

# *Life and Times of Houston Cole*

LD  
2596 c. 3  
.C65x  
L5  
1989



The biography, *The Life and Times of Houston Cole*, has been produced and distributed under the auspices of Friends of Houston Cole Library.

Copyright @ 1989  
Friends of Houston Cole Library  
Jacksonville, Alabama  
Printed By  
Higginbotham, Inc.  
Anniston, Alabama  
36201

ii  
1989  
1989



*Dr. Houston Cole*  
**HOUSTON COLE LIBRARY**  
**JACKSONVILLE STATE UNIVERSITY**  
**JACKSONVILLE, ALABAMA 36265**

## AUTHORS



### CHAPTER ONE

*Randall Cole is a Circuit Judge in Fort Payne, Alabama, and is a nephew of Houston Cole.*



### CHAPTER TWO

*Larry J. Smith is Student Financial Aid Director at Jacksonville State University.*



### CHAPTER THREE

*Opal R. Lovett served as photographer of Jacksonville State University from 1950 to 1986.*



### CHAPTER FOUR

*Dr. Theron E. Montgomery was President of Jacksonville State University from 1981 to 1986.*



### CHAPTER FIVE

*Miriam Higginbotham was Dean of Women at Jacksonville State University from 1965 to 1986.*



### CHAPTER SIX

*Julia Kingston was Alumni Director at Jacksonville State University from 1967 to 1981.*



### CHAPTER SEVEN

*Rudy Abbott is the winningest baseball coach in Alabama. He still coaches the Jacksonville State University baseball team.*



### CHAPTER EIGHT

*Opal A. Lovett taught English and speech at Jacksonville State University from 1958 to 1986.*

## Contents

Chapter	Page
	Preface . . . . . vii
One	The Early Years . . . . . 1
Two	Traveling in the High Lane: 1939-1942 . . . . . 11
Three	The Fine Art of Public Relations . . . . . 19
Four	Two Decades of Academic Progress . . . . . 27
Five	Speakers and Dignitaries Flood Campus . . . . . 37
Six	Creation of Alumni Association Recalled . . . . . 63
Seven	Athletic Program Was A Winner . . . . . 73
Eight	Three Major Accomplishments Recalled . . . . . 119
Nine	Honors and Accolades of the Officer D'Academe . . . . . 131



*Jack Hopper*

## Preface

If a person ever put his brand on something, Houston Cole stamped his “HC” in big letters on Jacksonville State University. He, more than any one other person, made the institution. This biography of Houston Cole is therefore largely the history of Jacksonville State University.

Granted, he had a lot of good help. In fact, hiring people and then coaxing them into achieving more than they thought possible is one of Dr. Cole’s greatest attributes. With the exception of his nephew Randall Cole, Dr. Cole hired all of the writers of this book. He also hired his immediate successor, Ernest Stone.

A very intelligent man, he is more well-read than most scholars. I have told him numerous times he missed his calling. . . he is really a frustrated journalist. He devours *The New York Times* and several state papers daily, keeps statistical information for his public speeches, for private conversations with peers, students, and anyone else he can question for first-hand information.

I first met Dr. Cole in the early 1960’s while I was assigned coverage of the Alabama Legislature for *The Birmingham News*. He impressed me with his ability of getting financial support for Jacksonville State College.

He offered me a position at the college but I wasn’t sure I wanted to leave the newspaper business. He doesn’t accept “no” very well. Finally — after he raised the salary — I accepted and began employment at the college. It was the best decision I ever made.

Working with Dr. Cole for four years — before his retirement at age 70 — was a fascinating period of my life. As a college president, he had the total respect of his peers. He turned down several offers of the presidency at much larger institutions during his earlier years.

Jacksonville State and Northeast Alabama are very fortunate he didn’t leave the institution. His mark will be here forever, and it

is most appropriate that the campus center of knowledge, the 12-story library, proudly bears the name Houston Cole Library.

One of the key areas in which Dr. Cole excelled that led to the growth of Jacksonville State was his public relations ability, especially his expertise in public speaking. His longevity as moderator of the television program, "What's Your Problem?" on the then WAPI-TV in Birmingham, was of great value to the college. This Sunday afternoon program, which included two well-known ministers, played a significant role in the growth of Jacksonville State University. Not only did the parents and grandparents of prospective students watch the program, the students themselves also watched.

Houston Cole has earned the prestige he enjoys. He has received more honors than anyone I am associated with and he deserves each and every one.

My association with Houston Cole has been and is a delightful experience and treasured memory. He is a friend and I'm grateful he talked me into accepting a job at Jacksonville State.

Jack Hopper

Vice President for Institutional Advancement  
Jacksonville State University



*“Come, friend, seek herein the mind of man, the product of his toil, the stirrings of his spirit, the beauty of his love, the culmination of his dreams. Look deep into this mirror and find thy true self.”*

*Welcoming all those who enter Houston Cole Library are the inspirational words penned by Dean Lawrence Miles for his friend and colleague Houston Cole, President Emeritus, Jacksonville State University. Cole and Miles reminisce together as they recall the dedication of the library and the establishment of the Hall of Fame for Teachers housed in the library.*





*Dr. Cole's first teaching job was at Hawkins School.*

## Chapter One

### The Early Years

By Judge Randall Cole

Houston Cole is recognized today for his distinguished career as an educator, but as a boy he treaded dangerously close to becoming a high school dropout. Except for the encouragement of an older sister who admonished Houston that dropping out of school would be a grievous mistake, he would have given up school in the tenth grade and gone looking for a job. Instead, Houston continued his studies and in May, 1921, graduated from DeKalb County High School.

His graduation not only opened new doors of opportunity but also represented a major achievement in his life because the odds against his attending high school, much less graduating, had been overwhelming.

Walter Houston Cole was born on November 24, 1899, in DeKalb County, Alabama, on Lookout Mountain. The modest house which was his birthplace was located near a large natural formation known as Coon Rock in a community about ten miles south of Fort Payne. He was the tenth child of John and Polly Ann Cash Cole.

When he was four years old, his family left their Lookout Mountain home and moved to Comanche, Texas. They traveled by train, the most desirable means of transportation available, but the trip proved extremely unpleasant. The train moved slowly and the younger children became restless and irritable.

The youngest child, aged two, cried every waking hour of the trip.

Life in Texas did not measure up to the glowing reports of a better life which had lured the family there. Especially troubling was the lack of good water to drink. Remembering the cool, clean mountain water which flowed so freely from a spring at Coon Rock, the family packed their belongings after only nine months on Texas soil and returned to Alabama.

The following year, Houston's mother became ill with pneumonia and died, when he was only five years old.

John Cole remarried, and he and his new wife, Della White Cole, had four children, bringing the number of children in the family to fifteen, one of whom died of a childhood disease.

Upon returning from Texas, Houston's father homesteaded eighty acres in the Loveless community on Lookout Mountain just a few miles from Houston's birthplace at Coon Rock and later bought an adjoining forty acres. The family's livelihood was to come from their stewardship of this land, and this meant that each family member had to carry his share of the work load.

Once Houston was old enough to till the soil, his father taught him to plow with a blind horse named Tom. Later, his father sold Tom, but somehow the horse's name became Houston's nickname and many family members came to know him as Tom. The horse was replaced by a pair of mules known as Jack and Nell, which Houston worked during most of his farm years. Mules were valued possessions on the farm and occupied a special relationship with those who shared their toil. Even today, he recounts with affection the individual characteristics and dispositions of the mules which were the work companions of his youth.

As a youth, Houston's long hours of work in the hot and dusty fields of that Lookout Mountain farm seemed to him to be of little lasting value, but years later he would look back upon those times and realize that growing up as a farm boy established within him a work ethic that became one of his most valued possessions.

Work was no stranger to the Cole family. John Cole's workday began at 4 a.m. and included the usual farm chores plus making cane sorghum for the public at a syrup mill which he maintained on the farm. He also grew watermelons and vegetables which he carried into Fort Payne on a two-horse wagon and sold house to house.

John Cole was an imposing man. He was tall and straight, both in stature and in character. He had little formal education, but he was always well informed about current events. He subscribed to *The Atlanta Constitution*, and from the light of a kerosene lamp read with thoroughness its three weekly issues. In addition, he

regularly read *The Chattanooga Times* and *The Birmingham News*. His exposure to news events was expanded in later years when he acquired a Silvertone radio from Sears Roebuck and was able to listen to the broadcasts of newsmen, Kaltenborn and Thomas.

Houston's father was active in community affairs pertaining to church, school and politics. He was a Methodist and a Republican, although he became a great admirer of President Franklin D. Roosevelt because of his leadership in bringing the nation out of the Great Depression.

The story is told that John Cole was once called for jury duty when a lawsuit against the county sheriff was to be tried. The sheriff was a Democrat and had a lawyer who was a Democrat. Knowing John Cole was a Republican, the lawyer wanted to strike him from the case. The sheriff, however, trusted Cole not to let his politics interfere with his oath as a juror and insisted that he stay on the case. He commented to his lawyer, "If John Cole finds me guilty, I'm guilty." When the jury returned to announce its verdict, Cole was foreman. The lawyer despaired, but the sheriff was relieved. When the verdict was read, the sheriff won.

John Cole subscribed to a puritanical code of conduct and expected his children to do likewise. The only playing cards in the home were Rook cards, and alcoholic drink was strictly forbidden. When Houston was in the sixth grade, he performed in a school play and as the script suggested, he kissed the leading girl during the play's concluding scene. It was a scene that he cherished, but it cost him a spanking when he got home.

Although there were no laws at the time requiring school attendance, John Cole sent each of his children to school. Houston entered the first grade at Teague's Mill School located about two miles from his home. It was a one-room, one-teacher school which had a term of four months per year. To reach the school, he had to walk a footlog across a creek which was subject to flooding. School attendance was sometimes treacherous.

By the time Houston entered his second year of school, a new school building which his father helped build was completed within a mile of his home. It was here at Loveless School that Houston, under the guidance of a master teacher, Miss Lora Anderson, acquired an appetite for learning that has lasted him a lifetime.

The school day began at 8 a.m. and ended at 4 p.m. The course of study was heavy in reading, arithmetic, and spelling with reading recitals twice each day. Miss Anderson, later to become Mrs. C. D. Killian, had a profound influence on Houston's early learning experience, and he remembers her even today with great respect and gratitude.



*Eleven year old Houston Cole (kneeling, third row, third from right) in front of Loveless School on Lookout Mountain. His teacher, Mr. Bethune (standing with bow tie) had just paddled him for knocking out the window with a baseball.*

Houston's life as a boy was dominated by farmwork and school, but other activities included hunting, fishing, visiting neighbors, playing townball on Saturday afternoons, attending box suppers on Saturday nights, going to the decoration of cemeteries each spring, and attending church on Sunday and revival meetings in late summer after the crops were laid by.

When Houston was about fourteen years old, he was invited to join a debating club at Mount Vernon School in a nearby community. He first declined the invitation because he was frightened by the thought of speaking before an audience, but his father insisted that he join and promised him a mule to ride to and from the events.

Houston quickly developed skills in debating and he and his debating opponents drew crowds on Saturday nights to hear their verbal sparring. The debates sometimes took the form of mock trials, and on one occasion Houston was prosecuting an accused for stealing chickens. The defense counsel, a classmate Oscar McInerney, defended with the argument that his client, who was old and stooped, could not possibly climb the tree to get the chickens from their roosting place. In rebuttal to this defense, Houston produced from behind the door a long cane with a wire on the end and demonstrated to the jury how the accused could have used such a cane to fetch the chickens. The jury agreed with this theory of the crime and found the old man guilty as charged.

After completing eight years of elementary school, Houston graduated from Loveless School in 1916. An elementary school education was more than most youngsters of that day achieved, and few students, especially those living in rural areas, even considered going to high school. High schools were located in towns and cities, public transportation was poor, and attendance at high school required money for room and board.

Houston perceived the prospect of attending high school as nothing more than a daydream which he occasionally conjured while plowing terrace rows. It, therefore, surprised and excited him when a few days before his graduation from Loveless School, the principal, Mrs. John Reese, suggested to Houston's father that he should consider sending him to high school. To Houston's disappointment, his father quickly rejected the suggestion explaining that the boy would be needed to help gather crops in the fall. The answer seemed final.

The matter, however, was not concluded. Two months later, the principal of DeKalb County High School, N. J. Callan, accompanied the county farm agent to the Cole farm. While they ate watermelons under the shade of a tree in the backyard, Mr. Callan called John Cole aside and urged him to let Houston enroll at the high school. Mr. Cole expressed to Mr. Callan, as he had to the Loveless principal, the need for his son's help with the fall harvest. Mr. Callan, eager to have Houston enroll, suggested that he could skip the fall semester and enroll in January. Cole consented. The daydream would become a reality, and Mr. Callan's visit to eat watermelon would become a turning point in Houston's life.

Two obstacles remained to Houston's becoming a high school student. He needed a place in Fort Payne where he could live during the week for an affordable price and a means of transportation to and from home on the weekends.

The first of these obstacles was resolved with the cooperation of an older brother who lived in Fort Payne.

The brother's work carried him out of town during the week, making it necessary for him to leave his wife and small child alone, and it would be useful to have Houston in the home while he was gone. The brother provided the necessary room and board, and Houston, in turn, assisted with household chores such as keeping the coal bucket filled with coal for heating the house, making the daily walk to the post office, and babysitting while his sister-in-law went shopping.

The problem of transportation was not solved so satisfactorily. The only solution was to ride the train, which would have been fine except for the fact that Houston's home on Lookout Moun-

tain was four miles from Portersville, site of the closest train station. Each Monday morning, he would rise at 4 a.m., walk the four miles to Portersville, board an Alabama Great Southern train and arrive in Fort Payne at 7:45 a.m. On Friday afternoon, he would ride the train back to Portersville and then, rain or shine, walk the four miles home. The round trip train fare was fifty cents which was all the money his father gave him each week. Houston learned, however, that on Friday afternoons he could walk from Fort Payne five miles south to Colbran and ride the train on to Portersville for only fifteen cents, thereby saving a dime which was exactly the price of admission to a Tom Mix western movie.

When Houston arrived at the high school on his first day of classes, he did so with great anxiety. He inquired of the janitor where he might find the principal's office and was told that the principal had no office but could be found in his classroom. In the classroom, Mr. Callan was stoking the coal-burning stove that heated the room. He extended a cordial greeting and proceeded to the blackboard where he outlined the course of study: algebra under Mr. O. B. Hodges, English under Miss Alpharine Strickland, later to become Mrs. B. E. Driskell, and world history and Latin under Mr. Callan.

Algebra was the course which caused Houston the greatest apprehension and which demanded the greatest portion of his study. A few days after his arrival in class, Mr. Hodges called him to the blackboard to work an algebra problem which had proved difficult for the other students, all of whom had been in the class much longer than Houston. The request struck terror in him, but with help which he credits as coming from above, he successfully worked the problem, and sat down to the acclaim of his teacher and fellow students.

The expectancy which characterized Houston's introduction to high school soon turned to despair. On April 1, 1917, after only three months of study, he fell victim to a typhoid fever epidemic and was confined to his home for four months. The epidemic, which engulfed Fort Payne, was fatal to several of Houston's classmates.

Under the care of Dr. C. D. Killian, who made regular visits to treat him, he slowly regained his strength and enjoyed a complete recovery. Dr. Killian prescribed chicken soup as the primary diet, and years later Houston recalled that he ate so much chicken soup during the period of his recuperation that he has never eaten it since.

Although Houston was unable to return to classes during that semester, Principal Callan once more demonstrated his faith in his potential. During Houston's convalescence, Mr. Callan weekly sent

him questions from all his courses to be answered from the study of his textbooks. This exercise permitted him to take his semester examinations and his score on the exams qualified him for advancement to the sophomore class. For Mr. Callan's kindness to him, Houston has observed, "Mr. Callan is high on my list of people to see if I get to heaven."

Although Houston was qualified to resume his studies as a sophomore in the fall of 1918, circumstances on the farm did not permit him to do so. The large barn which housed the farm's livestock had burned and his father needed his assistance in rebuilding it. Houston was delayed in returning to school until December 1919, and even then was compelled to resume his farm responsibilities before the end of the term. Similar circumstances cut his junior year short, and it was not until his senior year that he attended a full nine months of school.

In spite of the fact that Houston attended only twenty-three months of the thirty-six months required, graduation day 1921 saw him not only awarded a high school diploma but also honored as valedictorian of his class.

Houston graduated from high school with the ambition to become a lawyer or, perhaps, a congressman, but his first job after graduation took him back to the farm. He hired on to do farm work for a brother-in-law for a period of six weeks and earned \$40. But his days as a farm boy would soon be put behind him.

In mid-July, 1921, John Cole, traveling in a horse-drawn buggy, went to a bank in Collinsville, and borrowed \$80 to enter Houston in Jacksonville State Normal School. When Houston arrived there, he had absolutely no notion that he would return there in later years as the school's president.

After only five weeks at the Normal School, Houston had earned a state teaching certificate. He was offered a job, which he eagerly accepted, as principal-teacher at Hawkins School located between Collinsville and Leesburg on Lookout Mountain. The school had only two rooms and two teachers, although seven grades were taught. Houston taught three of the grades and the other teacher, Velma McClendon, from Duck Springs, taught the other four.

The job paid \$76 a month for a term of four and one-half months, hardly a salary to lure one from an ambition of law and politics, but Houston became interested in teaching and later allowed its satisfactions to change the direction of his career.

After four and one-half months at Hawkins School, Houston returned to Jacksonville State Normal School where he remained as a student for nearly two years. During this period he met and married Leone Pruett whose home was in Boaz but who was serv-



ing as principal of a school in the Williams Community in Calhoun County. The young couple remained apart during the week, but Houston walked eight miles each way to be with Leone on the weekends. His finances during his student days at Jacksonville were strained, and Leone's teaching income allowed him to complete his studies there.

Upon obtaining a two-year certificate at Jacksonville in 1923, Houston was named superintendent of schools in Guntersville. The job paid \$1350 for the nine-month school year, and Leone taught at the high school in Guntersville for a salary of \$800. Houston supplemented his salary by moonlighting as a correspondent for *The Birmingham News*. He enjoyed the newspaper work and if his career had not taken the direction that it did, he might have pursued journalism. "His copy didn't even need editing," said J. Fisher Rothermel, his editor at the *News*.

After a year in Guntersville, Houston and Leone had saved enough money for him to enroll at the University of Alabama. He was accepted at the University as a junior and majored in history. He graduated in 1925 receiving a B. A. degree. He was named Phi Beta Kappa and won membership in two honorary educational fraternities, Kappa Delta Pi and Phi Delta Kappa.

After graduating from the University of Alabama in the spring, Houston remained in Tuscaloosa and entered graduate school hoping to find employment by the end of the summer. In fact, by summer's end, he had two job offers.

