited the hazing that still lingered in the freshman class, a holdover from the “rat” system that had dogged every commandant and every president since the second class entered in 1894.

Athletics

The larger “spirited” unification of the Clemson community was its athletics. Baseball, Clemson’s oldest intercollegiate sport, emerged from a long period of average success on the diamond. Although many claimed a hand in hiring the new baseball coach, the credit goes to Frank Howard, who occupied the dual roles of head football coach and athletic director. Knowing that he needed Bob Smith, the present baseball coach, to concentrate his efforts on football, Howard began looking for a person to take over both baseball and the intramural program. The baseball team had eight winning seasons in the first nine years after World War II. Three coaches had served as baseball’s mentors during that period, but, in the last three years, Clemson had only seventeen wins. Howard found a new baseball coach in a University of North Carolina assistant, Bill Wilhelm.

Coach Billy Hugh “Bill” Wilhelm (1929–2010), legendary skipper of Clemson’s baseball teams from 1958 to 1993, accumulated a record of 1,161 wins, 536 losses, and 10 ties. His winning record ranks first among all sports and coaches in Clemson’s history and in the top 20 in the history of Division I baseball. Wilhelm, pictured here (right) with star pitcher Harold Stowe, never had a losing season as head coach at Clemson while guiding the Tigers to 11 ACC Championships and to the College World Series six times: 1958, 1959, 1976, 1977, 1980, and 1991. Taken from the 1959 edition of the Clemson College annual, Taps.
The change was amazing. The team won twenty of thirty games in Wilhelm’s first year. It also captured the ACC championship with twelve victories and three losses. Representing the conference, Clemson won the NCAA District III tournament. The last two games were a double-header victory over the University of Florida on June 9, 1958. George Bennett, a Clemson graduate of 1955 and later IPTAY executive secretary, remembered that Harold Stowe pitched the first game against Florida. Stowe started twenty-one games (the national record for the year) and received credit for fourteen victories. In the bottom of the ninth, a hit for a single by second baseman Bailey Hendley brought Larry Wilson home for a 15–14 victory over Florida. The second game began at 11:30 p.m. and finished with Clemson’s 3–1 victory. Stowe later played for the New York Yankees. Clemson advanced to the NCAA College World Series in Omaha, Nebraska, for the first time in the school’s history. During the next six years, Wilhelm’s teams went to Omaha one more time and never had a losing season.65

Clemson’s second oldest intercollegiate sport, football, during the 1955–1963 seasons almost reached its competitive best in its sixty-seven-year history. Since the formation of the Atlantic Coast Conference, the team had ended the season second or third in the conference five times and first, three times. Further, the Tigers had finished ranked in the top-twenty four times, reaching eleventh (Associated Press) in 1959. The team amassed fifty-nine victories, thirty losses, and two ties. Seven of the victories were over old rival South Carolina.

On three occasions, Clemson appeared in postseason bowls. The first was in the Orange Bowl in 1956 against the University of Colorado Buffalos. The Clemson quarterback was Charlie Bussey, an all-ACC player, and the running back was Joel Wells. The cheerleaders and the band occasionally accompanied the team, which traveled frequently to away games by bus. With Clemson now no longer an all-male military college, the band was no longer a regimental unit. Although the band had elected to continue its all-male tradition, it did have its first female, Phyllis O’Dell, as drum majorette. When the band traveled (usually on chartered buses), O’Dell and subsequent majorettes rode along with the female cheerleaders with the chaperones. The next year she was joined by Carolyn Willis. Both were award-winning majorettes. Women would remain as majorettes until Anne Barnes joined the band in 1970 as a trumpeter. One of Tiger Band’s special moments was a visit to the White House as part of an away-game trip. Arranged by faculty member and Band Director John Butler, the tour ended in the Rose Garden with a surprise visit by President John F. Kennedy. When Kennedy asked for a tune, Butler reminded him that instruments and cases were left behind for security reasons. But he offered that the all-male group could sing. He began the alma mater to forestall the bawdy bus-ride songs. As the hymn petered out to a close, the president whispered to Butler, “I hope they play better than they sing.”66
The Orange Bowl, which since 1953 had matched the champions of the Big Eight and the Atlantic Coast Conference, now pitted Colorado against Clemson. Even though Clemson was the favored team, Colorado led 20–0 at halftime. At the break, Howard berated his team, and behind Bussey, the Tigers took the field in the second half and played well. Sticking to Howard’s traditional game strategy of running the ball, with Rudy Hayes or Charlie Horne as blocking backs, Bussey alternately handed the ball to Bob Spooner or Joel Wells to move Clemson into the lead 21–20 in the fourth quarter. Clemson then tried an onside kick. Colorado recovered at its 46-yard line and scored to win 27–21.67