The first was to become principal of Tuscumbia High School, an offer which he found attractive and had planned to accept. However, on the last day of summer classes, he was informed by Dr. Leo King, one of his professors, about an opening in the principal's position at Northport High School in Tuscaloosa County. Acting on Dr. King's directions, Houston went to the county superintendent, T. W. Smith, and applied for the job. The board hired him the next day.

Houston was delighted. Like the time when Principal Callan persuaded his father to send him to high school, Houston labeled this event a turning point in his life because it permitted him to remain in the University community.

Houston's exhilaration about the new job cooled a bit, however, when he learned that his predecessor had quit because of serious discipline problems in the school. On the first morning of classes, Houston arrived early and found a dozen boys gathered in front of the school. All eyes were on him, and as he approached, he heard one boy announce to the others, "I could whip that fellow by myself." Unnerved, but unwilling to let the challenge pass, the new

principal confronted the boy eyeball to eyeball and declared with resolve, "Young man, I'm ready when you are." He had made his point, and he had few discipline problems during his tenure at Northport.

Houston used his summers to advance his graduate studies, spending one summer at the University of Chicago. He obtained his Master's degree in history in 1927 from the University of Alabama. The same year, he and Leone became the proud parents of a daughter, Beth.

Houston continued as principal of Northport High School for three years when he took a two-year leave of absence and went to Columbia University in pursuit of a Ph.D.

While in New York City, he attended the famous Riverside Church and taught a Sunday school class there. On his first Sunday in attendance at the church, John D. Rockefeller, Jr., served as an usher. Houston recalls that when Rockefeller passed him the offering plate, he put in only a nickel.

As a history student at Columbia, Houston sought an interview with Colonel E. M. House, who had been a close friend and advisor to President Woodrow Wilson. He wrote to Colonel House and requested a 30-minute interview. Much to his surprise, the famous man granted the request and invited him to his East Side apartment.

During a visit that lasted beyond 30 minutes and into several hours, House recounted the attempts that he and Wilson had made to mediate peace in Europe before the outbreak of World War I, told of his pressing responsibilities as Wilson's closest advisor, and with a candor which House had never publicly divulged, talked of an estrangement which developed between him and Wilson and how Mrs. Wilson denied him access to her husband during the President's last illness.

When Houston returned from Columbia University to Tuscaloosa, he was offered the position of Superintendent of the Tuscaloosa County School System. He was pleased to be offered such a responsible job, but his real desire was to return to Columbia, finish his doctorate studies, and teach history at the University of Alabama. Undecided about what to do, he paid a visit to Dr. George Denny, president of the University of Alabama, and sought his advice. Dr. Denny, with no hesitation, told him he would be "crazy" not to take the superintendent's job. Houston followed his advice and took the job.

It was a decision he would never regret. While he had aspired at one time or another to become a lawyer, a congressman, a journalist, or a history professor, being a school administrator suited

him just fine, and although he did not know it, he was well on his way to reaching the job from which he would make his greatest contribution, that of college president. Perhaps he was drawing upon his own experience when he told a high school graduating class years later, "Prepare yourself well, and your day in the sun will come."

Houston prepared himself well through his studies at four institutions of higher learning, but today as he gazes out the window of his president emeritus office on the campus of Jacksonville State University and assesses the milestones of his life, he is quick to acknowledge that his greatest preparation for living came on the Lookout Mountain farm where he spent his early life.

Houston's memory of those early days is sweet, and he has spent much time in recent years reminiscing with family and friends about his youth on the farm, his train trips to high school in Fort Payne, and his heritage at Coon Rock.

Houston once wrote, "The morning of life is made for preparation, the afternoon for achievement, and the evening for reward." Thanks to a father who taught him the importance of work, kind people who saw within him a potential for achievement, and a sister who encouraged him to stay in school, Houston overcame formidable obstacles and used the morning of his life for preparation. That preparation took him to heights of achievement exceeding even his own expectations, and allows him in the evening of his life to enjoy the rewards of a life steeped in distinguished service to his fellow man.

## Chapter Two

### Traveling in the High Lane: 1939-1942

By Larry J. Smith

As the DC-3 flew across the Jefferson County sky on the night of Tuesday, March 17, 1942, the city of Birmingham was engulfed by darkness as if by magic at precisely 9 o'clock. Passengers aboard the Eastern Airplane were elated to see the lights go off, for it was part of a planned blackout of cities across the East coast.

Blackout drills were held in anticipation of enemy bombers reaching America during World War II. Getting the public to realize the real threat of such an attack and obtaining their cooperation in carrying out an exercise of such magnitude took a special type of person — someone who knew public relations and how to organize large groups of people.

The man who had master-minded the blackout in Birmingham was Houston Cole, head of the state's Civil Defense program. Always the master of detail, the 43-year-old Cole had even made arrangements for the city's several steel-making furnaces to be shut down during the blackout, thus eliminating the customary red glow of the industries.

One reporter who witnessed the blackout said “. . . a Jap airman trying to find Birmingham without a compass would have faced as much difficulty for 31 minutes Tuesday night as he would have had if he tried to find an oasis in the Mojave desert.” While the news media called the project a complete success, Cole was

upset that it had only been 98 percent effective (one industry had failed to shut off all its lights).

Cole had received the job as head of the Office of Civilian Defense on September 5, 1941, while he was employed at the University of Alabama in the Public Relations Office. He had excelled in his job at the University by attracting thousands of prospective students to the Tuscaloosa campus. He organized a band day, high school senior day, and citizenship day. He also coordinated a spiritual emphasis week which proved to be a positive program. Such devotion to his job attracted the attention of Eleanor Roosevelt, who sent him a letter of congratulations for his efforts.

Dr. Richard Foster, president of University of Alabama, was also mindful of Cole's outstanding record. In 1941 Dr. Foster received a call from Gov. Frank Dixon asking for his recommendation for someone to head the state's Civilian Defense. "Of course, there are many men who can do this job," said Governor Dixon, "but this is one time I want a hard-hitter in whom the people will have complete confidence; a man outside the realm of all politics." After studying the governor's request, Dr. Foster replied: "Yes, I know the man you want; he is Houston Cole, an administrative assistant here."

The next day the former DeKalb County farm boy walked into the governor's office and was offered the job. Although it would take him away from education, his first love, Cole accepted the new job as both a challenge and his patriotic duty. From that day on, a lasting friendship would flourish between the governor and his new Civilian Defense Director.

He began his new job by first convincing the people of Birmingham that their city was the second most vital and strategic point of attack in the entire nation (Pittsburg, which had more steel mills, was the most logical and susceptible target for attack, he said).

Always on guard against apathy, he repeatedly warned that America could very well lose the war. In a guest editorial which appeared in the *Rotarian*, Cole stated: "No one can say that the situation facing this country is anything less than serious. MacArthur and his boys are bravely fighting what in all probability is a losing fight. The battle in the Far East is going against us. Indications point to a long and destructive conflict. No one knows the price we must ultimately pay for victory. It is clear, however, that the duration of the contest is dependent in no small measure upon the determination of the 'Civilian Soldier' to take his or her place in the ranks and make whatever sacrifice the occasion demands."

This relentless media blitz had its effect on the public, especially when the allies suffered many serious defeats during the early stages of the war. The Tuscaloosa Exchange Club newsletter had this to say about Cole's warnings: "I had thought that our mutual friend, Houston Cole . . . was going around making speeches, unduly alarming us. Recent events have changed our thinking along those lines."

The Civilian Defense network was established several months before this country entered the war. In September of 1941 Cole attended a meeting of the Southern States Civilian Defense Conference in New Orleans. It was during this meeting that he became acquainted with Fiorella LaGuardia, one of the most popular mayors in the history of New York City. LaGuardia was attending the meeting as National Civilian Defense Director.

Other meetings would take Cole to the nation's capital in Washington, where the state maintained a room at the famous Willard Hotel.

Cole used the knowledge gained from the meetings with national Civilian Defense leaders to make Alabama's program a model of efficiency. He prepared an evacuation plan which was planned down to the last detail. To make sure telephone lines would not be tied up in the event of an attack, he asked the public to refrain from making unnecessary phone calls during the blackout period in Birmingham. Telephone operators at the *Birmingham Age-Herald* reported that not a single call was received during the 31 minute blackout.

To carry out the successful evacuation plan required an enormous number of volunteer workers, and he recruited over 3,000 people for the project. Speaking before the volunteer group at the Birmingham Municipal Auditorium, he told them he was afraid the wrath of the axis air power would be turned loose on them at any time. Speaking to another group at the Tutwiler Hotel, Cole said that ". . . 2,000 miles of ocean are no protection in a war fought with instruments that recognize neither time nor space."

Perhaps his most brilliant propaganda scheme was "Town Meetings of the Air," a series of radio broadcasts held at various cities across the state. Northport was chosen as the first town for the program, which was a forum on the town's participation in the war effort. Reports on defense activities, War Stamp and War Bond drives were also given at the forums. Nationally known politicians were often guests at the forums, such as the one held at Jacksonville on July 3, 1942.

Although organizing the Civilian Defense network was a staggering undertaking, an even greater task was in the making. When

it was determined in Washington that compulsory rationing was a necessity, a search was made for someone to head each state's rationing program. The Federal government organized an agency called the Office of Price Administration (OPA) which was placed under the leadership of Leon Henderson. Houston Cole, who had brought national attention to Alabama's Civilian Defense program, was at once offered the job as head of the state's OPA after a full endorsement by Governor Dixon.

It was quite a challenge and a tremendous responsibility. Cole now had direct control over how the three million Alabamians ate, purchased groceries or paid their rent. One newspaper called Cole's appointment "... the biggest job ever handed one man in the state." Always thinking ahead, Cole had already done some preliminary work in establishing rationing boards. An entirely new media campaign was initiated to educate the public in the need to ration items and to curb inflation by keeping prices under control.

Ration books were issued for critical items which were in short supply, such as sugar, shoes, gasoline, coffee, and tires. The distribution of the ration books alone was a complex and difficult problem but one which Cole met in stride. A survey, was conducted in July of 1942, and indicated that 98% of the Alabama stores and businesses were in compliance with OPA regulations. To ensure they stayed in compliance, Cole employed a staff of 25 people to make periodic inspections of the businesses.

Rationing affected virtually everyone in the state. One day a preacher from Covington County came into Cole's office with a tire over his shoulder. The preacher said it was his obligation to go into the entire world to spread the gospel, and he saw no justification in Cole's rationing plan. Another time a hearse had a flat while going to the cemetery and Cole was summoned to provide a new tire. He solved these minor problems with finesse but ruffled some feathers when he issued a news release suggesting that women of Alabama plan their bridge parties closer to home to save on gasoline.

Although Cole criss-crossed the state to organize his rationing program and monitor prices, even he was not altogether exempt from travel restrictions. Most of the time he was assigned a highway patrolman to drive him to his appointed engagements, but he had to be back in Montgomery each night by 10 o'clock. Sixteen hour workdays were common, and one reporter noted that his phone rang more than any other phone in Alabama.

Looking back on his successful career with the Civilian Defense and OPA, Cole credits being at the right place at the right time for being offered the jobs. His involvement with the Rotary Club pro-

vided him with the opportunity to meet many influential people and this, in turn, opened many doors of opportunity.

It was during Cole's years as a superintendent of education in Tuscaloosa that he began an involvement with Rotary which spanned well over half a century. He joined Rotary on the recommendation of his colleague at the University of Alabama, Dr. John McLure. Immediately upon joining the club, Cole's many talents were put to use as a speaker and organizer. He was soon elected president of the Tuscaloosa club. Dr. Richard Foster, president of the University of Alabama, was also a member of the Tuscaloosa Rotary Club, and was most impressed with Cole's enthusiasm and gift for public speaking. It was through this relationship that Dr. Foster hired Cole to work in the Public Relations Office at the University.

Following his success at jobs in Tuscaloosa and the Civilian Defense, Houston Cole became a household word in Alabama. In 1942 he was selected as man of the year by *Alabama* magazine. His picture appeared on the cover of the March 6, 1942 issue of the magazine, along with a caption which labeled him as "Alabama's number one man on the home front." The magazine said "Cole exhibits a cool genius for facing realities that mark him as one of the most practical educators who ever opened a textbook." It went on to say that he travelled 20,000 miles by plane in the first six months he was on the job, and that ". . . if the bombs fall on Alabama and somebody gets killed, it won't be Houston Cole's fault."

Opportunities for other jobs began to occur as the result of his outstanding record and rise to fame. His name was mentioned for the presidencies of both the University of Alabama and the Polytechnic Institute at Auburn. He was also urged by many people to consider running for governor.

In May of 1942 he attended a state-wide Rotary convention in Montgomery in a theatre next to the Whitley Hotel. Cole had lived at the hotel for the past two and a half years, using it as his base of operations. He had already served as district governor of Rotary, the highest state office of that organization, and had a part on the program. Also appearing on the program was Col. Harry M. Ayers, who was owner of a daily newspaper and an influential person in Alabama politics. At the conclusion of the meeting Col. Ayers called Cole aside and asked him if he would be interested in the presidency of Jacksonville State Teachers College, as there was an expected vacancy.

Although he had a good job as head of the Office of Price Administration, Cole knew the war would not last forever, and he had





Alabama Magazine honored Houston Cole as its man of the year in March of 1942.

the urge to return to the education profession. He was still on leave of absence from the University of Alabama and could have certainly returned there at the conclusion of the war. It was a difficult decision to make: choosing between his present job, the University of Alabama, or Jacksonville Teachers College. The war had drained the enrollment at the teachers college to only 119 students, which made the job offer there less attractive.

When C. W. Doughtette died in August of 1942, the presidency at Jacksonville came open, and Col. Ayers followed through on his inquiry by contacting Governor Dixon to recommend that Cole be given the job. Once again, Governor Dixon gave Cole his full endorsement.

Around the latter part of August of 1942, he received a call from his longtime friend, Congressman Joe Starnes of Guntersville, who told him that the State Board of Education had offered Cole the presidency of Jacksonville State Teachers College. Houston Cole was now at the most important vocational crossroads of his career, and he and his family pondered long and hard as to what would be best for them.



*Not all hard work . . .*

*Dr. Cole hosted Christmas Parties for children whose fathers were serving in Vietnam . . .*



*Oh, such rewards!!*

## Chapter Three

# The Fine Art of Public Relations

By Opal R. Lovett

Traveling by foot and train, it took Houston Cole an entire day to reach Jacksonville Normal School to enroll in college. It was a long journey for the inexperienced young Lookout Mountain farm boy who would later become one of the state's top public relations experts.

Overhearing a remark from some classmates about an upcoming debate to the effect that they would have to "carry him" set fire under young Cole's determination to prove to the other debaters he could produce as well or better than anyone else.

Jacksonville State Normal had a debating society named after John C. Calhoun that was organized in 1884. By the time young Cole arrived on the scene, the society had grown and was divided into two groups. The other half was named for John T. Morgan. Houston Cole debated on the Morgan team and won. From that day on his speeches became popular and he was in demand. This is the first step in producing public relations — having something to say.

Cole already had a statewide reputation and an army of admirers. Becoming a college president, settling in Jacksonville, and leaving a high-ranking position created a great challenge from the outstart.

He was returning to his Alma Mater which had changed since he graduated. He inherited a faculty and student body who were



*Opal R. Lovett, seldom seen in a picture, and Dr. Cole display the architect's rendering of Brewer Hall.*

in the throes of grieving for their deceased president. Also he was working with the OPA in the transition of its new director.

Challenge is the second step in public relations. He started with the students by organizing a student government. This drew the attention of the press and radio.

Now he was on his way to reaping the immeasurable benefits of public relations. More was to come. He also began changing and adding to the curriculum, as well as to the physical structure of the school.

The press liked Cole. His administration was sending out more stories about the students. He sponsored events for the students, as well as for the faculty and the community, that interested the press. This was the third step in good public relations.

Among some of the first changes were the adding of a business department and putting in a major in that field.

Meanwhile he was inviting business leaders and the press to his now growing student body. His programs and events on government attracted the attention of state legislators and national lawmakers — more press.

One of his tools was the International House Program, which not only brought local, state and national publicity but also international exposure.

While his football program was getting started after World War II, the basketball team went to the National Tournament in Denver.



*Violinist Rubinoff and his wife discuss the fine violin with Dr. Cole before a performance on campus in 1945.*

*More national press.* It took little time for a much publicized, undefeated football team to go to three postseason bowl games in just that many years. A balance of sports, academics, and entertainment gave him publicity in all sections of the papers. Jacksonville's now famous music program was developed in his early years and resulted in more and more press coverage. This program took little time in getting carried nationally on television.

His fourth step in good public relations was an old adage, "doing good and letting others know about it." For example, in 1953 Dr. Cole was the state Chairman of the Crusade for Freedom drive. Like the war effort work in the past, he was in the eyes of the public, doing good for a good cause. To publicize the crusade, a dynamic approach had to be taken. The something extraordinary was planning for the Communists to invade Jacksonville. The key here was the plans. Many hundreds of people were to be involved. The SGA

president and the ROTC students were eager to help. The operation had to be a well-guarded secret for it to work. The plans were laid. The press was called and told. They jumped at the idea and said not only would they send reporters but also photographers. The entire town, the college and high school were to be captured.

The night before, all the press and photographers came to get everything set to go at dawn for the surprise element had to work for the full effect. The time approached, but an unpredicted tornado struck and forced the cancellation of the event. Everyone agreed to keep the secret and return the next week. Fear that the secret would leak on the project of this magnitude lurked everywhere.

The following week the reporters and photographers returned. Amazingly, those involved had kept the secret. The ROTC cadets, wearing white shirts and red markings, were dressed like Communists. They marched on the schools "arresting" teachers, students, and staff. Loading them on the trucks, they started toward town. The high school students were already being marched to the same destination up town. Along the way, some members of the ROTC outfitted with a special harness were hanged from limbs of trees that lined the street. Wrecked bicycles and boys posing as executed paperboys were lying here and there. Occasionally a few members of the marching "prisoners" would break and run. The "Communists" fired blanks at them and they would fall as if they were dying. Back at the library old books were piled outside and burned. The post office was captured. Ministers of all the churches, city officials, and the local newspaper editor were rounded up. When the crowds came to the town's square, the ministers were bound, blindfolded, and "shot." The fire whistles were sounding and smoke grenades were set off in old buildings to add to the effect. The photographers and reporters were having a field day.

Everything went well because thousands gathered near the town square to see what was going on. At the peak of the scheme, a low flying plane flew over dropping Crusade for Freedom leaflets into the surprised crowd.

The next three or four days everyone across the state and in this section of the country read stories and saw pictures about what could happen if there were no freedom. Cole had a good follow-up report for the state Crusade for Freedom group when they met in Birmingham.

Three decades of everyday activity would be too much to write about, but most of it was just as exciting.

Taking a normal situation and putting a different slant or viewpoint on it made the difference from something ordinary to

something that would catch the attention of the press and the public. Case in point: the Gem of the Hills featured photographs of beautiful coeds using topical themes that became popular, regular features in the daily and weekly publications. Two wire services also carried these releases.

Another popular activity was the sponsorship of a Christmas party for the children of all servicemen whose families were residing in the Jacksonville area during the Vietnam War. Press coverage for many years was tremendous.

Wide coverage in the media gave participants in landmark events recognition for their personal, academic or civic achievements, including science fairs, women's clubs, conventions, music events, Student Conferences on American Government, and many others. The beauty contests included Miss JSU, Miss Mimosa, Homecoming Queen, and Class Beauties. Some went on to win on the state level and one became the first runner-up to Miss America on the national level.

During Cole's tenure he saw the changing of the school's name twice, the colors of the school once, and the changing of its mascot. Full advantage of wide press coverage was taken in each of these events.

The much deserved and overdue recognition was given the state classroom teacher when he organized and sponsored the Teacher Hall of Fame. Prepublicity and the follow-up publicity were enjoyed by JSU, the individual candidates, and their school system throughout the state. This recognition will continue forever.

Dr. Cole named a building after the governor who named him president. Years later the family donated some fifty thousand dollars to be used for scholarships to Jacksonville. Benefits from good relations go on and on.

Cole not only kept a record of the column inches published in the papers but had a weekly chart of them. He called those involved into the office every week and showed them the report, along with the measurements of all the other schools in those same papers.

PR work in the early years had to be carefully coordinated. The press did not have the reporters and photographers to cover events very far from their home base. Their deadlines, the transportation and distance to the papers had to be considered. The material had to be hand delivered or placed on a bus to reach them by deadline. Most of the time, the photographs had to be taken just before an event and processed during the event in order for the pictures to be on their way to meet a deadline. The story was called in. In some cases when a reporter would come, he or she would carry an ex-



posed film back to the paper. This routine, considered spot news, was followed on all events. On features the material was always mailed.

Every effort was made to make it convenient for the press. A day late story is like a day old fish — it stinks.

In later years when the papers became more affluent, they began to staff the events with their personnel.

Because of the complexity of all that went into a well-planned event, sooner or later something had to go wrong. The crowning of Dorothy Thompson "Miss Groundhog Day" was not well received. Another time a big ending for a festivity called for the ROTC to lower the flag from its pole that was located in the quadrangle. Many people were present, the cameras were all in focus, the band played, and the flag was lowered. A howitzer was fired, and the concussion from the blast caused window panes to break and fall at intervals for about fifteen minutes. It was not a pretty sight.

The A Cappella Choir was getting good reviews and their Christmas program was going to be a living Christmas tree. The huge risers were built into the shape of a Christmas tree. The choir dressed; photographs were made. Before they could be used to announce the program, however, a tornado struck the campus and damaged the auditorium. The school was forced to close early for Christmas. The program didn't happen, and the pictures and stories were never used. However, the storm damages and repairs were photographed and sent out with stories that were widely used.

Another plan that went awry will show how complex PR can sometime become.

"What's Your Problem?", a popular television talk show on a Birmingham station, gave great PR for JSU. Dr. Cole was the moderator for that program, and he was going to have a noted speaker who was appearing at JSU on the program. Naturally the time element had to be considered. The talk show panel had to be in the studio in Birmingham with the TV crew to record the program. A fast convoy was to rush the speaker and Dr. Cole to Birmingham just after she addressed the student body and faculty. The train on which the speaker was traveling to Piedmont was late. The students and faculty were assembled in the Leone Cole Auditorium waiting. The train finally arrived. The speaker would not allow the driver bringing her from Piedmont to travel any faster than 45 miles per hour. She was afraid to ride fast, her reason for not flying. The crowd waited. She finally arrived and give her talk but refused to be rushed to Birmingham to appear on the TV program.

The difference in not being heard of and being known can be compared thusly: a teacher in the Birmingham School System didn't

know where Jacksonville was. After Cole's programs started, a testimonial was given by one of his alumni. This alumnus was employed at a Pepperell textile plant as a supervisor. He was in a staff meeting, along with some foreign visitors. Everyone was asked to give his school. The Jacksonville man gave his and said they probably had never heard of it. To his surprise, the people from India said they knew about it through the International House Program.

Public relations will be reflected one way or the other by an institution's personnel and its programs. Some far-reaching, positive notes were sounded when Cole turned the food program around by bringing James Haywood to the campus and putting him in charge of the food services. A mushrooming reputation sprang up when his meals melted in the palates of the students, faculty, and visitors. Some of the many visitors that helped to spread this fame include Sen. Barry Goldwater, Johnny Weismuller, Paul Harvey, Doug Edwards, Sen. John Sparkman, a number of governors, and many others.

More than a half dozen citations came declaring the excellence of the food and service. Full-page articles appeared in newspapers, along with color pictures, telling of the great banquets. Some were



*Dr. Cole and Governor Albert Brewer admire James Haywood's ice sculpture before enjoying one of Haywood's exotic buffets.*

for the legislature in Montgomery and some at the Governor's Mansion. Jacksonville was the first institution of higher learning to be awarded the "Gold Cup Award" by the Coffee Brewing Institute. This recognition was another outlet for valuable publicity.

Cole's professional staff included Mrs. Clifford Coffee, Opal R. Lovett, Gus Edwards, Finus Gaston, Jack Hopper, and Rudy Abbott.

The material used in this article came in part from the files of the *Teacola*, *Collegian*, *Chanticleer*, the *Mimosa*, and the scrap-books of clippings from newspapers that are housed in the Houston Cole Library. Most of the events in this article were witnessed by its author.



*Dr. Cole and Community P. R.*

## Chapter Four

### Two Decades of Academic Progress

By Dr. Theron E. Montgomery

The academic program is the heart and soul of a college or university. Indeed it is this mental aspect that is "*raison d'être*."

Jacksonville State Normal School, later Jacksonville State Teachers College, then Jacksonville State College, and finally Jacksonville State University came into being with a mission to educate the population of Northeast Alabama. These people of Anglo-Saxon background, a goodly number Scotch-Irish, were respectful and respectable. Modest of means but never humbled by people of "position" or "wealth," they sought for themselves and their children opportunities to advance in life's scheme by work, honesty and prayer. Education was an obvious avenue for self improvement, to be of service to fellow man and to give one's children a better life. Their protestant orientation was to use their talents to serve God and country, and to give of themselves to their community. This philosophy, together with the modest means of their families, gave natural direction to the teaching profession and thus to the Normal School. A place to study, acquire a certificate, and through time advance as the educational opportunities became more affordable.

It was from this milieu that Houston Cole came. His kinsmanship with the region and understanding of the needs and potential of its people made it ideal that he come to Jacksonville State

Teachers College to have as his cause to fulfill the mission of his alma mater.

Disraeli said, "University should be a place of light, of liberty, and of learning" (Benjamin Disraeli Speech to House of Commons, 11 March 1873). This returning alumnus was to become the "light." He had continued his education after Jacksonville at the University of Alabama and then Columbia University; a historian by discipline, he held positions in the public schools, the University of Alabama, and with OPA. Thus, with experience and education he commenced to build the institution which was a solid four year teacher's college into a broader institution of service and learning.

Although the 40's were meager for opportunities because of World War II, a Secondary Education major was added along with Business Education. Commencing with the return of the veterans came: Pre-Law, Basic Engineering, Pre-Med, Pre-Nursing, Pre-Dentistry, all to serve as an avenue for solid preparation for movement to the University. To facilitate this movement, he reached to an able faculty of dedication and commitment. His predecessor had during the depression years attracted men and women of superior education with degrees from some of the most prestigious institutions in the nation. At the core of this group were William J. Calvert, Ph.D., Harvard (an authority on Byron); Bascomb Mock, Ph.D., University of North Carolina, Chapel Hill; Charles Cayley, Ph.D., University of Chicago; Frank McLean, Ph.D., University of Virginia; Robert Felgar, Ph.D., University of Texas; Frank Glazner, Ph.D., George Peabody College for Teachers; Loy Allison, Ph.D., George Peabody College for Teachers (a student of Peterson); Reuben Self, Ed.D., New York University; C. R. Wood, Ph.D., George Peabody College for Teachers (Dean for many years); James H. Jones, Le Doctorate, University de Sorbonne. Supporting these people with diligence were many fine people of talent and graciousness who gave a style to the institution.

It was reported in 1949 that the educational level in the South was below that prevailing in the rest of the country ("Economy of the South," U. S. Government Printing Office, Washington 1949). Although the region had made considerable improvement enabling the South to contribute to the armed services and factories during World War II, it had been relatively recent that compulsory school attendance and a full school term of adequate length had been realized.

Extensive exposure to other sections of the country and meeting with people of different educational background fed the minds of service men and women and factory workers. They returned to their native land with desires and ideas to partake of more educa-

tion and the opportunities it offered. Thus with the GI Bill (no fear of Federal interference with this aid to education) and more financial well-being, the enrollments rose both in full-time students and in extension centers and evening classes.

To develop the extension centers throughout Northeast Alabama, he secured Dr. Ernest Stone (later to succeed him as President) who traveled the section far and wide providing in-service instruction for teachers and evening opportunities for veterans. This was in addition to his duty as superintendent of the lab schools, a fundamental part of the Teacher Education Program. It would be impossible to name all the dedicated professional ladies and gentlemen who proctored, taught, and polished the fledgling young teachers. However, no child or student that had the good fortune to experience the learning of children will ever forget Mrs. Kitty Stone whom Dr. Cole brought from Tuscaloosa where she was a teacher in the Verner (Campus) School.

Another figure on the scene was Dr. Baskin Wright, a former colleague of Dr. Cole's at Alabama, who became involved in an evening school in Anniston. He developed the evening school later on campus together with structuring a Veterans Affairs office and eventually a financial aid assistance program.

Houston Cole with vision, aspiration and planning took the fifties as a time to move his Alma Mater to heights with broader areas of curricula, improved facilities and quality instruction.

Encouraging all to participate in reaching for the stars, programs were brought forth. Solon Glover, a man of implicit honesty, restructured the financial area in order to keep accountability and sound financial practice. Seeing the advantages of military as a career, Solon, with Dr. Cole's blessing, brought ROTC to the campus. This area became a career opportunity for young men and later young ladies too. The concept of military participation was consistent with Dr. Cole's patriotism and in keeping with the constituency of the institution. It was to become a connecting link with Ft. McClellan and the Anniston Army Depot.

At the same time that ROTC was introduced, Miss Lucile Branscomb, who had been Dr. Cole's secretary when he was with OPA (he persuaded her to go to Columbia University for graduate work), developed the B.S. in Business. Miss Branscomb, with war surplus typewriters, having perfected secretarial education, pushed ever forward for a school of business. A diligent lady, she chartered the FBLA and was a delegate officer to the National Business Education Association. The annex to the business building is named in her honor. The development of this area of

academic interest was to continue to grow with Dr. Cole's encouragement and blessing.

Accompanying these aforementioned innovations came "The International House Program," a unique program — foreign students housed with American students sharing meals, experiencing cultural exchanges and language learning. Dr. and Mrs. Jones gave untiringly of their efforts. Houston Cole with many connections acquired funding of scholarships and gifts. Rotary connections which came with Dr. Cole, a past district governor, were and are a firm support of the program. Mrs. Stone with connections with the Alabama Federation of Women's Clubs secured support in like manner through her good offices. There were a number of individuals who donated to this program.

Accompanying these developments came the realization that a style, a touch of grace needed to be placed in the learning of aspiring ladies, giving young men exposure and lifting faculty morale. It was with Mary Betty Lowrey, Home Economic Head, that came the teas, coffees, luncheons and pancake breakfasts, all with a sense of elegance. This informal aspect of education was a supportive part of his philosophy to give more than just classroom learning.

Always precise and wanting *accuracy* and friendliness in the Registrar's Office, Lawrence Miles was chosen as director (later Dean of Admissions) following Dr. Glazner's retirement to the classroom. Dr. Miles, a polished gentleman who had taught English, directed plays, so organized registration and records that he preceded the computer with total recall and guidance. Larry was an excellent recruiter, performer and team member. His mark at the University is a mark of accomplishment as one of Houston Cole's appointments.

The fifties saw a good enrollment with the school attaining one thousand, many still veterans. Fulfilling the liberty of a University, Dr. Cole had established an SGA which has been influential from the beginning. Serving as advisor was Dr. J. M. Anders, picked by the President because of his stature with faculty and students. The discipline committee, later Honor Council, was an important part of the structure that focused on student responsibility and learning.

In 1955 Dr. C. R. Wood, the long-time Dean of the College and indeed the first and only Dean to that time, took a leave to pursue another career.

Dr. Cole chose as an Acting Dean, later to become the Dean, Dr. Theron Montgomery. Dr. Montgomery imbued, with the liberal arts tradition from Wofford College and Duke University, sought to bring Dr. Cole's quality goals into reality.

The enlarged enrollments necessitated increased faculty, while inflationary trends were eating away at the dollar, causing many institutions to stretch the limits on accreditation. Dean Montgomery found the Institution "*under the gun*" so to speak. Teachers were teaching extension and evening classes for extra compensation, thus violating the contact hour limit and the teacher ratio standards. The number of faculty holding the bachelor's degree was extensive, the number of doctorates was small. These and several other items were the cause of concern. Much of this existed because of a sincere desire to serve the population in the region and also to assist all faculty with additional income by extra teaching and/or employing wives.

Confronted with the reality of conforming to standards and promoting quality, President Cole authorized the Dean to move with dispatch. This began a long and meaningful relationship with the Southern Association of Colleges and Universities. The institution made all necessary adjustments and strove to meet even higher standards than were required. This same approach was used with AACTE and later NCATE. The tone of quality was to be reflected in screening for Teacher Education, Advanced ROTC, and Nursing which was added some years later.

Montgomery was joining two stalwart members of Dr. Cole's executive staff, Lawrence Miles and Solon Glover. These three were to be known by some as the "Three Musketeers." Each of a different temperament and background had in common a respect and admiration for the President and love of the institution. Differences were voiced, disagreements existed, but nothing disagreeable or divisive in the unique relationship prevented the team from working for improvement and service.

Each of these men was encouraged to become active in his respective organizations. Their contacts and involvements gave impetus to innovations and lifted the horizons.

The institution set in place a procedure for selective admissions and retention. Modest at first, it came to be meaningful in that for those students the institution was not equipped to teach, they could seek training and education elsewhere. Always aware of the institution's needs to serve, there were summer programs for admission and retrieval for borderline cases.

In 1957 the graduate division was added under Dr. Reuben Self's direction. This program, added at a time the school was under pro-ration, placed a burden upon its resources. Always a man with connections, Dr. Cole called on his friend, Dr. John R. McClure, Dean of the College of Education, University of Alabama, for advice. This fine gentleman gave encouragement and assistance. The graduate



council, together with Dr. Self and Dean Montgomery, put in requirements, many later relaxed, to assure a quality product as suggested by Dean McClure.

It was imperative that the Master's Program not weaken the undergraduate program nor that the standards for the graduate degree be a fast, easy access to more pay. Although these requirements kept the program small even with the scope of the degree widened, it was well in keeping with the philosophy of integrity and higher standards that were symbolized by Jacksonville State College.

In 1960 the institution volunteered to be among the first institutions to undergo the self-study and reaffirmation process. In 1961 a team of distinguished educators came and investigated the institution with intensity. Everything was put forth and everyone was made available. It was a credit to Dr. Cole that the self-study report was presented by faculty committees as a dedication to him in appreciation of the spirit in which it was done.

The reaffirmation with suggestions that the institution continue in its direction and goals was indeed a reward to all.

While many institutions in the sixties were experiencing marches and demonstrations, JSU was spared that because of the open door. The students were heard, but they also listened.

The institution became aware of the programs and funds being provided by the federal government. The National Education Defense Act came into being, as did Title III for developing institutions and Title V also. The Title V monies were funded to institutions through State Departments of Education.

Jacksonville State was able to give increasing assistance to students with the National Defense Education Act of 1958 providing funds.

Title VI funds through the State Department encouraged expenditures in audio-visual materials. The Instructional Media Program grew and expanded with the first t.v. (closed circuit at the time) facility. Other materials and equipment were acquired and used extensively in support of teaching. These items included films, projectors, recordings, and record players.

Dr. Alta Millican, who returned to JSU upon the completion of her doctorate, took charge of this ever expanding area. She was later to become the Dean of the School of Instructional Media and Library Science. A dedicated teacher and administrator, she served as chief librarian of the twelve-story Houston Cole Library for a number of years. This edifice, named for Dr. Cole, was an appropriate recognition for him as he always was among the best read on the campus.

In addition to assisting students with National Education Defense funds, the institution was able to secure audio-visual equipment, the first television station, and upgrade its radio station.

The nature of the Developing Institution Act required unique proposals. JSU presented a program to upgrade and challenge its faculty by paying their salaries and expenses (tuition, etc.) for them to attend Duke, Emory, or Vanderbilt. This program was referred to as "DEV."

The "DEV" program was specifically designed to send faculty members to established, prestigious institutions. Many of the JSU faculty were graduates of JSU who had master's degrees from the University of Alabama and Auburn University. Although well prepared at this level, the need for further education and a more diverse experience was the basis for this proposal. The replacements for them during that period were teaching fellows sent primarily from those institutions. All this was paid with federal funds. Although not all of the faculty who participated in the program completed it, they all benefitted by the exposure to these outstanding institutions.

During this period and in time to follow, a diversity of backgrounds was sought for the faculty. The cooperation with Duke, Emory and Vanderbilt was possible in part because of the Dean's connections and friendship with Dr. Frank de Vyer of Duke, Dr. Jake Ward of Emory, and Dr. Emmett Fields of Vanderbilt. Accompanying this phase of Title III, the University was able to secure Dr. Edgar T. Thompson, Professor of Sociology, for a semester as a visiting professor, and bring to the campus for lectures and visits with faculty forums Dean Fields, Dr. Frank de Vyer and others.

1967 was a busy year. The college had been named a University and now the task of fulfilling the measure of such fell to all concerned.

Mr. Hugh Merrill, Chairman of the Board, together with his cousins, (Walter and Fred) long-time friends of Gov. Wallace, secured a special appropriation and the establishment of a School of Nursing. It was named in honor of the governor's recently deceased wife.

It became the Dean's responsibility to facilitate the mission set forth. First came the cooperative effort with the existing Diploma School of the Anniston Hospital (later Regional Medical Center). This was made possible and pleasant because of the cooperation and assistance of Dr. White, Mr. Walter Merrill, Mrs. Charles (Juliette) Doster, and Mr. Morgan who were the trustees of the Diploma School. A search was conducted and, with much assist-

ance from the above and others, Dr. Mary Margaret Williams of Emory University Nursing School was employed. She served first as consultant to Jacksonville and later as Dean of the School of Nursing (her duties at Emory were such that she could serve first as a consultant and then join JSU full time).

A School of Law Enforcement came into being as a full program and was headed up by Malcolm Street, Jr. (now Judge Street). Dean Street, who had started with a law enforcement program, was to develop the College of Criminal Justice.