Clemson played in two other bowl games, the January 1, 1959, Sugar Bowl in New Orleans, Louisiana, and the December 19, 1959, Bluebonnet Bowl in Houston, Texas. The Sugar Bowl pitted the No. 1 ranked and undefeated Louisiana State University Tigers against Clemson’s eight-win and two-loss Tigers. LSU was heavily favored, and Clemson, although it had played Tulane in New Orleans a number of times during the 1930s and 1940s, had faded from the view of many New Orleanians. A New Orleans radio announcer, discussing the upcoming game in November 1958, described Clemson as a “small, co-ed, liberal arts, church-related college in North Carolina.”68 Most of Louisiana’s “raging Cajuns” dismissed Clemson as a pushover, but that was not to be the case. Clemson played its best. Lou Cordileone held the line as Billy Cannon, a Heisman winner, found little space to run for LSU. Clemson quarterback Harvey White almost connected with George Usry for a touchdown. Usry was open, as was the field to the goal.
But White’s pass was low and uncatchable. In the end, LSU escaped with a hard-fought 7–0 victory. But Clemson folks left proud of their Tigers.

“Wait till next year” proved a good adage. Frank Howard had successfully converted his team from the “wing” to the “T” offense. A large number of football lettermen returned. Clemson’s defense, as usual, proved strong, holding five of Clemson’s eleven opponents scoreless. The Bluebonnet Bowl matchup ended with a 23–7 Clemson victory. However, the South Carolina game was remarkable on several counts. Clemson’s victory margin of 27–0 almost made up for South Carolina’s upset of Clemson the previous year.

The real upset, however, was that the 1959 game was the last “Big Thursday.” Clemson had desired, since at least 1907, for the game to be a “home-and-home” rivalry with the University of South Carolina. They had met for the first time in 1896 and met almost every successive year (except 1901 and 1903 to 1908), always in Columbia. The near bloody confrontation between partisans of the two schools (mainly students), provoked by the actions of the Clemson cadets (see Chapter VII) following the October 30, 1902, Clemson loss, had caused officials of the two schools to break off the rivalry. When USC in 1907 asked to revive the attractive game, Clemson officials suggested a home-and-home arrangement. For a variety of reasons (including Clemson’s lack of adequate stands and local accommodations), USC refused. The schools renewed the series in 1909. But the matchup was always held in Columbia and was fairly even until 1945, when South Carolina had a victory run of seven wins, one loss, and three ties.

With the formation of the Atlantic Coast Conference and its first full football schedule in 1953, the games Clemson played at home became nationally attractive. Maryland, a recent mythical national champion, played at Clemson. The crowd that filled the 20,500-seat Death Valley (at that point, the nickname was one year old), and the subsequent traffic jams on the two-lane highways, gave impetus for improved highways and an enlarged stadium. At that point, when USC erected temporary stands, its 1934 New Deal-built Carolina Stadium (seating about 17,700 normally) nearly reached the size of Memorial Stadium at Clemson. Having both schools in the ACC justified larger stadiums. USC supporters argued that the state did not need two large facilities, and inasmuch as Columbia lay in the center of the state, it could be used for more gatherings than just USC games.

After much back-room and closed-door wrangling and compromises involving state politicians partisan to one or the other institution, a compromise bill in the legislature, drafted with the blessing of Solomon Blatt, speaker of the state house and a member of the USC board, and Edgar A. Brown, chairman of the state Senate Finance Committee and life trustee of Clemson, proposed to allow each school’s board to issue bonds to enlarge their two stadia. The issue of the home-and-home or always-in-Columbia game was not a major concern in the
struggle. The bill moved through both government chambers, and both sets of trustees made preparations for the stadium expansions.