It was in the area of faculty and student behavior that Dr. Cole had to exercise patience with the Dean. The Dean, with students, wanted probation and special probation to regulate student behaviors. Always willing to dismiss when necessary, there was in both men compassion.

Several occasions with faculty must be recounted for their interest. A very distinguished professor of Foreign Languages was somewhat cosmopolitan. Calhoun County being dry, he went to Cave Springs, Georgia for an outing. Being of the nature that he was, he dressed up in a Scottish outfit, drove over in his convertible, and proceeded to consume the brew. In due time he was arrested. He made his allowed call to the Dean who then had the local sheriff to arrange his release and return. As fate would have it, a nearby newspaper wrote up the incident. Reading about it, the President summoned the Dean. When asked if he knew about this, the Dean replied that he had arranged for him to be released. The following discussion about dismissal was interesting. The President was concerned about the image and reputation of the institution, and the Dean valued this very able teacher. This professor was teaching overloads, had students waiting to get in his classes (not too common in foreign languages) and was carrying out a language program in the elementary school. Being generous in his attitude, the President kidded the Dean about his liberality and allowed him to keep this professor.

There were other occasions when the President stretched his limits to afford the Dean the opportunity to allow some difference in behavior than had been the expectation or rule for some years. The Dean had given permission to an English teacher to work on weekends as a waitress at the Fort to supplement her income. It was of some consternation to her colleagues who were retired military to experience her as a cocktail waitress. These and other events were always handled confidentially and in a spirit of honesty. Dr. Cole, always moral and a Christian, was never negative in his attitude toward his colleagues. Although he enjoyed challeng-

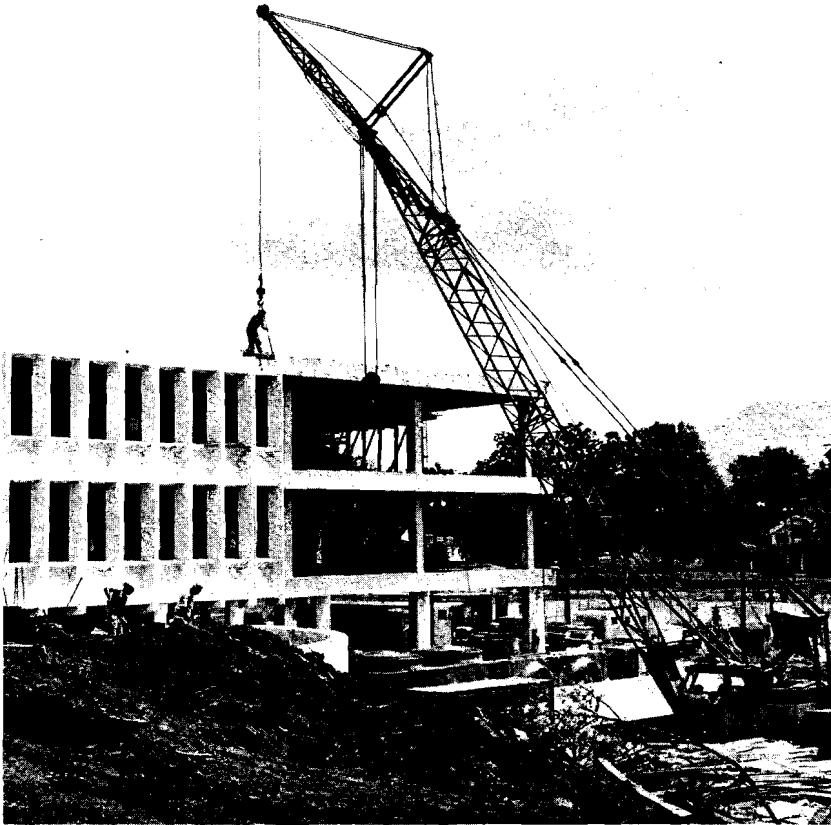
ing his staff to give of their utmost, he was reasonable in his demands.

As the sixties moved to their close, the college became a university. One can say Dr. Cole was its creator in spirit and fact.

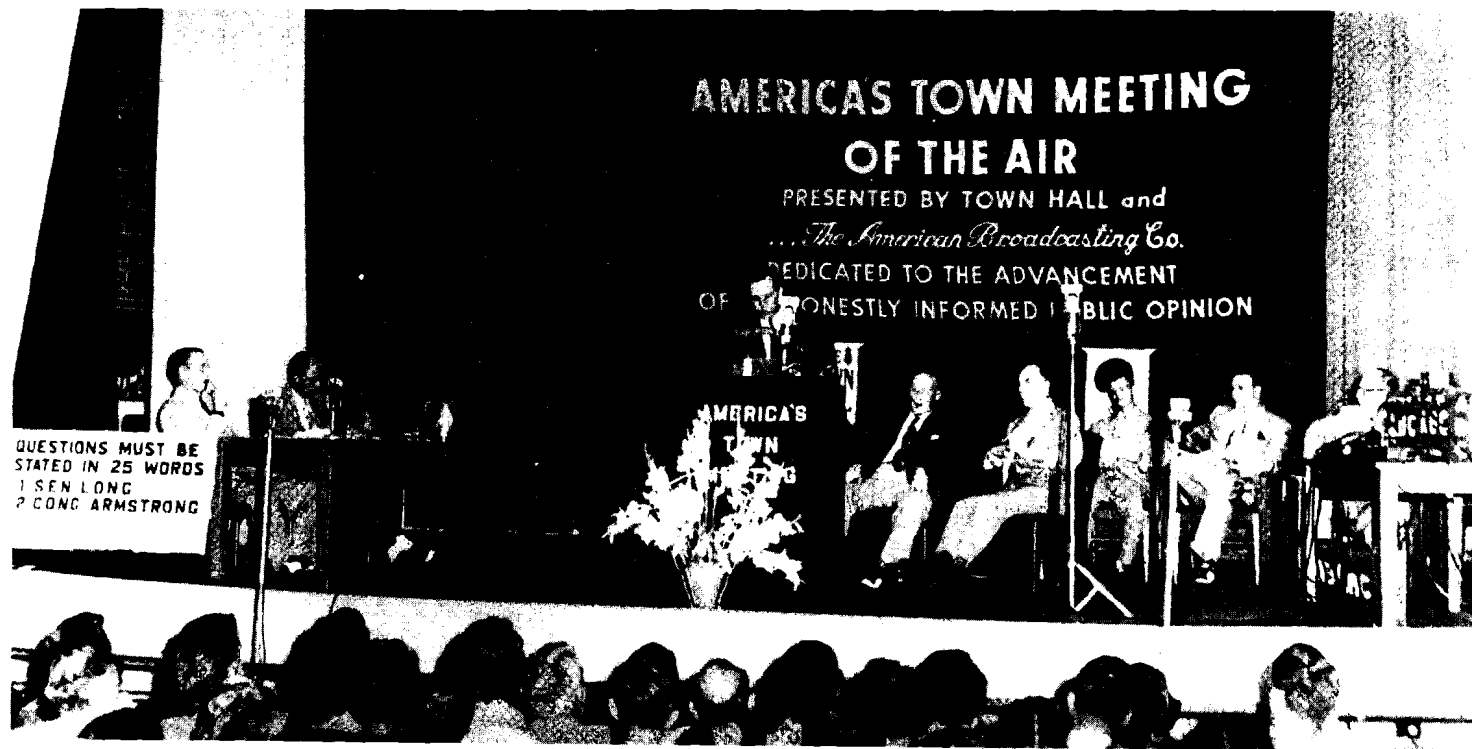
The appropriate reflection of this period can best be summarized:

There are those who are the candle that give the light and there are those who are the saucer and reflect the light. Houston Cole was the light. We, all, were the saucer reflecting the light.

This contributor is indebted to a number of persons, articles, etc. for information herein included, but especially to a vivid memory of "The Man."



*During Cole's years many buildings were added to the rapidly growing campus. Here we see the Theron Montgomery Student Commons Building under construction.*



"America's Town Meeting" held in the Leone Cole Auditorium was begun as a forerunner of the popular television program, "Sixty Minutes."

## Chapter Five

# Speakers and Dignitaries Flood Campus

By Miriam Higginbotham

In September of 1942, when Dr. Cole became president of Jacksonville State Teachers College, the world was in a tumultuous change. World War II was raging, economic values were changing, cultural standards were being turned upside down and, more and more, religious ethics were being questioned.

As Dr. Cole took the reins of the college, which had dwindled to only 119 students, he did so with a clear mission. He believed that through enriched education, people could be taught to rise to a higher level in life.

Most of the students had chosen Jacksonville because they were pursuing an education which would prepare them for the classroom. Like most typical students, they had their personal dreams and their heroes who had made outstanding records and performances in different fields — sports, politics, science, music, and art. As students matured into adulthood, the characteristics and cultural traits of parents, peers, teachers and heroes were absorbed. However, many had never had the opportunity to meet personally or to talk with outstanding personalities. So it was that Dr. Cole recognized the need for his students to come in contact with some outstanding leaders and potential heroes in order to develop an understanding of this up-side-down world.

A program was developed by Dr. Cole to invite local, national and international figures to the campus. A two-fold purpose was accomplished through his endeavors. Not only did the program give students a "once in a lifetime" experience of meeting outstanding people but also placed Jacksonville State Teachers College and Jacksonville, Alabama, in the minds and hearts of all who came.

At every opportunity Dr. Cole encouraged people involved at various levels of government to visit the campus and to talk with the students. Also, to involve the community in the campus life, Dr. Cole invited the civic leaders of the area to join together and to invite outstanding speakers to come every other week. The program was begun in 1942. Admission was free to the citizens of the community and to the students. The series was known as "Town Meeting for War" until 1943 when the name was changed to "Town Meeting for Peace." Local people invited to participate included Colonel Harry M. Ayers, publisher of *The Anniston Star*, and Alabama's Lieutenant Governor L. H. "Handy" Ellis. Some others who participated were John Temple Graves III, Congressman Sam Hobbs, Congressman Joe Starnes and Congressman Albert Rains.

As a forerunner of the popular television program, "Sixty Minutes," Jacksonville played a prominent part in hosting "America's Town Meeting of the Air," which was broadcast over 270 stations. Dr. George Denny, Jr. from New York served as the moderator, and Radio Station WHMA in Anniston was used as the originating broadcast station. Representative O. K. Armstrong, a Republican from Missouri, and Senator Russell Long, a Democrat from Louisiana were guests. The topic of discussion was, "Is Our



Senator Russell Long, a Democrat from Louisiana, was the guest of Dr. and Mrs. Cole when he appeared on the program "America's Town Meeting," in 1946.

National Security Endangered by Congressional Hearings?" Dr. Cole and Walter Merrill, a local attorney, were the interrogators of the program. Both Representative Armstrong and Senator Long were house guests of Dr. and Mrs. Cole.

Guests were invited from a variety of fields in government. Four of these men became presidential candidates — Senator Barry Goldwater, Republican Senator from Arizona; Senator Edmund Muskie, Democrat Senator from Maine; Senator Henry Jackson, Democrat Senator from Washington, and Governor George Wallace, Governor of Alabama.

In 1964 Barry Goldwater was the GOP presidential candidate who was defeated by Lyndon Johnson. During Senator Goldwater's three-day campus speaking tour through Alabama in 1967, he told the students at Jacksonville that if George Wallace ran for the presidency on a third party ticket in the 1968 election, it would only assure the reelection of President Johnson. *The Birmingham Post-Herald* reported that Goldwater would personally favor a Nixon-Reagan ticket in 1968.



Senator Barry Goldwater, Republican Senator from Arizona, was reported to have favored a Nixon-Reagan presidential ticket in 1968.



American Broadcasting Company's

**WELCOME!**

# “America's Town Meeting of The Air”

Broadcast Over 270 Stations

## Hear These Distinguished Speakers.



Rep. O. K. Armstrong  
(Rep.) Missouri



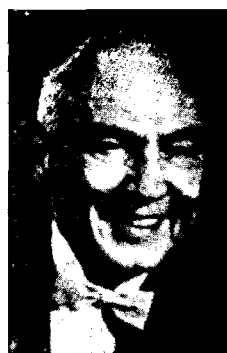
Senator Russell Long  
(Dem.) Louisiana



DR. HOUSTON COLE



WALTER MERRILL



GEORGE V. DENNY, JR.  
Moderator

Interrogators On Program

Coast-to-Coast ABC Network Direct From  
**Leone Cole Auditorium**

ON THE CAMPUS OF JACKSONVILLE STATE COLLEGE

**TUESDAY, JULY 3rd**

---

PROGRAM SUBJECT

**"Is Our National Security  
Endangered by Congressional  
Hearings?"**

**EVERYONE MUST BE SEATED BY 6:15**

WHEN "WARM UP" SESSION BEGINS

**BROADCAST TIME 7:00 P. M.**

***NOTE:***

Due To Daylight Saving Plan,  
Program Broadcast In Central Time  
Zone Over WHMA-WHMA-FM at 8 P.M.

This Public Service Feature Jointly Sponsored By  
**JACKSONVILLE STATE TEACHERS COLLEGE  
RADIO STATIONS WHMA-WHMA-FM  
THE ANNISTON STAR**

Edmund Muskie visited Jacksonville's campus in February 1969, and left no doubt that he wanted to be the Democratic presidential nominee in the 1972 election. In his address he told the students that the universities and the political process were undergoing a revolution. National campus unrest and demonstrations had already begun. He was quoted in the February 22, 1969, issue of *The Birmingham News* as saying "We must have a disengagement from the passions and prejudices which divide us — black and white, urban and rural. This can be done by trying to pay attention to each other." Following his prepared remarks, the Senator said that his most important objective was to play a role in shaping the country's destiny.



*Senator Edmund Muskie, Democrat from Maine, left no doubt that he wanted to be the presidential nominee in the 1972 election.*

The Governor of Alabama, George Wallace, was a frequent visitor to the campus. The students had many opportunities to talk with him, not only about the presidential campaigns but also about the needs of education. Through his relentless efforts, Dr. Cole instituted and completed a building program for Jacksonville State University that has never been equalled during the Wallace Administration.



The fourth guest to become a presidential candidate was Senator Henry Jackson. In 1970 Dr. Cole founded the Teacher Hall of Fame to honor teachers for outstanding dedication to their profession. The first two teachers to be honored were Mrs. Dora Hill from Gadsden and Mrs. Jessie Freeman of Tuscaloosa. The speaker at the inauguration of the Teacher Hall of Fame and the induction of these two Alabama teachers was Senator Jackson.



Senator John Sparkman, Democratic Senator from Alabama, who had been the 1952 candidate for vice president, was a close per-

sonal friend of Dr. Cole. The Senator visited Jacksonville's campus on numerous occasions, such events included the dedication of the new highway between Jacksonville and Anniston in 1947 and his appearance as the featured speaker for the alumni breakfast.

Through the Senator's respect for Dr. Cole and the need for additional housing on the campus, the money was obtained to build the residence hall which bears the name of the Senator's wife, Ivo Sparkman. Both Senator and Mrs. Sparkman were present when the hall was dedicated.

Following the dedication, the students hosted a reception for the Sparkmans and had the opportunity to talk with him personally on a number of social and political questions. His warm, southern charm gave the students an ease and interest as they talked with him.



Alabama's only "Lady Governor" Lurleen B. Wallace was invited by Dr. Cole to speak to the 1967 graduating class. Her genuine grace and charm was an inspiration to all who heard her. This was

one of her last appearances before she was stricken with terminal cancer.

Jacksonville State Teachers College felt the influence of Representative Hugh Merrill and Senator A. C. Shelton in 1957 when these two men were instrumental in persuading the Alabama Legislature to drop "Teachers" from the name. These two men were also involved in 1966 when a bill passed a Special Session of the Legislature and was approved by Governor Wallace to change the name to Jacksonville State University.



*In 1966 Governor Wallace signed the bill passed by the Legislature to change Jacksonville's name to Jacksonville State University. Looking on are Merrill, Member of the State Board of Education; Hugh Merrill, Representative, and Dr. Cole, President.*

Officials in all walks of government were no strangers to the Jacksonville campus. The reasons they came were also varied. In 1947, Speaker of the Alabama House of Representatives, W. M. Beck, came to crown Elaine Gerstlauer "Miss Jacksonville." Alabama Congressman Albert Rains came to Homecoming for the opening of the new stadium in 1947. Republican Congressman O. K. Armstrong from Missouri and Congressman Albert Rains,



*Dr. Cole invited Governor Albert Brewer to speak at the 1968 graduation exercises. The Governor urged the graduates to get involved with politics and not to spare themselves in the expense of involvement in the vital matters of government at all levels.*

Democrat of Alabama, participated in a debate centered around the conduct of the Korean War. Governor of Alabama, John Patterson, attended the dedication of a men's dormitory named in honor of his father, Albert Patterson. Senator Margaret Chase Smith inspired the students in 1950 with her knowledge and understanding of world problems. Alabama Senator James B. Allen was a frequent speaker for banquets and for student body meetings. Pennsylvania Senator Hugh Scott addressed the faculty and students. Alabama State Senator Pete Mathews spoke to the students during a summer series of addresses by Alabama Legislators. Senator William Proxmire spoke to the students in the 60's. Congressman Bill Nichols was always a welcomed speaker.





*Dr. Houston Cole  
Sen. Margaret Chase Smith*



*U. S. Senator Hugh Scott  
Dr. Houston Cole*



*Dr. Houston Cole  
Sen. William Proxmire*





*Dr. Houston Cole, Congressman Bill Nichols, Washington, D.C.*

In the late 60's college campuses over the nation began to feel the tumultuous change. While Jacksonville did not succumb to campus violence as other universities experienced, it too had its problems. Because Dr. Cole was not afraid to face issues which affected students, he invited the controversial educator, Dr. Max Rafferty, superintendent of education in California, to speak to the student body. Dr. Rafferty kept the audience either laughing or applauding for more than two hours. His view on students who felt they should "have a voice" in running a university was very clear. *"The Birmingham News,"* quoted him as saying, "It's one thing to

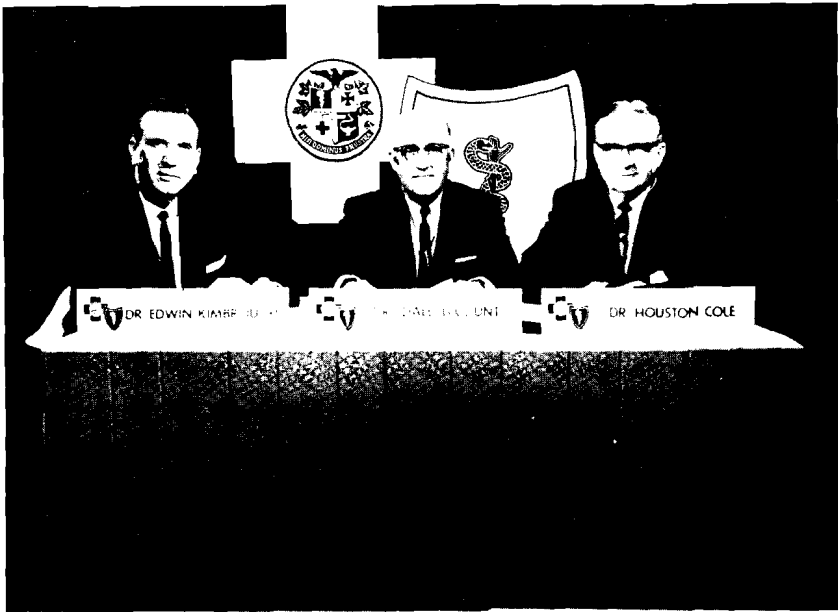
have a voice, but something entirely different to control it. My advice to students who aren't happy with their college is to go to another one that's more suitable for them." He further stated, "This Supreme Court has been wielding the power of a wet noodle in dealing with campus violence."



*Dr. Houston Cole and Vance Packard*

Probably the most knowledgeable group of guests invited to the campus were the representatives of the media. They were local, state, and national figures and had a wide variety of backgrounds and opinions: conservative, liberal, right wing and left wing. Not only did they give their own views of what was developing, but they were also prepared to give the reaction of the people around the world.

Dr. Cole saw the value of the TV media. For twelve years he chaired the program sponsored by Blue-Cross, "What's Your Problem?" He was assisted by Dr. Dale LeCount and Dr. Edwin Kimbrough, both very popular Birmingham ministers. Students and residents from all over the state wrote in questions for these three men to discuss. The areas of discussion ranged from education, religious problems, and political questions to the economic outlook for America.

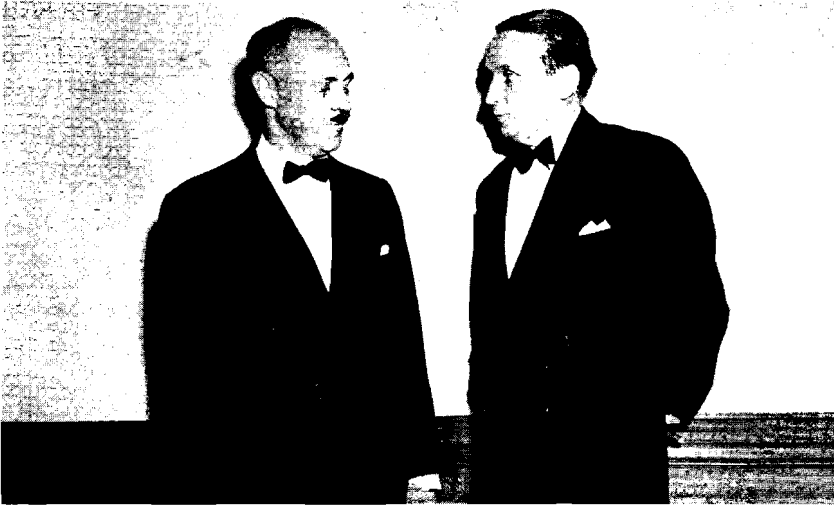


*The television panel for "What's Your Problem?" brought much attention to Jacksonville, but it did not fulfill Dr. Cole's objective of giving students the opportunity to talk with people who were in the media. So, Dr. Cole began inviting media guests to visit the campus.*



*Miss Dorothy Thompson, Dr. Houston Cole*

In 1951 Dorothy Thompson, a nationally noted traveler and journalist, and Pauline Frederick, a well-known commentator, were invited to address the students and to answer questions. One of the nation's leading writers on human affairs during the 60's, Howard Whitman, spoke to the students and the faculty. Sander Vanocur, a national television commentator, was invited to be the guest speaker for SCOAG (Students Conference on American Government). Other outstanding national figures who entertained as well as informed the students were Paul Harvey, ABC; Erwin Candam, CMS; Douglas Edwards, CBS; Charles Taft;



*Mr. Drew Pearson, Dr. Houston Cole*



*Dr. Houston Cole, Dr. Woodrow Wilson Sayre*

Woodrow Wilson Sayre; and Drew Pearson, all national columnists; and Vance Packard, author.

Not only did Dr. Cole see the value of inviting nationally known people, but also the importance of "homefolks." In the November 8, 1969 edition of *The Sand Mountain Reporter* newspaper it was reported that Dr. Cole had read an article regarding the growth of JSU, and the phrase "Jumping Jax" was coined by the *Reporter*



*Dr. Houston Cole, Mr. Paul Harvey*



*Mr. Douglas Edwards, CBS News, Dr. Houston Cole*



*Dr. Houston Cole, French Ambassador Bonnett, Col. Harry M. Ayers*



*Madame Bonnet, wife French Ambassador, Dr. Houston Cole*

editor, Jesse Culp. This term was used as the 1969 theme for Homecoming. Dr. Cole wrote Mr. Culp, thanked him for coining the phrase and invited him to be an honored guest at Homecoming.

Other local and state personalities included Harry M. Ayers and Brandt Ayers from *The Anniston Star*; Virginia Stephens from *The Gadsden Times*; Thelma Young, Fred Taylor, Dave Langford and



Bob Hawkins from *The Birmingham News*; John Temple Graves, Bob Phillips and Duard LeGrand from *The Birmingham Post*; and Harry Mabry and Everett Holle from a Birmingham television station.

The Alabama Chapter of the American Association of Teachers of French held its annual convention on Jacksonville's campus in October 1947. The outstanding guests were the French Ambassador and his wife, Ambassador and Madame Henri Bonnet.

The International House was begun in 1946 and opened an opportunity for students to have first-hand knowledge of the different cultures around the world. After the Ambassador returned to France he wrote Dr. Cole the following letter:

Ambassade de France  
aux Etats-unis  
No

Washington, le November 7, 1947.

Dear President Cole,

I wish to thank you most heartedly for the reception I have received from you, the teachers and the students of State Teachers College. My wife and I felt it was one of the most useful contacts we ever had in the United States and I was very much impressed by the fine spirit displayed by both teachers and students of French, their keenness in their work and the full understanding and comprehension which exist between them. Nothing could have been more encouraging for us than to see the high interest you have instilled in them for foreign countries.

I have returned from Alabama more confident than ever in the future of the relations between France and the United States and it is my wish to be able to help you maintain and develop the exchange of students which you have so ably started with France. There is no doubt that French and American youth will greatly profit by being allowed to learn the ways and methods of the other country where they would make life long friends in the scholar, industrial, agricultural and commercial circles.

With kind regards,  
Yours very sincerely,

The Hon. Houston Cole  
President  
State Teachers College

Henri Bonnet  
French Ambassador to  
The United States

Social graces were emphasized for the predominately female student body during the war years. "Tea Time Chats" were held in the lounge of Bibb Graves Hall. The noted etiquette authority, Amy Vanderbilt, was a most entertaining visitor for the students in

1959. Her charm created much interest on the "how to" among the students. However, it was humorously noted of this lady of white gloves and fine etiquette, that her "slip was showing" during her entire visit.



*Dr. Houston Cole, Miss Amy Vanderbilt*



*Dr. Houston Cole, Miss Pearl Buck, Col. Harry M. Ayers*

In 1944 the students had the rare privilege of hearing Miss Pearl Buck, the American novelist who won the Pulitzer prize in literature in 1932 for her novel, *The Good Earth*. In 1938 she was awarded the Nobel prize for literature. Her missionary parents took her to China when she was a child and she grew up thinking China was her home. She had a keen understanding of the Chinese lifestyle as demonstrated in *The Good Earth*.



*Dr. Houston Cole, Miss Helen Gahagan Douglas, Mrs. Houston Cole, Mr. Basil Rathbone*

To offer the students a touch of Broadway, Dr. Cole made sure his campus was exposed to outstanding performers. In 1955 Basil Rathbone and Helen Gahagan Douglas, wife of Melvyn Douglas, were invited to the campus.

Mr. Rathbone and Mrs. Douglas presented a program of literary masterpieces to a capacity audience in Leone Cole Auditorium. Both visitors were enthusiastic over the beautiful setting of Jacksonville and the warm response from the audience.

Mrs. Douglas, a former congresswoman from California, was hesitant to give a prediction concerning the Republican presidential nominee; however, she did suggest Richard Nixon and Clare Booth Luce as a good ticket.

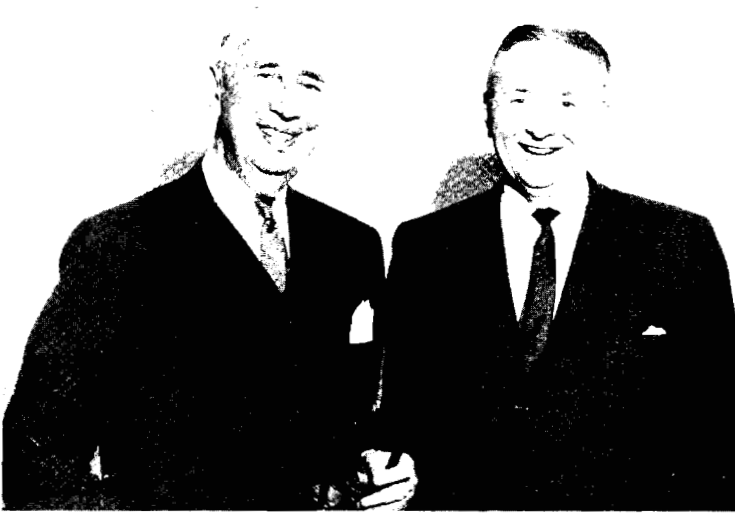
Since Jacksonville could not go to Hollywood, Dr. Cole brought Hollywood to Jacksonville. In December 1953, Charles Laughton completely captivated his audience in Leone Cole Auditorium for two and one-half hours. His program ranged from literary selections of Shaw, Dickens, and Wolfe to the Bible. Cody Hall reported in *The Anniston Star* that Laughton opened his program with a straight face by announcing his intentions to read poetry. He quipped, "That put a damper on your spirits?" He then quoted a few verses of "Little Willie" rhymes.

Among his readings, he delighted the audience with a memorable selection from George Bernard Shaw's *Don Juan in Hell* and from the rhythmical section on railroads of Thomas Wolfe's novel, *Of Time and The River*. He concluded his performance with selections from the *Bible* — the 139th Psalm and the story from the book of Daniel of the deliverance of Shadrach, Meshach and Abednego. In an interview the actor said that he never actually read to his audience. Rather, he said, "It's memorized, but I take the books on stage to keep from making a damn fool of myself."



*Dr. Houston Cole, Mr. Charles Laughton*

Inspirational speakers were invited to come to the campus to participate in "Religious Emphasis Week" each year. There were many well known speakers who were asked to come for this program. In 1952 the pastor of the New York City Brick Presbyterian Church, Paul A. Wolfe, inspired the student body.



*Dr. Ralph Sockman, also from New York City, was invited to participate in 1964.*



*In April 1966, Dr. Walter Judd, a Congressman, a missionary, and a physician from Washington, D. C. was the outstanding and inspirational speaker for the Religious Emphasis Week.*



*The editor-in-chief of The Christian Science Monitor, Mr. Erwin D. Canham, was invited to speak to the student body in 1967.*

Dr. Houston Cole's philosophy was that having the opportunity to see and to talk with examples of notable people, was within itself a step in the right direction of "true education." He certainly agrees with Plato who said, "By education I mean that training in excellence from youth upward which makes a man passionately desire to be a perfect citizen, and teaches him to rule, and to obey with justice. This is the only education which deserves the name."



## Chapter Six

### Creation of Alumni Association Recalled

By Julia Snead Kingston

The cold, damp day of November 23, 1966 did not dampen the spirit of hundreds of students assembled in front of Bibb Graves Hall to hear an announcement that would forever enhance the value of a diploma from the institution. Dr. Houston Cole made the announcement, loud and clear, with the help of a megaphone, that Jacksonville State College had been elevated to university status by the State Board of Education and that from this day forward the school would be known as Jacksonville State University. This action gave North Alabama its first university. The faculty, administration and students were elated over the name change.

Dr. Cole stated, "I would like to make it clear that this change in status imposes greater responsibilities on us as an educational institution. The change in name came about primarily for two reasons: demands from our student body for master's degrees and pressure from junior colleges to help train their teachers."

Dr. Cole outlined his ambitious plan for developing an outstanding university for the future alumni of Jacksonville State University and offering greater service to Alabama. The enthusiastic crowd quickly turned into a spirited pep rally for the Jacksonville State University Gamecocks' departure for an appearance in the first annual Space City Football Classic in Huntsville.



The change to university status received much publicity throughout the state. The headlines in *The Gadsden Times* read, "University Status, Dr. Cole's Present" in reference to his birthday the following day. The elevation to university status was indeed Dr. Cole's great gift to future alumni and all of North Alabama. The event was emblematic of his determination to provide the finest education at the lowest possible cost to the students of Alabama.

The school was founded as Jacksonville Normal School, renamed Jacksonville State Teachers College in 1929, Jacksonville State College in 1957, and Jacksonville State University in 1966, thus creating the fourth category of alumni for the institution. The Class of '67 would be the first to graduate from Jacksonville State University.

Perhaps Ralph Callahan best expressed the feeling of many in a letter of congratulations to Dr. Cole:

"A word spoken in good season, how good it is" (Proverbs). Little did I think or know on that cold rainy day a quarter of a century ago in Montgomery that I would be writing you this note now to congratulate you upon twenty-five years of superb administration at Jacksonville. The fruits of your labors have created a bounteous harvest. Brick and stone rear their way toward the sky on Jacksonville campus, but I feel that your real monument will be in the hearts and careers of the young men and young women who pass through these hallowed halls of learning. As Calhoun County's first citizen. I congratulate you upon twenty-five years of service and wish for you and yours many more years of happy adventure in your chosen field.

The president of a university is the key person in creating academic and administrative excellence. In this respect, Houston Cole graded A-plus. Improvement was the objective of every move. The cornerstone in building a sound viable support system, among the many communities within a university, must be molded with trust, credibility, respect, integrity, capability — qualities attainable only through a hard, fair-minded work ethic. By 1966 University President Cole had earned the respect and confidence of educators throughout the state and the Southeast. Charisma and an unsurpassed ability as a public speaker gained Dr. Cole widespread popularity with the public as well.

In order to attain the goals which he had set, the President knew that expanded alumni support would be important to the growth and development of the University. Dr. Cole's approach to achieving the continuing support of alumni was to see that the needs of the students were met, and met with respect.

Knowing that a primary measure of the quality of a university is its alumni support, Dr. Cole laid the foundation for a system of

financial aid for students. The gratitude of these students was reflected in the steady growth of the university's alumni program. He was revered by graduates throughout the state, and numerous stories have been told of the assistance given by Dr. Cole to students who, long before the enactment of Federal aid, needed assistance to obtain the education which would enable them to have important careers as corporate executives, bank presidents, university presidents, master teachers — the list is endless and the stories heartwarming.

When Dr. Cole called upon the alumni and friends to be a part of an exciting drive for excellence, the response was enthusiastic. His state-wide network was impressive and effective. In 1967 the decisions to concentrate efforts toward expanding alumni activities and support of the university was made. At this time, a loyal alumni association was in place and was made up primarily of several hundred Jacksonville State Teachers College graduates and an active Normal School groups energized by Louise Tredaway.

The yearly functions focused on the Jacksonville alumni breakfast, held at the old Tutwiler Hotel during AEA, and homecoming on campus. The alumni board of directors met twice yearly and the alumni dues were \$1.00. Effie Sawyer, executive secretary to the president of the university, inherited the additional



*The gathering of hundreds for the Jacksonville breakfast at the Tutwiler Hotel during AEA is now a part of history, but provides rich, warm memories for those who attend year after year.*

duties of serving as secretary and contact person for the alumni association, which she performed efficiently and professionally. Solon Glover, Jacksonville State University business manager, served the association as treasurer and Miriam Haywood, assistant business manager, assisted with primary alumni functions. Clifford Coffee was responsible for alumni publication and news releases and Opal R. Lovett provided the pictures which accompanied the releases. Many others across campus assisted when needed, as did Lawrence and Hazel Hicks, who often chaired the homecoming committee, and Miriam Jackson Higginbotham assisted with student activities. Because of the change to university status and increased workloads, the staff did not have the time to devote to the expansion of the alumni program. Dr. Cole knew that the time had come to employ a director of alumni affairs whose primary responsibility was to promote alumni development.

Julia Snead of Centre, Alabama, served on the alumni board of directors for two terms prior to being elected president of the alumni association for two terms. In accepting the challenge, Snead said:

In the spring of 1967 Dr. Cole asked me to take the position as the first full-time director of alumni activities. After several discussions with Dr. Cole in August of 1967, I accepted the challenge to



*Julia Snead directs student assistants in the mail-out of the Alumni News just before homecoming — an exciting time.*

channel alumni resources and promote Jacksonville State University as an outstanding institution of higher learning. The staff consisted of the director and one Work-Study student and many volunteers.

It was an exciting period for the university. Literally hundreds across the campus spread the word that Jacksonville State University was on the move. Again Dr. Cole's impeccable timing was on target. Alumni clubs were organized in Huntsville, Atlanta, Montgomery, Birmingham and in the fifteen surrounding counties. The mailing list increased from hundreds to thousands, and the alumni staff was increased by the addition of several Work-Study students. Homecoming activities were expanded and attendance grew.

On homecoming day, five to six hundred alumni and friends gathered at Leone Cole Auditorium for the annual alumni awards luncheon where they enjoyed the fellowship of the grand occasion. Rudy Abbott, sports publicity director, and Jack Hopper, public relations director, gave extensive media coverage to university activities. JSU alumni and fans came from far and near to enjoy James Haywood's fabulous luncheon buffet, to hear Dave Walter's celebrated Marching Southerners and to yell for Charley Pell's unbeatable Gamecocks. They came for the sheer joy of spending



*JSU Alumni from the Lanett area take time to pose for a picture before the banquet.*



*Everyone in Lanett knew the JSU folks would turn out in full force for their Alumni chapter meeting.*

an autumn day on a beautiful campus with friends. It was a happy time. The University grew and prospered. Houston Cole was proud.

During the late sixties and early seventies, with limited staff and budget, but unlimited volunteers, the alumni activities continued to grow and flourish. Of great importance to the university was

the beginning of the active involvement of young university graduates, who combined with the core alumni group and the State Normal School Club to boost the off-campus financial support above the \$300,000 mark.



*The main business at those long ago popular seated luncheons on homecoming day was eating before the exciting afternoon football game which we never lost.*



*A few of those Alumni pause for a smile during the luncheon on homecoming day.*

A first for Jacksonville State University was the organization of a seven hundred member parents' club. With the help of the alumni executive board members, the Jacksonville State University Foundation was established, an action that many felt to be crucial for future university development. It was an independent organization governed by an off-campus board, specifically designed to receive contributions designated for upgrading the university by meeting the needs of the many academic facets. Three young members of the alumni executive committee giving strong support and assistance to this ambitious undertaking were Dale E. Powell, Sperry Snow and Charley Waldrep. Once again, caring volunteers played an important role. The Jacksonville State University Foundation continues to channel scholarships and contributions to every department of the university.