At Clemson, Prof. H. E. Glenn oversaw the enlargement plans for Memorial Stadium. He had designed and supervised original plans and construction of the stadium just as World War II had begun to involve the United States. Bob Edwards, at the time acting president and vice president for development, successfully corralled donors to contribute to various parts, such as the electric scoreboard. General Construction Company of Columbia won the contract, which added about 17,500 seats to make a 37,500-seat Memorial Stadium. As a campus facility in the ACC, it fell in the middle range in size.

With a larger stadium from which to negotiate, the Clemson Board of Trustees reopened the question with USC of the home-and-home series. Perhaps because of the presence of a number of state officials ex officio on the USC board (and perhaps realizing that whatever was decided, half the state would be angry), it gave USC's Athletic Council the duty of negotiating for the Gamecocks. After all claims were heard about tradition and statewide accessibility of the game in Columbia, the negotiators agreed that the 1958 and 1959 games would be held in Columbia, and that beginning in 1960, the game would be held in Clemson, and thereafter on a home-and-home basis. Happy Clemson students put up signs chuckling, “UP ON EVEN, DOWN ON ODD.” There was a second part to the agreement: The rivalry game moved to the last one of each school’s regular season as soon as advanced scheduling would permit. Clemson would accomplish this in 1960, but it took USC until 1963.

Thus, Big Thursday ended in the 1959 season. Many spectators remembered various Big Thursday stories. A number were collected and published in the October 22, 1959, game program, and James F. Byrnes saved a copy from it of Wilton Garrison’s “Recollections of Big Thursday.” Garrison was a sports editor for the Charlotte Observer. One of his stories recounted a player on the field taking a drink of water. As the player glanced up into the stands, he saw a fan “crown another with a bottle and knock him about three rows of seats.” The player sputtered, “I’m glad I’m down here on the field. It ain’t safe up there in the crowd.”

But Byrnes had marked another Garrison memory. This was of the 1946 game, “when the fans broke down the gates and ringed the playing field. James F. Byrnes, then U.S. Secretary of State, watched the game from between a player’s legs as subs and coaches had to stand all during the scrap.” Clemson won the last Big Thursday 27–0 with quarterback Harvey White passing to George “Pogo” Usry and handing the ball to Bill Mathis.

But the new seating in Memorial Stadium seemed insufficient, so in the fall of 1959, the Clemson trustees elected to add 6,000 more seats, placed on the western end of the field. This new section added team dressing rooms, restrooms, and more concession stands. The seating capacity increased to 40,000.
land-Rood Construction of Columbia won the contract for the addition and began construction during the late spring of 1960. The various sides cautiously approached the first Clemson-Carolina game in Clemson. Angus McGregor, Clemson's student body president, and Mike Quinn, his counterpart at South Carolina, had met on several occasions to help prepare for the day, which they dubbed “Solid Saturday.” And in keeping with a ten-year-old tradition, the two schools’ Blue Key chapters sponsored the game dance, “The Tea Cup Dance.” But the Clemson rank and file students were sure their Carolina counterparts were planning a raid on the campus. It, of course, was their bounden duty to protect the place from potential threats. So as the traditional ring of drummers gathered around the fifty-five-gallon metal barrel placed in front of Mr. Clemson’s statue to spend Wednesday, Thursday, and Friday tattooing “BEAT CAROLINA” on the oil drum head and into the brains of all passersby, younger students “camouflaged themselves as all sorts of beasts of the jungle, Confederate battle flags and what have you to guard the ‘Tigers’ lair.” No marauders came, but the “guards” had fun. Was this the first Clemson football “face painting” tradition?