One day in 1941, as Superintendent of Education of Tuscaloosa County Schools, Houston Cole delivered a commencement address and gave a diploma to a quiet, sandy-haired, young lady named Lurleen Burns, later to become Governor Lurleen B. Wallace. It was with special pride that President Cole invited the first woman governor in the history of Alabama to deliver the commencement address to the first full-term graduating class of Jacksonville State University on May 27, 1967.

The message of the petite governor to the two hundred and eight graduates in Paul Snow Stadium was *BE ACTIVE, CARE, BECOME INVOLVED*. Long before Governor Lurleen Wallace sent out the cry: be active, care, become involved, it had become a way of life with Houston Cole, a 1921 graduate of the Jacksonville State Normal School. Under his dynamic leadership as President, his alma mater flourished and grew. He was awarded every honor given by the Alumni Association. In 1956, he was given the first alumnus of the year award which was inscribed as follows:

In recognition of distinctive and unselfish service to Jacksonville State College. Exemplification of the highest ideals of citizenship and leadership in many fields of endeavor, the Jacksonville State College Alumni Association proudly presents the First Alumnus Award.  
— 1956 — Solon Glover, Alumni Secretary; Malcolm Street, Alumni President.

In May of 1970 at graduation, the University Board of Trustees presented Dr. Cole with an honorary doctorate of letters in recognition of his leadership at the institution for the past twenty-eight years. The doctorate of letters read: "With imagination, initiative and untiring labor, Houston Cole has built his alma mater into a great university." The three hundred eighty graduates joined a large audience in a standing ovation of appreciation to the Dean of

University presidents and to Jacksonville State University's most prestigious alumnus. Dr. Cole put into motion the current alumni development program. No truer words apply to Houston Cole than those written by Ralph Callahan: "The fruits of your labors have created a bounteous harvest."



*Hugh Merrill, chairman of the Board of Trustees, confers the Honorary Doctorate of Literature on Dr. Houston Cole as Col. C. W. Daugette, trustee, looks on.*





## Chapter Seven

### Athletic Program Was A Winner

By Rudy Abbott

On a cold, rainy day in late November of 1946, Dr. Houston Cole made a decision that would alter the course of athletics at Jacksonville State University.

Dr. Cole, after an afternoon of walking a muddy and losing sideline, told coach Don Salls the Gamecocks would field competitive teams and play in a stadium the players and students could take pride in.

In 1947, one year later, the Gamecocks celebrated a 9-0-0 season with several of the wins coming at Paul Snow Stadium, a new structure.

That school year, which also saw the Gamecocks win the Alabama Intercollegiate Athletic Conference in basketball and baseball, is credited by many as the start of the excellent winning tradition that exists to this day at Jacksonville State University.

Following is information on the coaches and some of the major games during Dr. Cole's term as president.

## The Cole Record

	WINS	LOSSES	TIES
FOOTBALL	133	83	13
BASKETBALL	394	207	0
BASEBALL	262	147	0

## Conference Champions

### FOOTBALL

- 1947 Alabama Intercollegiate Athletic Conference
- 1948 Alabama Intercollegiate Athletic Conference
- 1962 (Co Champs) Alabama Collegiate Conference
- 1963 (Co Champs) Alabama Collegiate Conference
- 1964 Alabama Collegiate Conference
- 1965 Alabama Collegiate Conference
- 1966 Alabama Collegiate Conference

### BOWL GAMES

- 1948 Paper Bowl, Pensacola, FL (JSC 19, Troy 0)
- 1949 Paper Bowl, Pensacola, FL (JSC 12, Livingston 7)
- 1950 Paper Bowl, Pensacola, FL (JSC 6, Pensacola Cards 7)
- 1955 Refrigerator Bowl, Evansville, IN (JSU 12, Rhode Island 10)
- 1966 Space City Classic, Huntsville, AL (JSU 41, Arkansas A&M 30)
- 1970 Orange Blossom Classic, Miami, FL (JSU 21, Florida A&M 7)

### BASKETBALL

- 1946-47 Alabama Intercollegiate Athletic Conference
- 1947-48 Alabama Intercollegiate Athletic Conference
- 1965-66 Alabama Collegiate Conference
- 1966-67 (Co Champs) Alabama Collegiate Conference
- 1967-68 Alabama Collegiate Conference
- 1968-69 Alabama Collegiate Conference
- 1969-70 Alabama Collegiate Conference

### TOURNAMENT CHAMPIONS

- 1960-61 Alabama Collegiate Conference
- 1964-65 Alabama Collegiate Conference

### NATIONAL PLAYOFFS

- 1968-69 NAIA Playoffs at Athens College  
(Lost to Jackson State)

## Homecoming Football Record

SEASONS	WINS	LOSSES	TIES
1946-70	23	0	2

## Bowl Teams

	YEARS	RECORD
Paper Bowl	1948, '49, '50	2-1-0
Refrigerator Bowl	1955	1-0-0
Space City Classic	1966	1-0-0
Orange Blossom Classic	1970	1-0-0

## Football Opponents During Cole Years (1946-1970)

### STATE / COLLEGE

FLORIDA: Florida A & M (Miami's Orange Bowl), Florida State, JSU also played in the Paper Bowl at Pensacola three times.

MISSISSIPPI: Delta State, Mississippi College, Southern Mississippi, William Carey

ARKANSAS: Arkansas Tech

TENNESSEE: Chattanooga, Tennessee Tech, Middle Tennessee, UT-Martin, Austin Peay, East Tennessee, Maryville, Carson Newman

GEORGIA: West Georgia, South Georgia, Gordon Military, Middle Georgia, Norman Park

INDIANA: Refrigerator Bowl, Evansville, played Rhode Island

LOUISIANA: Louisiana College, NE Louisiana, SE Louisiana, NW Louisiana

MISSOURI: Southwest Missouri

NORTH CAROLINA: Pembroke, Western Carolina, Elon College

SOUTH CAROLINA: Newberry

TEXAS: Texas Lutheran

ALABAMA COLLEGES PLAYED DURING 1946-1970 ERA:

North Alabama (formerly Florence State), Livingston, Troy State, Samford (formerly Howard College), St. Bernard, Marion Institute

## Tennessee Teams Dominated JSU Schedule In 1950's

Colleges from the State of Tennessee dominated the Gamecock schedule in the 1950's. Chattanooga was a regular on the Jacksonville slate providing JSU with its opening game almost every year in Chattanooga. The Mocs did not play in Jacksonville until 1969. In 1957, the Gamecocks played five of their eight-game schedule against Tennessee teams. Jax State also played five Tennessee teams in 1958 and 1959.

## Basketball Opponents During Cole Years (1946-1970)

### STATE / COLLEGE

GEORGIA: Shorter, West Georgia, Berry, Oglethorpe, Georgia State, North Georgia, LaGrange, John Marshall, Mercer

TENNESSEE: Chattanooga, Maryville, Tennessee Wesleyan, Bryan, Tennessee Temple

MISSISSIPPI: Ole Miss, Mississippi College, Delta State, William Carey, Jackson State, Southern Mississippi

LOUISIANA: Loyola, SW Louisiana

NORTH CAROLINA: Appalachian State

FLORIDA: Jacksonville, Chipola, Florida Southern, Tampa, Florida State, Stetson

ALABAMA: Troy State, Livingston, North Alabama, St. Bernard, Athens College, Southern Union JC, Marion JC, Alabama, Auburn, South Alabama, Huntingdon, Spring Hill, Howard, Walker JC, Birmingham-Southern, Snead JC, Southern Union JC

### AND WE ALSO PLAYED THESE OUTFITS . . .

Buster Miles Motors, Piedmont YMCA, Peerless Pipe, Sylacauga YMCA, Gadsden Trade School, Atlanta Sports Team, Dothan YMCA, Calhoun Motors, Ft. McClellan, Redstone Arsenal, Cedar Springs All-Stars, McDill Air Force Base.

### AND THESE . . .

Whiskered Wizards, New York Celtics, House of David

### GAMECOCKS PLAYED TIDE, TIGERS THROUGH 1966-67

Jacksonville State University played Alabama and Auburn almost every year, starting 1952-53. The Gamecocks opened the year with a big 67-64 upset over a team that later developed into one of Alabama's all-time great teams, the "Rocket Eight," which won the SEC. Incidentally the Gamecocks lost twice that season to Peerless Foundry of Anniston. It was JSU's only win over Alabama in a long series that ended in 1966-67. Jacksonville's first game against Auburn came in 1954-55, losing 67-78 to the Tigers. The final game between the Gamecocks and Tigers came in 1965-66. JSU dropped the final game, 50-78.



*Coach Don Salls and Dr. Houston Cole celebrate 1947 undefeated season.*

## Don Salls, JSU Coach 1946-64 Takes A Look Back To Cole Years And Start Of Modern Era

By Don Salls

Under the leadership of the President, Dr. Houston Cole, Jacksonville State moved forward in many ways. Most important in the early stages of this climb upward, was the construction of a new football stadium in 1947. A few years later an athletic facility was added to the rear of Stephenson Gymnasium. This building housed locker rooms for the home and visiting teams, offices for the coaches and training room facilities.

Repeated changes and enlargements were made to the Press Box at the new stadium to make it the largest in the Alabama Intercollegiate Conference.

The Administration provided other improvements that helped to move the football program forward. One of these came in the very important area of recruitment. The quality of the student athlete continued to improve as the number of athletic scholarships increased from a handful in 1946 to well over three teams in 1964. As a result the football team was able to compete on a level that was equal to a majority of their opponents!

Another improvement brought about changes in the coaching staff. In 1946, Coach C. C. Dillon was the only assistant coach. In 1947 one full-time assistant was added to include Coach Ray Wedgeworth and later Coach Tom Roberson. The head coach is never better than the staff. Wedgeworth was a super coach, brilliant as a defensive coordinator and a great recruiter. Roberson was a fine line coach. Coach Tom had the ability to make the right decisions at the right time. He knew how to work with young men. No head coach ever had two more capable, loyal, and dedicated colleagues.

During the period 1946-64 continued increases in the budget provided for more student help in the form of student managers and trainers. Increased funds allowed the University to provide outstanding publicity directors like Finis C. Gaston, Scoop Moore, Hal Hayes, Gus Edwards, and Rudy Abbott, aided by the photography of Opal R. Lovett. All helped to publicize and record the history being made by these teams. They did this well not only in Alabama and in the South but also throughout the entire country. The efforts of these publicity men and some outstanding athletes gave Jacksonville State University additional national recognition.

The leadership provided by Dr. Cole provided many other things during this period that contributed to the overall success of the athletic program. These include a fine staff and faculty leaders like the Treasurer Solon Glover, Dean C. R. Woods, Dean Theron Montgomery, athletic directors Newburn Bush and Dr. Ed Van Keuren. In addition support came from the Music Department in the form of the great bands, directed by Dave Walters. Also, the Zenobia King Hill Ballerinas delighted the crowds with their show, the pep rallies, the cheerleaders, and the support of the students were all a vital factor in the football program.

While all of the honors of this period were significant, the greatest achievements were realized as hundreds of these student athletes earned an education and graduated, many with honors, like Who's Who In American Colleges and Universities. Some of these young men went on to achieve distinction in the Army and Navy as distinguished military graduates. Some achieved the Army rating of full Colonel; others became Naval Commanders. Others became teachers and coaches of distinction in Alabama and in other states. Many became principals and superintendents of education. Some received their doctorates and became college professors and deans. Many found success in the business world, the banking business, and in the halls of the State Legislature.

## THE COACHES



### Don Salls

1946-52      1954-64

Record 95-57-11

"We did not have a football stadium when we employed Don Salls in 1946, but it did not bother him. He recruited a great group of players, mostly veterans, and built a power house that helped put our school on the map with that undefeated season in 1947," Cole said.

The Gamecocks not only went undefeated, along with Notre Dame that season, but established defensive standards that will likely never be broken at Jacksonville State. That team allowed only 54.8 yards rushing per game which led the nation and initiated the start of the longest win streak in Gamecock history (9 in 1947 and 4 in 1948). The '47 team climaxed its undefeated season with a 7-0 win over Florida State on the road. The Gamecocks shut out five opponents, allowed one touchdown twice and 13 and 12 points to the other foes that year. Jax State's closest call came at Florida State and Austin Peay (7-6).

The following season, Salls' boys came close to a repeat run only to see a missed extra point cost them an undefeated season. Austin Peay, which lost by one point the year before to JSU, downed the Gamecocks 14-13, to account for the only loss although Southeastern Louisiana tied JSTC 7-7. That season was highlighted by a 9-6 win over Troy State in the Paper Bowl in Pensacola, Florida. It was Jacksonville's first bowl trip and one Salls remembers well.

"Our players had a great time at Pensacola and wanted to return because of the great hospitality down there. The band went to the game, there was a big parade and banquet. It was just a great experience."

The 1948 bowl trip served as a springboard for two other games in the Paper Bowl in 1949 and 1950. The undefeated season in



'47, and three Paper Bowl games, were not on Salls' mind in 1946, but it was a time that Salls now recalls with a good deal of humor.

"We could not beat anyone. The war was just getting over and we did not have a chance to recruit anyone," Salls said. "We went down to Southern Mississippi to play that power house and ended up dressing out the bus driver so we could have some players sitting on the bench. That proved to be a mistake. I had to make him quit smoking on the bench. We didn't try that again."

"After the game, which we lost 65-0, 25 students came out for the team on Monday." For the record, Jacksonville did not score in seven games that year to set a dubious mark for points scored. The Gamecocks did manage to win two games, however, defeating Marion, 13-0, and Middle Georgia, 26-0.

Given the opportunity to recruit, along with the building of a new stadium and the renewed enthusiasm that hit the country following the war, Salls and his troops were off and running in '47 never to look back again.

That season set the standard for future Gamecock teams and is credited as the start of the fine athletic tradition that remains in place today at Jacksonville State.

## THE 1950's

The highlight of the 1950's came during the middle part of the decade. After a 7-2-1 run in 1954 that saw the Gamecocks lose only to Chattanooga and Florence, Jacksonville put together a tremendous team in '55. That club shut out the first six teams it faced, and posted the most wins in history before calling it a year in Evansville, Indiana, where they whipped Rhode Island, 12-10, in the Refrigerator Bowl.

"The win over Rhode Island was a proud moment for our school and area," Dr. Cole said of the win over the eastern power. "No one gave us a chance, but Salls, Tom Robertson and Ray Wedgeworth put together a solid game plan and made it work. There was a big celebration when the team returned to Jacksonville, to say the least." It was also the first time Gamecock athletes were exposed to television.

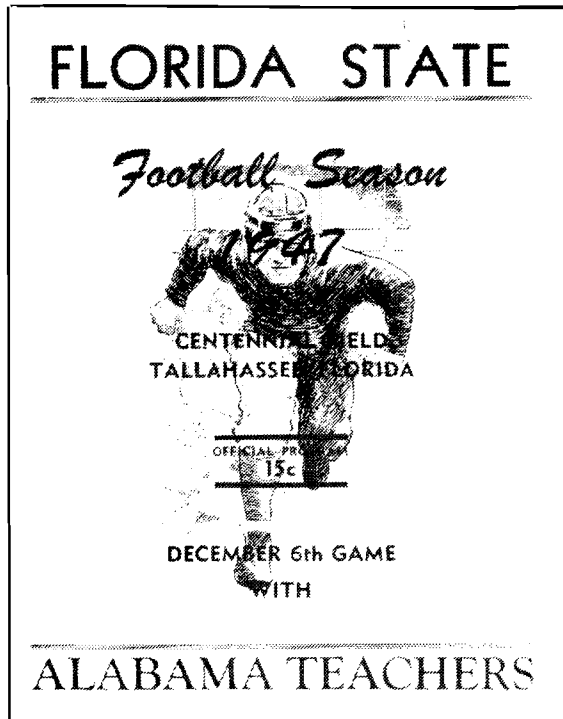
"They had the television cameras set up in the Rhode Island dressing room to interview the players after the game," Salls said when asked about the Refrigerator Bowl upset win. "They were sure Rhode Island would win, but Billy Hicks (fullback) and a great defense did not let that happen." Hicks was voted most valuable player after gaining 162 yards on 32 carries.

Not to be overlooked in the great season of '55 was a tremendous victory over Chattanooga in the opening game of the season. The



*This copy of the 1946 Jacksonville State Program against Middle Tennessee is important because it was the first game Don Salls coached the Gamecocks following World War II.*

*Shown to the right is a copy of the Jacksonville State-Florida State football program in 1947. The Jaxmen defeated Florida State 7-0 in the final game that year to finish 9-0-0.*



Mocs, who later defeated Tennessee that year, handled the Gamecocks with ease in 1953 and '54, but were not ready for the power house club Salls put together in the spring of '55. The victory was climaxed with a tremendous celebration on the square in Jacksonville that night following the game. "That was as sweet a moment as I can recall in 18 years at Jacksonville State," Salls said later. "There was a tremendous amount of pride in our team after that victory and it set the tone for the season. We just could not do anything wrong; shutting out our first six opponents and seven in all that year."

"We needed the guarantee from the Chattanooga game to balance our budget," Dr. Cole said, "and it was a little unfair some years because Chattanooga had three times more scholarships. We had some great games, however, and almost beat them several times." The close games usually ended up in Chattanooga's favor because every game was played in Tennessee during Salls' tenure and the officials were employed by the home team. A 7-15 loss in 1957 and 7-13 setback in 1961 stand out. Jax State was penalized a school record 176 yards in '57 and received three consecutive 15-yard penalties in the final two minutes after scoring to go ahead in '61; no small factors. "It was extremely tough to win at Chattanooga for three reasons. They had more scholarships, we always played at their place, and they employed the officials," Salls said. "We enjoyed the challenge of playing them, but the odds were stacked in their favor."

The trip to Chattanooga proved the highlight of the school year for Jacksonville State students. Most of the students traveled to Chattanooga on Friday and remained through Sunday.

"Chattanooga looked forward to having us up each year because we took the band and most of the students went, filling their hotels, clubs, and stadium," Dr. Cole said.

Following the great season of '55, Gamecock fans were primed for the upcoming year only to watch their hopes dim when five starters were lost before the season in an automobile accident. Jax State finished 5-3-0. "We could get only eight games because of the great years we had in '54 and '55 and the automobile accident cost us two games." Jax State lost to Chattanooga, a team it beat a year earlier, and Austin Peay in September.

A major disappointment during the 1950's was the fact the Gamecocks were forced to play as an independent. The Alabama Intercollegiate Conference disbanded in 1950 and did not re-organize again until 1960.

## THE 1960'S

In the sixties, Jacksonville State tied Florence State (now North Alabama) for the ACC crown in 1961, 1962, and '63 before winning it outright in 1964, beating old rival Florence State, 28-0. It was an appropriate finish for Salls and his Gamecocks. It was the same school that cost the Gamecocks a perfect season in 1955. The Lions upset Salls' boys, 21-7, in the next-to-last regular season game in '55.