Clemson expected another exceptional season in the autumn of 1963. Predicted to have a football powerhouse, Clemson opened the season against Oklahoma in Norman. It was swelteringly hot. Howard’s men jumped to a 14–0 lead before the sun overtook them and the larger, deeper Sooners ground them down, 31–14. Thirsting for revenge, Clemson then traveled to Atlanta, hoping to best Bobby Dodd’s Georgia Tech. Again the weather won, in a deluge of rain so great that the radio announcers called attention to a floating football. Tech won 27–0. After a home-opener victory over NC State, Clemson faced Georgia. The game was in Death Valley on a bright sunshine-drenched Saturday. But during the second quarter, with Georgia leading 7–0, the sky grew dark; first thunder, then rain, and then hail drove the faithful out of the concrete seats and under the stands. Concession stands, restrooms, toilet stalls, all became sanctuaries. The game? It was halted, and when the skies settled to a steady, cold rain, Clemson returned to slog out a tying touchdown. The Charlotte Observer noted, “‘Hail to the Victors,’ but nobody won.” The season that began with so much hope ended sadly. The Carolina game was moved from November 23 to November 28, 1963, because of the assassination of President John F. Kennedy on the twenty-second.

The decade also saw the beginning of new customs during the football season. With the passing of the corps, the presentation of the “Mother of the Year” traditionally held at the Mother’s Day Parade on Bowman Field in May was transferred to the football season. Tiger Brotherhood always selected the honored lady, who received a corsage and usually an engraved silver tray. One overwhelmingly common characteristic dominated the event: The “Mother of the Year” was almost always a person important to more than a small handful of students. Over the years, this has remained one of Clemson’s special moments.
The end of the corps also changed Homecoming customs. Clemson’s custom had been to hold a full military review, and then the entire corps marched behind the regimental band down past Fort Hill and into the stadium. The cadets’ dates followed the corps and awaited the cadets as they filed into Memorial Stadium. In 1954, the students not in the corps erected chicken wire screens with brightly colored crepe paper slogans urging the team to annihilate the opponents. Thus, a tradition of Homecoming displays began. Then when Joe Sherman returned to Clemson from New York, he imported a University of Florida activity, a combination student variety show blended with a pep rally in Memorial Stadium, held the night before Homecoming. The activity ended with a large, professionally managed fireworks display. Sherman asked the student leadership society, Blue Key, to coordinate the project. Its first showing was held on November 8, 1957, and individual students, along with student clubs, musical groups, the band, several military teams, and all manner of events, worked to entertain the crowd, estimated at 5,000. The very first Tigerama was a success. All three customs have survived, been reshaped, and improved to become part of Clemson’s post-corps tradition.78

Even basketball was unusual during the decade. Banks McFadden served as head coach during the 1955–1956 season, his final year. Although the Tigers beat both Tennessee and LSU, they managed only one win in the conference play. McFadden resigned to devote more time to football. Press Maravich took over as coach in 1956–1957. In his seven years at the helm, Clemson had no winning seasons, producing sixty-seven wins and 109 losses. And in the conference, the
Tigers had only thirty wins against sixty-eight losses. However, the surprise season was in 1961–1962 when the Tigers reached the final game of the ACC tournament. Other schools took note of Maravich’s talent, and Everett Case, NC State’s legendary coach, hired Maravich as his assistant and to prepare to take over when Case retired. Maravich took with him his young and talented basketball son, Pete (later dubbed “Pistol Pete”). Bobby Roberts, Maravich’s assistant, became Clemson’s coach and inherited a good team and superb freshman class.

The basketball Tigers continued to play home games in the “big gym,” built with alumni contributions in 1930. It served as Clemson’s concert series hall, a place for school dances until the new mess hall was built, a registration hall, and most anything else. The lighting was dim, the ventilation nonexistent, and smoking permitted. At game time, when packed with 3,300 loud and boisterous college men, it could prove more than a challenge for visiting teams. Roberts’s first years certainly benefited from such support. His 1963–1964 season opened with Clemson victorious over North Carolina, a feat repeated in February 1964, 97–90 in Charlotte. The ACC tournament opened in Raleigh with Clemson’s convincing 81–67 victory over Maryland, before the team lost 68–64 to Wake Forest. The record was 13–12 overall, the first winning season since 1951–1952, and Clemson enjoyed its first winning ACC season.

But there were a few troublesome signs in intercollegiate sports, not all of which affected Clemson immediately. These might be summarized as cost and control. A number of factors, including salaries, travel, and participants’ costs, affected the expenses of the Athletic Department. Few coaches commanded or demanded salaries very different from those of other institutional leaders, but the coaches asked for more assistants. Football squads were growing. Freshman teams, an early insistence of Walter Merritt Riggs as an insurance against “tramp athletes,” combined with the increasing length of playing seasons, were among the culprits. And the division of squads into offense and defense, the addition of specialty players, and the growing emphases on position depth required specialty coaches. With them came trainers and team managers. Of course, it must be remembered that the number of students enrolled in colleges and universities (and their percentage of the total population) had increased greatly since World War II. But good evidence exists that nonteaching or nonresearch staff of higher education grew much faster than teachers and researchers. And the salaries, particularly at the upper level, advanced much more quickly.

The second rapidly increasing cost involved student-athlete grants-in-aid. While not a new expense in many schools, the open awarding of grants-in-aid to potential athletes was little different from other reward systems based both on past performance and future expectations. Clemson, which had long used its semi-external fund-raising arm, IPTAY, relied on grants-in-aid to even the ability of private schools to “adjust tuition and fees.” And Clemson’s faculty, Board of Trustees, and administration had sought eagerly to raise the school’s recognition. Winning athlet-
ics, built on Clemson’s solid academic tradition, seemed a strong way of accomplishing that. Of course, among Clemson’s most devoted supporters were some who quietly objected to IPTAY. Some faculty, even those who contributed to it regularly, had mixed feelings about IPTAY. One faculty leader, a regular giver, observed that, to him, IPTAY meant “I Play Tennis All Year!”

The entourage that accompanied the football team, coaches, trainers, managers, and team physicians to away games included the trustees, president, and other dignitaries. And then there were the bands, cheerleaders, and other student groups. The band served as a good example of increasing costs. Clemson’s first all-military band members wore military uniforms and furnished their own instruments, but slowly the college began to provide instruments. After the corps was dissolved, the band members needed uniforms. The costs for these plus travel and a portion of the salaries of the various music instructors were usually assigned in one way or another, but paid for from Athletic Department revenues.

Control was connected with cost. Ever since the formation of collegiate athletic conferences, members had made conference-wide agreements. Generally, the agreements related directly to the rules of playing, leaving such questions as player eligibility to the colleges. In fact, efforts to make or enforce such rules on eligibility were seen as an attack on the honor of the school. Some schools frequently rejected Walter Riggs’s Southern Intercollegiate Athletic Association rule of “no freshman players” for that reason. The formation of the Atlantic Coast Conference was as much tied to the Southern Conference’s effort to regulate out-of-conference play and cost as to anything else.

The National Collegiate Athletic Association (as opposed to “conference”), or NCAA, formed to bring uniformity to rules of play, including equipment used, but its early authority did not extend much beyond that. Further, it only had the authority to sanction an institution because it had no power (that is, “threat of physical force”) to bring to bear. And membership in it remained purely voluntary, as its apologists were (and are) quick to remind critics.

Athletic grants-in-aid provided the first step toward the power the NCAA needed. The second step was the interest of the major television networks in broadcasting the four big football bowl matchups (Rose, Orange, Sugar, and Cotton). While the bowl sponsors delighted in the prospect of focusing attention on their shows and communities, few local organizers had interest in the inner workings of the industry. They were happy the NCAA would serve as the portal. Slowly the idea of televised sporting events took hold. Feared at first by athletic directors, who worried about the loss of gate revenue, television coverage actually seemed to increase seat demand at the larger and more successful schools. College publicity agents saw another side, the public relations freely gained, if they could fill some of the dead time with appealing film of happy students cavorting on lovely campuses. It was enough to make school admissions officers and institutional fund-raisers ecstatic.
The possibilities seemed overwhelming. National exposure required bowl appearances because that commanded the largest audience. Considering that only four bowls really mattered, invitations to them required superior seasons, which, in turn, required superior student athletes. And considering that only eight schools would be the “winners,” then getting the “right student athletes” was an old goal elevated far above the northeastern “tramp athletes” who had bothered Walter Merritt Riggs a half century earlier. Some uniform standard for eligibility beyond the institutional certification was needed. The conference seemed to be the logical body. And when the Pacific Coast Conference caught three football giants in California in the web of overzealous partisans who privately, or through athletic support organizations, rewarded teenaged stars for agreeing to play for the desired school or for performing very well, it slapped penalties on the three schools. After some soul-searching, the NCAA ruled the penalized schools ineligible to appear on any NCAA-televised contest. Truly, a new age had emerged. By the time the issue ended, three West Coast teams from well-respected universities had been shamed.82