The sixties also saw Salls employ the pass with great success. Many of the records in the JSU books today were established in the '64 season. Quarterback Joe Haynie had a day Gamecock fans will always remember when he passed for 393 yards to climax homecoming festivities against Troy State. The Gamecocks won the game, 38-0. Otis Jones, a wide receiver who did not distinguish himself before or after the game, was splendid that afternoon as he caught three long TD passes to set a school record. The receptions covered 59, 38 and four yards.



Ray Wedgeworth

1953

Record 3-5-1

RAY WEDGEWORTH served as Gamecock head football coach only one season, taking over for Don Salls in 1953. Salls took a year off to pursue his doctorate degree in New York. Wedgeworth's men downed South Georgia and Howard College during the season that proved to be a tune up. Wedgeworth went back to coaching the defense which registered seven shutouts in 1955, including the first six games of the season.

Wedgeworth, voted into the JSU Athletic Hall of Fame, also served as head coach in basketball and baseball.

## Jim Blevins

1965-68

Record 22-15-1



JIM BLEVINS gave Gamecock football fans two of their most exciting seasons in 1965 and 1966, leading the Jaxmen to consecutive Alabama Collegiate Conference titles and a Space City Classic victory over Arkansas A & M in Huntsville, Alabama. In conference play, the Gamecocks rolled past arch-rivals Troy State, North Alabama, and Livingston to capture league titles both seasons.

Blevins helped the Gamecocks win another ACC crown, in 1964, when his defense held the three state opponents to only seven points. Blevins was defensive coordinator in '64 before being named head coach following Don Salls' retirement.

Blevins, who played and coached for the legendary coach, Paul "Bear" Bryant, at Alabama introduced a fierce style of defensive play that caught the league off guard in that first season as coordinator. The Gamecocks were noted for their quickness and gang-tackling antics that often brought the crowd to their feet. This style of play allowed the Gamecock head coach to use smaller players who were overlooked by major colleges.

The highlights were numerous during the four years he served as head coach and one as defensive coordinator, but the 19-10 win over Chattanooga in 1966 and the 41-30 triumph over Arkansas A & M in the Space Center Classic have to rank near the top. It was the Gamecocks' first win over the Mocs since 1955 and as it turned out, the only one against Chattanooga in the 1960's.

The win over Arkansas was a fitting climax to a great season that saw the school change from 'college' status to Jacksonville State University. The announcement of the change came the day JSU was leaving for Huntsville and the bowl, prompting a big pep rally in front of Bibb Graves Hall.

Dr. Houston Cole, ignoring the effects of the flu that had him bed-ridden all week, made the proud announcement at the pep rally.

Jax State finished 7-2 in 1965, losing only to Tampa and Chattanooga on the road. In 1966, the Gamecocks posted an 8-2 mark with losses to only Delta State and Samford. Big wins came against

Florence State, Troy State, Mississippi College, and Livingston in addition to the stunner at Chattanooga. Big stars in the UTC victory were halfback Bubba Long and quarterback Richard Drawdy. Blevins had a 4-5-1 record in 1967 and a 3-6-0 mark in 1968, his final two seasons at JSU. He left JSU to take a coaching post at Texas El Paso following the '68 season.



## Charley Pell

1969-70

Record 33-13-1

CHARLEY PELL, hired to rebuild Jacksonville State University's football fortunes, gave retiring president Dr. Houston Cole a sweet going-away present in 1970: a perfect season capped with a tremendous bowl win before 35,000 fans in Miami, FL.

It was a fitting climax for a college president who did so much for Jacksonville State University athletics.

"Dr. Cole gave me a chance to be a head coach when I was out of a job," Pell said after the bowl win, "and I will always be indebted to him."

Cole was indeed happy with the turn of events in his final year at JSU. "Charley came in and captured the imagination of the fans and built a strong, loyal legend of fans both on campus and around the state," Cole said. "His teams played with great skill and determination and were a joy to watch. He turned in one of the greatest coaching jobs I had the opportunity to witness during all my years at Jacksonville State. The perfect season and Orange Blossom trip will always hold a special place in my heart." The victory over Florida A & M was dedicated to Cole by Pell and the players.

Pell, who came to JSU after working for Charley Bradshaw at the University of Kentucky, took only one year to shape the Gamecocks. A difficult spring training session and a 3-6-0 start in '69 set the stage for what some consider to be the finest year in JSU history. The Gamecocks downed Samford, 20-10, to open the '69 season and came close to knocking off SE Missouri and Western Carolina before injuries took a toll. A lack of depth down the stretch played a role in a 23-18 setback at the hands of Florence in the

final game of the year. The Gamecocks downed UT-Martin and Delta State for their second and third wins of the season.

The '70 season opened with road wins at Samford (34-9), Western Carolina (24-10), and Tennessee Martin (16-14). Jacksonville State handled Samford with ease, then used a national record 10 interceptions to clip the Catamounts in North Carolina. Danny Kemp booted a late field goal to give JSU a win over UT-Martin for the second straight year.

The three wins set the tone for what many Gamecock fans consider one of the most important wins in JSU history; a smashing 55-10 victory over arch-rival Troy State. A quick history lesson is needed to explain the importance of the victory. The Red Wave, with coach Billy Atkins building powerful teams that won one national title and finished second the next year, walloped the Gamecocks 46-0 in 1967, 31-0 in 1968 and 37-6 in 1969. Angered by the one-sided scores, Jax State fans and players were ready for revenge in large doses. Pell's "Red Bandits," as the defense was called in 1970, did not disappoint the largest crowd in JSU history.

Utilizing a quick-striking, unyielding defense, JSU took a 28-0 lead in the first quarter. When the dust had settled, JSU sat on a 55-10 win that Gamecock followers celebrated long into the night. Jax State went on to whip nationally-ranked NW Louisiana the next week, 35-6, and the charge to a perfect season was in full force. Jax State rolled over Delta State, squeaked past Livingston when it scored late and went for two points; buried Florence State 53-28 at homecoming, and Chattanooga 40-6 to end the regular season.

A schedule conflict with Chattanooga prevented the Gamecocks from participating in the NAIA playoffs to the disappointment of JSU coaches and players. Unable to get Chattanooga to substitute Livingston as an opponent or cancel the game, Jax State was forced to play the Mocs. Fueled by the turn of events and the desire to play another game, Pell and athletic director Jack Hopper negotiated a contract with Florida A & M to play in the Orange Blossom Classic. It was the first time a predominantly white college had been invited to play in the classic since it was started in the 1930's. The Gamecocks started slowly against Florida A & M, but soon gathered steam and rolled to a convincing 21-7 win. Tailback Boyce Callahan, a freshman, gained 224 yards rushing in the game and was voted most valuable player. Center Jimmy Champion was voted first team Little All-America by the NAIA and the Associated Press. Linebacker Gary Godfrey was voted Defensive Player of the Year in the Mid-South Conference in its first year of existence. Pell was voted Coach of the Year in the conference and by Alabama sports writers. He was also voted NAIA

district and area Coach of the Year. Jax State finished second in the final NAIA Poll despite not being able to play in the playoffs.

Pell coached three more years following Dr. Cole's retirement, posting records of 6-3-0 in 1971, 7-2-1 in 1972, and 7-2-0 in 1973 before moving on to Virginia Tech and Clemson. He was defensive coordinator at each school before being named head coach at Clemson. He was also head coach at the University of Florida.

## Undefeated Teams



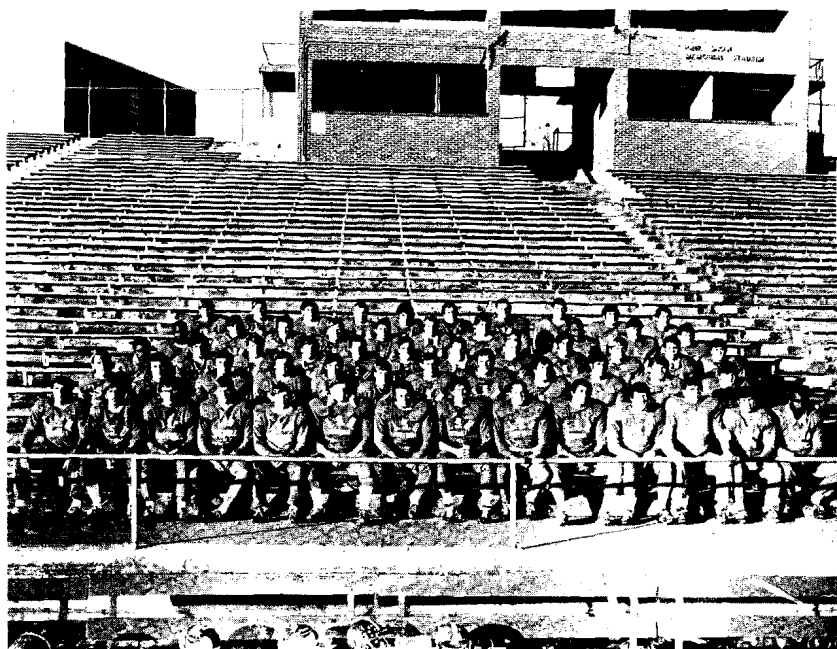
1947 GAMECOCKS (9-0-0)

Members of the 1947 Gamecock football team, first row from left, trainer Howard Worlick, Irby Cash, William Clark, Frank Martin, Joe Barnes, Fray Carter, Paul Adams, Charles Sprayberry. James Hicks, James Gilliland, Lamar Phillips, and manager Dewey Carden. Second row, from left, Terry Hodges, Gene Wood, James Haywood, Hubert Brugge, John Williams, Sam Heaton, Glen Hawkins, Lewis Jones, Bill Cassidy, John Smith, James White, and Bob Chitwood. Third row, from left, Steve Pylon, B. J. Allison, George Heath, Ernest Van Newman, Kenneth Smith, Forrest Sewell, Charley Patty, Tony Daniels, E. C. Wilson, Charley Seibold, Emory Sewell, Bruce Chase, and Red Whisenant. Back row, from left, Linward Wilson, Robert Dean, Teddy Faulk Gregg, Ted Logan, Earl Roberts, Rex Cassidy, Guinea Gullion, Martin Douglas, Aron Green, William Hawkins, Edwin Taylor, Ralph Martin, Earl O'Brien, J. P. Cain, James Stafford, Robert Carnes, William Gerstlauer, and George Bush.

## SCORES

JSTC		OPP
13	Gordon	0
14	Troy State	0
33	Marion	13
26	St. Bernard	7
7	Austin Peay	6
48	Pembroke	0
31	West Georgia	12
45	Norman Park	0
7	Florida State	0





### 1970 GAMECOCKS (10-0-0)

*Members of the 1970 Gamecocks: Ron Beaucham, Hugh Bland, Jim Blankenship, Wayne Boyd, Wayne Carden, Terry Collins, Wayne Carroll, Mike Cundiff, Boyce Callahan, Theo Cotton, Ralph Clayton, Jimmy Champion, Tab Gables, Gary Godfrey, Henry Hobbs, Wayne Horubuckle, Sam Johnson, Danny Kemp, Gordon Knowlton, James Knox, Wayne Landrum, Ken Lett, Mike Little, Bill Lynch, Scotty Marcum, Bobby Marcum, Jimmy Martin, Buddy McCay, Charley McRoberts, Jimmy Morrison, Ralph Murphy, Preston Newman, Bruce Nichols, Terry Owens, Allen Paseur, Ralph Pennington, George Porter, Gene Preskitt, David Robinson, Steve Tipler, Hassell Walls, Mike Webster, Ricky Weems, Herby Winches.*

JSU	COLLEGE	OPP
34	Samford	9
24	Western Carolina	10
16	UT Martin	14
55	Troy State	10
35	NW Louisiana	6
37	Delta State	7
8	Livingston	7
55	Florence	28
40	Chattanooga	6
21	Florida A&M	7

(Orange Blossom Classic)

## Bowl Teams

### 1948 PAPER BOWL Pensacola, Florida

Jacksonville State's first bowl trip in history was a pleasant one for the Gamecocks. Coach Don Salls' chargers whipped rival Troy State 19-0, in the first annual Paper Bowl in Pensacola, Florida.

John Williams, Blackie Heath, and Gordon Terry led the Gamecocks 77 yards early in the game for a quick 6-0 lead. Later, Heath passed six yards to L. C. Garner and John Smith returned an interception 25 yards for the final points. A sell out crowd was on hand for the game.



*Coach Don Salls, left, assistant Ray Wedgeworth and guard Gene Wood at '48 Paper Bowl.*

## 1949 PAPER BOWL

### Pensacola, Florida

A second trip to the Paper Bowl was sweet to the Gamecocks of Jacksonville State University. Not only did the Gamecocks hang up their second straight bowl win, but in the process, avenged an early season loss to Livingston.

The Gamecocks, led by the running and passing of Terry Hodges and the pass receiving of John Meadows, whipped Livingston, 12-7.

Hodges rolled up 103 yards rushing on 13 trips and fired TD passes to Meadows covering 38 and 35 yards. For the game, JSU had 130 yards rushing and 120 passing as compared to Livingston's 97 rushing and 79 passing. Jacksonville State intercepted three passes.

## 1950 PAPER BOWL

### Pensacola, Florida

Jacksonville State returned to the Paper Bowl for a third and final time in 1950, however, it was not as successful as the first two trips to Pensacola.

The Gamecocks, playing a fine Pensacola Cards Navy team, fell 7-6 as JSU failed to convert its extra point attempt.

Charles Stough, Gamecock quarterback, ran 12 yards for the only JSU score, but the PAT attempt was short and in the end it proved the difference in the contest.

## 1955 Refrigerator Bowl

### Evansville, IN

By Grantland Rice, II, *Birmingham News* sports writer

EVANSVILLE, Ind., (December 6) — There may be better fullbacks in the nation than Jacksonville's Billy Hicks, but you'd have a hard time making the people in Evansville believe it after his one-man show in the Refrigerator Bowl here yesterday.

Hicks, the former Hueytown great, thrilled a crowd of more than 7,000 as he powered Jacksonville State to a tense 12-10 victory

over heavily-favored Rhode Island University in a game that wasn't decided until the last minute of play.

Hicks, battered and physically beat after the game, was awarded the William A. Carson most valuable player award in a landslide vote. There wasn't anybody close. "Hicks put on the finest one-man performance I have seen since coaching at Jacksonville," said Coach Don Salls.

"It was just brutal the way he drove through that line. It was a team victory though. The boys were really hitting and opening up holes for him." Hicks gained 162 yards in carrying the ball 32 times, two times more than the rest of the Jacksonville backs combined. At one stretch in the Gamecocks' first drive, the rugged 210-pounder carried the ball six straight times.

Not only did Hicks pulverize the Rams on offense but he turned in a sterling defensive game, recovering one fumble and backing up the line viciously. Jacksonville only punted once all afternoon and it was Hicks who sent it sailing 43 yards that time.

Jacksonville showed a superior ground game in the first half and outplayed the previously unbeaten Rams only to see Fullback Jim Jerue kick a 21-yard field goal in the last 13-seconds to give Rhode Island a 3-0 advantage. The Jaxmen fumbled five times in the first half, losing four of them. Fumbles stopped drives on the 23 and 13.

But Salls' determined boys were not to be denied as the second half opened. The Gamecocks took the kickoff and marched 70 yards in 14 plays to take a 6-3 lead. Hicks carried the ball 11 of the 14 plays and gained 58 yards, including the last one for the touchdown.

Rhode Island backed the Gamecocks deep when Kazer Apkarian punted out on the six-yard line. On the first play, Fred Casey fumbled and Charlie Gibbins, Rhode Island's Little All-American recovered on the six.

In three plays at the line the Rams didn't move an inch. Then on fourth down Rhode Island lined up to kick another field goal, but instead Quarterback Bob Sammartino passed to Halfback Ed Disimone and the Rams were back in front 9-6.

Jerue converted making it 10-6.

With Hicks and rugged Phillip Smith, the ex-Ensley star, battering through the line, Jacksonville moved to the Rhode Island 11 only to see a clipping penalty stop that one.

The Jaxmen finally got a break when End Bill Clark fell on Sam Martino's bad pitch on the eight-yard line. It took Chester Skates, 200-pound understudy to Hicks, just three plays to get it across, making it 12-10 with over 12 minutes to play.

The scoring was over at this point, but the excitement continued.

Rhode Island drove to the 23 before Jacksonville Guard Joe

Roberts recovered Jim Adams' fumble. A fourth down situation at the 31 failed to make a first down by inches and Rhode Island took over again with five minutes left.

The Rams clicked off two first downs to the Gamecock 10 and had the first down with two minutes remaining. Disimone, however, fumbled and Guard Alex Mandli fell on it to end the game.

"It was our best offensive and defensive efforts," said Salls as he praised the Gamecocks. "Roberts, Bill Clark, Alex Mandli, Jerry Cole, Ray Burgess, Roy Bailey and Johnny Johnson all played great."

Jacksonville gained 285 yards on the ground against 171 by Rhode Island. Neither team showed much passing with Rhode Island gaining 21 yards and the Jaxmen 15.

Hicks, who will be hard to keep off the Little All-America team next year, had a 5.1 average as did Phillip Smith, a junior, who gained 72 yards on 14 carries.



*Coach Jim Blevins, center, and captains Richard Drawdy, left, and Anthony Emanuel were pleased with the trophies they had to present to the university at the 1966 banquet. JSU won the Space City Classic and the Alabama Collegiate Conference that year. The Birmingham News also presented a trophy to the top Alabama small college team at the banquet.*

## 1966 Space City Classic Huntsville, AL

Halfback Bubba Long and Quarterback Richard Drawdy combined their talents to lead Jacksonville to an easy 41-30 victory over Arkansas A&M in the first annual Space City Classic in Huntsville, AL.

Long racked up 142 yards rushing on 18 carries to take most valuable back honors while End Don Austin, also a freshman, was named most valuable lineman. Jax took a 21-0 lead in the first quarter and had the Boll Weevils down 33-14 in the third quarter. Jax State played all its subs in the final quarter, which accounted for Arkansas' 30 points.

Drawdy hit Don Cassidy on a 33-yard TD pass to open the scoring while Long took a seven-yard aerial for the second TD. Long ran one and two yards for two other scores while Drawdy went three yards and Randy Hatfield caught a seven-yarder for the final scores.



## 1970 Orange Blossom Classic Miami, FL

Jacksonville State University's 21-7 victory over Florida A & M in the Orange Blossom Classic in Miami, Florida, will go down in the history as one of the top victories in Gamecock history.

The victory was not an upset, in fact the Jaxmen were favored. But the fact it was played before 35,000 fans, on television, and climaxed a perfect 10-0 season, made the victory especially sweet.

As expected, little Boyce Callahan was the star of the show. The dazzling freshman won most valuable honors with a record-smashing 222 yards in 32 carries. It was not his best effort of the year, though, because he had 275 yards in the homecoming game earlier against Florence.