By 1957, the NCAA moved to the next level: greater regulation of the grants-in-aid that could not exceed “commonly accepted educational expenses.” To attempt to control (or, as was said, “level”) the process, the NCAA set forth regulations limiting the amount of time and where a prospective student athlete could be “encouraged” to attend a school. The penalty, again, involved regulation of television appearance. The NCAA’s executive director succeeded in getting a “big stick” for the association in such matters.83 So, a television revenue stream could help with the institution’s cost, and the creation of the NCAA’s “power” might be the control. At this stage of development, the questions of student-athlete eligibility for play and culpability of college officials, individual supporters, and coaches had not received serious attention. The furnace fire was banked.

Notes
2. Edwards to Reel with W. T. Cox and Joey Delaney.
3. CUL.SC.CUA. S 30 v 7, 89.
4. Ibid., 87–89.
6. CUL.SC.CUA. S 30 v 7, 114–115; and Winthrop University, Sims Correspondence, 1955–1958.
7. The Tiger, February 13, 1959. This unsigned editorial was probably by Ronnie Ellis, the newspaper’s editor.
8. CUL.SC.CUA. S 38 f “Sherman.”
9. For example, see his article in the Anderson Daily Mail, August 15, 1933.
11. CUL.SC.CUA. S 30, v 7, 119. The committee files are available in the sub-series. These do not contain names of the nominees because some of the most prominent are still living. I have also consulted with the Jervey (MSS 72) and the Thornhill (MSS 47) files in the Special Collections
in the Clemson University Libraries. A collection of relevant correspondence in the Thornhill collection (1231.00) in the South Carolina Historical Society has also been studied.

12. CUL.SC.CUA. S 30, v 7, 10.
13. The story was related by Edwards’s grandson at Edwards’s funeral.
14. See the earlier discussion of the question of ownership. This is a fascinating issue, worthy of its own study. See the Congressional Record-Senate, vol. 101, Part 2, 84th Congress, February 15, 1955, 1534 (by Thurmond and Johnston) and July 22, 1955, 11239; House, February 22, 1955, 1912 (by Dorn), February 23, 1955, 1955 (by Riley), February 24, 1955, 2072 (by Ashmore), February 25, 1955, 2184 (by Rivers); and Public Law 237 Chapter 559, 496.
16. CUL.SC.MSS 100 Subject Correspondence Series 1956, b 3 f “Hartwell Dam.”
17. R. C. Edwards to Donald McKale, DVD.
18. CUL.SC.MSS 47 f 30.
19. Ibid., f 31.
20. CUL.SC.CUA. S 11 f 382; and S 30 ss ii b 4 f 1.
22. CUL.SC.CUA. S 87 ss ii b 42 f 4.
23. Ibid., ff 1, 2, and 3.
25. CUL.SC.MSS 280 b 1 f 12.
26. CUL.SC.CUA. S 11 f 673.
27. Ibid., S 30 ss ii b 4 f 5.
28. Ibid., S 7 f 27.
29. Ibid., S 30 v 7, 195 and 203; and S 11 f 277.
31. CUL.SC.CUA. S 30 v 8; and Clemson College Announcements, 1962–63.
32. CUL.SC.CUA. S 19 f 282; S 49 b 20 f 13; and Maughan, Guide to Forestry Activities, 202.
33. CUL.SC.CUA. S 63 August 14, 1962.
34. Ibid., S 30 v 6, 339.
35. Ibid., S 41 b 38 f 4.
36. Ibid., S 4 b 3 ff 7 and 10.
37. The presidential correspondence of Poole and Edwards was full of “land sale” propositions. A paper by Koloman Lehotsky, written in 1955 and found in CUL.SC.CUA. S 6, is an example of the “conservancy” concept.
38. CUL.SC.CUA. S 41 b 12 f 11.
40. John E. Ivey Jr., SREB director, to R. F. Poole, February 2, 1956, in CUL.SC.MSS 91 f L 442. The seven schools noted were Alabama Polytechnic Institute, Duke University, Louisiana Polytechnic Institute, Louisiana State University, North Carolina State College, University of Florida, and University of Georgia.
41. CUL.SC.CUA. S 30 ss ii b 5 f 3.
42. McGregor to Reel, Fall 2007.
44. C. Sawyer to Reel, letter on file with Reel.
45. CUL.SC.CUA. S 28 “Lowry.”
46. Major considerations were the size and accessibility of the community, which had about 2,000 inhabitants; the highways, including the federal interstate whose construction in Atlanta was well underway while the remainder as far as Charlotte was in the early stages; public transportation and particularly the to-be-built Greenville–Spartanburg Airport; housing for additional faculty and staff; and on-campus sewage capacity. Another reason that the planners reached the figure of 10,000 was an emerging national standard that a full-time student was enrolled in twelve credit hours at a PhD-granting institution or fifteen credit hours at a lesser-degree granter for undergraduates. For faculty, instructors of all ranks in PhD departments were calculated at nine credit hours of instruction on average and twelve in non-PhD departments. The emerging standard had yet to take into account student enrollment in the hour, credit for contract, courses
in laboratory work, number of graduate students in thesis preparation, use of teaching assistants, and other such variables. Obviously, such quantification works to the disadvantage of the scientific and technological institutions and probably to the rigor of assignments and examinations.

47. The report is in CUL.SC.CUA. S 30 ss ii b 4 f 3. The board action is reported in S 30 v 7, 160.
49. CUL.SC.CUA. S 11 ff 269 and 271.
50. Ibid., f 678.
51. Ibid., S 12 f 333.
52. Ibid., S 30 v 98.
54. The Tiger, April 17, 1964.
55. Louis Henry to Reel. Henry had been an editor of The Tiger and, after receiving the PhD, joined the Clemson faculty and succeeded Green as advisor. Also Epting interview with Reel.
56. CUL.SC.CUA. S 61 February 18, 1958; April 4, 1961; The Tiger, September 3, 1961; and The Tiger, October 18, 1962.
58. Ibid., September 25, 1958.
59. Ballard, Maroon and White, 114.
61. CUL.SC.CUA. S 61, April 30, 1959; and informal conversation with Alan Elmore in 2008.
62. CUL.SC.MSS 147 b 2 f 24.
63. CUL.SC.CUA. S 30 v 7, 147–148.
65. Bourret, Clemson Baseball 2007, 179–181; and George Bennett, “This is the Way I Remember It,” Orange and White, April 22, 2008, 5.
66. Reel, Women and Clemson University, 34–36; and Butler to Eisminger, DVD.
68. Edmee Franklin Reel, an LSU student, 1957–1961, recounted the announcement. George Chaplin, a Clemson graduate and then editor of the New Orleans Item, laughed when he remembered that misstatement, commenting that the announcer was right on two points, “small and co-ed, but just barely.”
69. CUL.SC.CUA. S 105 b 2 f 6.
70. Ibid. The seats cost a total of $17.10 each. Besides the construction costs, electric power cables, row and seat markers, concession stands, and walkways would add a bit more to the cost.
72. CUL.SC.MSS 90 b 8 f 9.
74. CUL.SC.CUA. S 63 b 4 f 23.
75. Ibid., f 24. Webster P. Sullivan of Norfolk, Virginia (now of Portsmouth, Virginia), was a freshman that year. The question was his.
76. Bourret, Clemson Football 2006, 205.
78. Taps, 1958, 156.
80. Defenders of grants-in-aid pointed to examples such as academic scholarships, musical grants, leadership awards, or any other past performance-based awards. While some opponents discredit all forms of monetary inducements, others tout financial need as reasonable. At issue is whether to reward the grantor (the institution) or the parents for misfortune (financial aid). Even the middle position runs the risk of heightened economic stratification.
81. Walter T. Cox Jr. to Reel.
82. Watterson, College Football, 283–284.
83. Ibid., 284–286.