Jacksonville jumped out to a 7-0 lead in the first half on a one-yard run in the first quarter, but had to rally in the final period to take the victory. Callahan, after a beautiful 39-yard sprint to the three-yard line, scored on a short run to make the score 14-0 following Danny Kemp's second of three extra points.

Florida A & M came back to close the gap to 14-7 on a 19-yard pass from Steve Scruggs to Al Sykes, but Jax State wrapped it up minutes later on an eight-yard TD pass from Doc Lett to Terry Owens. Jax State only attempted 11 passes, completing four for the night.

The trip was very enjoyable for the Gamecocks as they took a short vacation following the game. The team was headquartered on Miami Beach.

## Homecoming Scores

1946	Jax 0	St. Bernard	0
1947	Jax 47	Pembroke	0
1948	Jax 25	St. Bernard	13
1949	Jax 42	Athens	0
1950	Jax 9	Troy	0
1951	Jax 6	Austin Peay	6
1952	Jax 14	South Georgia	7
1953	Jax 42	West Georgia	0
1954	Jax 38	Troy	7
1955	Jax 39	Carson-Newman	0
1956	Jax 27	Troy	14
1957	Jax 20	Maryville	0
1958	Jax 20	Troy	7
1959	Jax 13	East Tenn. State	0
1960	Jax 27	Troy	6
1961	Jax 21	Austin Peay	6
1962	Jax 21	Troy	14
1963	Jax 22	Arkansas Tech	7
1964	Jax 38	Troy	0
1965	Jax 10	Delta State	9
1966	Jax 27	Troy	6
1967	Jax 23	Louisiana College	10
1968	Jax 45	Newberry College	10
1969	Jax 21	Delta State	13
1970	Jax 55	Florence	28

Points

652

Points

163

WON—23

Lost—0

Tied—2

## RECORDS

## INDIVIDUAL

MOST TOUCHDOWNS SCORED—3—Otis Jones—1964 vs. Troy, Bubba Long vs. Newberry — 1968.

MOST POINTS SCORED—18—Otis Jones—1964 vs. Troy, Bubba Long vs. Newberry—1968.

MOST TOUCHDOWN PASSES CAUGHT—3—Otis Jones—1964 vs. Troy.

LONGEST TOUCHDOWN RUN—88—Boyce Callahan vs. Florence — 1970.

LONGEST TOUCHDOWN PASS—75—Phil Jolley—1964 vs. Troy.

LONGEST KICKOFF RETURN—103—Ray Vinson—1966 vs. Troy.

LONGEST RETURN OF INTERCEPTION—98—Eugene Griep—1960 vs. Troy.

MOST EXTRA POINTS—6—Gene Hanson—1953 vs. West Georgia.

LONGEST PUNT RETURN — 68 — Wayne Keahey — 1956 vs. Troy.

## Cole's Final Season — 1970

10-0-0 RECORD, ORANGE BLOSSOM WIN

JACKSONVILLE 34, SAMFORD 9

Quarterback Doc Lett hit the season off in winning style with a 41-yard bomb to Bobby Marcum to get the Jaxmen off to a 6-0 lead. Fullback Mike Little, after a 58-yard drive, dived two yards to give the Gamecocks a 14-0 lead. Danny Kemp concluded the scoring in the first half with a 41-yard field goal, however, a three-pointer by Samford on the last play cut it to 17-3.

Two long TD runs, 61 yards by Jacksonville's Boyce Callahan and 76 yards by Samford's Mike Cobb, made the score 24-9 at the end of three periods. A five-yard run by Lett and a 39-yard field goal by Kemp closed it out at 34-9. The game was played at Samford.

JACKSONVILLE 24, WESTERN CAROLINA 10

The Gamecocks used 10 pass interceptions as a spring board for a 24-10 win over Western Carolina in a game that saw three Jax offensive starters sidelined with injuries in Cullowhee, N.C.

Jax State took a 17-0 lead on the strength of a 43-yard pass from Doc Lett to Bobby Marcum, a 25-yard field goal by Danny Kemp, and four-yard run by Lett. A long touchdown pass and a field goal



by Western Carolina let things get sticky in the third quarter, at 17-10.

Boyce Callahan got the Jaxman out of a jam late in the game with a four-yard TD that made it 24-10.

### JACKSONVILLE 16, TENNESSEE MARTIN 14

Jacksonville State overcame 95 yards in penalties, four interceptions and three fumbles to trip the University of Tennessee Martins Vols, 16-14, in a come from behind thriller in Martin, Tennessee.

The Vols took a 7-0 lead in the first quarter following an interception and held the margin at halftime.

Tailback Boyce Callahan sped 29 yards to tie the count at 7-7 in the third period. An interception return that carried to the two set up a second UTM score and a 14-7 UTM lead.

Jax linebacker Gary Godfrey returned a Vol pass 32 yards to close the gap to 14-13 as the extra point attempt was blocked. Minutes later Danny Kemp booted a 39-yard field goal to take the victory, 16-14. It was the second time Kemp beat Martin at Martin, with field goals. He kicked three in 1968 to give JSU a 22-20 win.

### JACKSONVILLE 55, TROY 10

Jacksonville State University picked up one of its finest wins ever, a 55-10 victory that gained a bit of revenge for recent setbacks at the hands of Troy.

Troy went into the game with a number-two ranking in the nation and an undefeated record while the Gamecocks were 3-0-0.

Linebacker Gary Godfrey picked off an interception and returned it 45 yards to give the Gamecocks a quick 7-0 lead. Moments later, Doc Lett ran two yards following a Troy fumble for a 14-0 lead.

Still in the first quarter, the Gamecocks added seven more points on a five-yard Boyce Callahan dash around right end, but Al Head hit Vince Green on a 22-yarder that closed the gap. However, Lett found Owens minutes later and increased the count to 27-7. A Troy field goal made the halftime count 27-10.

Final points for Jax State came on TD passes from Lett to Bobby Marcum and Owens, a two-yard run by Herby Wientjes, a safety by Charley McRoberts, and a two-yard run by Gordon Knowlton.

### JACKSONVILLE 35, NORTHWESTERN LOUISIANA 6

The Gamecocks, still hot following the win over Troy, roared past one of the top clubs in the nation, Northwestern Louisiana, 35-6, in a game expected to be a see-saw battle at Paul Snow.

The Jaxmen took a 14-0 lead in the first half on a two-yard run by Boyce Callahan and a 12-yard sprint by Mike Little.

In the third period, Doc Lett hit Terry Owens on a 27-yard TD strike and a 17-yard TD and the Gamecocks were off and running. Jim Blankenship ran two yards to ice the victory.

The Demons' only score came on a kickoff return. Northwestern, ranked among the nation's leaders in rushing, was held under 100 yards.

### JACKSONVILLE 37, DELTA 7

Paced by the running of Tailback Herby Winches, the Gamecocks rolled to their sixth straight victory of the 1970 season with an easy 37-7 win over Delta State. It was the first Gamecock win in Cleveland, Miss.

Danny Kemp booted a 22-yard field goal to give JSU a 3-0 margin and Boyce Callahan's one-yard dive got it to 9-0, before Delta State snapped back with a 15-yard pass combination from Randall Bradberry to Grady Coleman to cut the margin to 9-7. Terry Owens, on a reverse, ran 12 yards to make the count 16-7 at halftime.

In the second half, JSU drove 80 yards behind Winches running to up the margin to 23-7 on a three-yard run by Lett. Eddie Radford's seven-yard sweep and Hugh Bland's one-yard sneak provided the final margin.

### JACKSONVILLE 8, LIVINGSTON 7

Livingston came into Paul Snow Memorial Stadium with visions of a big upset and came within an inch of pulling off just that in the seventh game of the season for the Gamecocks.

The Tigers took a 7-0 lead and only a couple of fine goal-line stands by the Gamecocks kept the margin from being 21-0 going into the final minutes of the game.

With time running out and backed up deep in the shadows of their goals, JSU used all its talents to pull out a win.

On a third-and-long situation, Lett hit Marcum with a 41-yard pass that put the Gamecocks in the business at 50-yard line.

Callahan rammed it in on seven straight carries from that point.

The Gamecocks gambled on a two-point conversion and got it on a super play by Lett as he reversed his field twice before hitting David Robinson in the end zone with the go-ahead points.

### JACKSONVILLE 55, FLORENCE 28

A host of records fell as JSU's homecoming record improved to 24 wins and no losses with a 55-28 triumph over Florence.

Boyce Callahan opened the scoring with a 86-yard TD in the first play of the game. Florence got it right back with a three-yard run by Leonard "Rabbit" Thomas.

JSU ran it to 17-7 on a 35-yard Danny Kemp field goal and a six-yard TD by Jim Blankenship. Florence came roaring back on a one-yard dive by Bobby Joe Pride, making it 17-14. Callahan made it 24-14 on a six-yard dash around right end. A six-yard run by Mike Little on the last play of the half made it 31-14.

Florence came back in the third quarter on a 10-yard pass from Randy Elmore to Danny Trimble to make it 31-21, but the kickoff return of 85 yards by Wayne Landrum iced it away for the Jax-men at 38-21.

A 36-yard field goal by Kemp, a 12-yard pass from Hugh Bland to Bobby Marcum, and a two-yard run by Herby Winches wound up the scoring for JSU. Florence's only other score came on a 41-yard TD scamper by Thomas.

### JACKSONVILLE 40, CHATTANOOGA 6

Jacksonville State, frustrated by not getting to play in the NAIA national playoffs because of a schedule conflict that Chattanooga refused to yield on, hammered the Mocs 40-6, to cap a perfect season in Chattanooga.

Chattanooga made small noises early with a couple of field goals, but Doc Lett hit Bobby Marcum, his favorite target, on a 47-yard hookup and the Gamecocks were off and running.

An eight-yard keeper by Lett and a two-yard plunge by Mike Little ran the count to 20-6 at intermission. Tailback Boyce Callahan ran one yard, Little two yards, and Kemp booted two field goals for the final margin.



*Head coach Charley Pell was all smiles at the awards presentation following the Orange Blossom Classic in 1970.*

## Big Night At The Orange Bowl

JACKSONVILLE STATE 21

FLORIDA A & M 7

The sixth post season bowl trip for the Jacksonville State Gamecocks was not only the biggest trip in the history of the school, but climaxed its best record (10-0-0). Jax State defeated Florida A & M, 21-7, in the Orange Blossom Classic in Miami, Florida.

It was the 38th annual Orange Blossom Classic and the first time a predominantly white team had played in the post season affair.

Fullback Mike Little got the first score for the Jaxmen on a one-yard plunge in the first quarter.

It was still 7-0 after three quarters even though tailback Boyce Callahan was rambling for a record 224 yards to earn MVP honors.

The fourth quarter opened with Callahan scoring on a one-yard run, only to see the Rattlers come back with a 19-yard TD pass from Steve Scruggs to Al Sykes. This closed the gap to 14-7.

A nine-yard pass from Doc Lett to Terry Owen sewed it up for the Gamecocks 21-7.

Over 35,000 attended the game, the largest audience to view a Jax game in history.

## Football Coaches, Captains, Records During Cole Years

YEAR	COACH	CAPTAINS	RECORD
1946	Don Salls	Elbert Couch	3-5-1
1947*	Don Salls	George Heath	9-0-0
1948*	Don Salls	Bill Clark	8-1-1
1949	Don Salls	Paul Adams	6-3-0
1950	Don Salls	Earl Roberts	6-2-1
1951	Don Salls	Whit Wyatt	3-3-2
1952	Don Salls	Bernard Hammett, Jodie Connell	3-6-0
1953	Don Salls	Johnny Howell, Travis Walker	3-5-1
1954	Don Salls	Paul Thompson, Harold Bentley	7-2-1
1955	Don Salls	Roy Bailey, Bill Clark	10-1-0
1956	Don Salls	Johnny Johnston, Bill Clark	5-3-0
1957	Don Salls	Bud McCarty, Tom Langston	4-4-0
1958	Don Salls	E. G. Taylor, Jim Glasgow	5-4-0
1959	Don Salls	E. G. Taylor, Jim Glasgow, Bill Nichols	6-2-1
1960	Don Salls	Rayford Talley	3-6-0
1961	Don Salls	Tom Maddux	5-4-0
1962**	Don Salls	Lamar Caldwell, Bobby Johnson	4-3-2
1963**	Don Salls	Ronnie Harris, Doug Wheeler	4-4-1
1964*	Don Salls	Gary Tucker, Bobby Welch	4-4-1
1965*	Jim Blevins	Mike Mann	7-2-0
1966*	Jim Blevins	Anthony Emanuel, Richard Drawdy	8-2-0
1967	Jim Blevins	Terry Harris	4-5-1
1968	Jim Blevins	Allen Rhinehart, John Niblett	3-6-0
1969	Charley Pell	Tony Ingram, Bubba Long, Bill Williamson	3-6-0
1970*	Charley Pell	Jim Champion, Mike Little	10-0-0
Totals			133-83-13

\*Conference Champs

\*\*Conference Co Champs

(Jacksonville did not belong to a conference 1949-61)

## Statistical Leaders Cole Era

RUSHING LEADERS			PASSING LEADERS		
YR.	NAME	YARDS	YR.	NAME	YARDS
1970	Boyce Callahan	1293	1970	Doc Lett	1020
1969	Bubba Long	555	1969	Doc Lett	1322
1968	Bubba Long	427	1968	Doc Lett	1168
1967	Bubba Long	559	1967	Bruce Peck	1059
1966	Bubba Long	568	1966	Richard Drawdy	1475
1965	Robert Kelly	440	1965	Richard Drawdy	1093
1964	Bill Mills	226	1964	Joe Haynie	852
1963	Ray Vinson	720	1963	Ray Vinson	480
1962	Arland Carter	515	1962	Arland Carter	347
1961	Arland Carter	656	1961	Arland Carter	749
1960	Bill Kinzy	250	1960	Rayford Talley	220
1959	Wayne Keahey	430	1959	Harold Shankles	389
1958	Bill Nichols	*1051	1958	Harold Shankles	350
1957	Jerry Duke	436	1957	Harold Shankles	236
1956	Billy Hicks	455	1956	Carl Harrison	256
1955	Phillip Smith	871	1955	Freddie Casey	412
1954	Al Woodham	1024	1954	Gene Hanson	240
1953	Virgil Holder	329	1953	Gene Hanson	210
1952	Virgil Holder	331	1952	Joe Dacus	322
1951	John Krochina	430	1951	John Krochina	242
1950	John Krochina	541	1950	John Krochina	228
1949	Terry Hodges	646	1949	Terry Hodges	348
1948	John Williams	630	1948	Mickey Washburn	200
1947	John Williams	971	1947	Blackie Health	241
1946	No Statistics		1946	No Statistics	
	Available			Available	
	*Not Official				

### TOTAL OFFENSE LEADERS

1970	Doc Lett	1359	1957	Jerry Duke	436
1969	Doc Lett	1165	1956	Billy Hicks	455
1968	Doc Lett	1174	1955	Philip Smith	871
1967	Bruck Peck	998	1954	Al Woodham	1024
1966	Richard Drawdy	1583	1953	Gene Hanson	390
1965	Richard Drawdy	1348	1952	Joe Dacus	585
1964	Joe Haynie	1048	1951	Joe Dacus	384
1963	Ray Vinson	1200	1950	John Krochina	769
1962	Arland Carter	912	1949	Terry Hodges	1094
1961	Arland Carter	1405	1948	John Williams	630
1960	Rayford Talley	399	1947	John Williams	971
1959	Wayne Keahey	430	1946	No Statistics	
1958	Bill Nichols	1051		Available	

TOP SCORERS — COLE ERA				OPENING GAME RECORDS — COLE ERA			
		PTS	GAMES				OPP.
1946	James Haywood	18	9	JSU			
1947	John Williams	63	9	1970	34	Samford	9
1948	John Williams	36	10	1969	20	Samford	10
1949	John Meadows	48	8	1968	14	Samford	20
1950	John Krochina	36	9	1967	23	Florence	14
1951	Charles Stough	30	9	1966	21	Florence	0
1952	Bob Henderson	24	9	1965	6	Chattanooga	14
1953	Virgil Holder	24	9	1964	10	Tampa	8
1954	Al Woodham	48	10	1963	0	Florence	0
1955	Phillip Smith	54	11	1962	7	Florence	7
1956	Billy Hicks	31	8	1961	7	Chattanooga	13
1957	Frank Blackburn,	18	8	1960	0	Chattanooga	35
	Jerry McBee	18	8	1959	20	Louisiana College	6
1958	Bill Nichols	38	9	1958	6	Louisiana College	26
1959	Wayne Keahey	48	9	1957	7	Chattanooga	15
1960	Ray Gentles	24	8	1956	13	Elon	12
1961	Arland Carter	36	9	1955	12	Chattanooga	0
1962	Arland Carter	31	9	1954	0	Chattanooga	24
1963	Ray Vinson	26	9	1953	7	Livingston	18
1964	Joe Haynie	36	9	1952	13	Livingston	20
1965	Terry Owens,	26	9	1951	13	Troy	7
	Bruce Peck	26	9	1950	21	Maryville	7
1966	Bubba Long	84	10	1949	7	Florence	0
1967	Bubba Long	36	10	1948	45	Gordon	0
1968	Danny Kemp	35	9	1947	13	Gordon	0
1969	Bubba Long	24	9	1946	0	Middle Tenn.	21
1970	Boyce Callahan	66	10				

## JAX PROS — COLE ERA

1971	Bruce Nichols	Dallas
1971	Mike Webster	Philadelphia
1970	David Robinson	Kansas City
1969	Bubba Long	Dallas
1967	Terry Harris	San Diego
1966	Richard Drawdy	Winnipeg
1966	Ray Vinson	San Diego
1965	Terry Owens	San Diego
1965	Mike Mann	Houston
1962	Ray Gentles	Houston
1959	Wayne Keahey	Denver
1959	Jerry McBee	Oakland
1958	Jim Glasgow	Montreal
1956	Billy Hicks	Montreal
1956	Phillip Smith	Detroit
1956	Carl Harrison	Chicago Bears
1955	Dean Akin	Pittsburgh

## Basketball Coaches

To the surprise of no one, Jacksonville State won the Alabama Intercollegiate Athletic Conference in 1946-47, its first season of competition following the war. The title was just one of several J. W. Stephenson and his Gamecocks brought to Jacksonville during a 31-year career that started in 1919.

"Hiring a coach was not a concern for us when we started the program again after the war," Dr. Houston Cole said. "We already had the best coach in Alabama on campus."

Stephenson's team also won the AIAC title in 1947-48 and participated in the AAU National Tourney in Oklahoma. He posted records of 26-5, 25-5, 17-10, 23-6, and 20-8 before calling it quits in 1951.

For his efforts, Stephenson was inducted into the Gamecock Athletic Hall of Fame and Dr. Cole named the basketball arena in his honor. In addition to heading up the basketball program, Stephenson also served as head football coach and baseball coach.

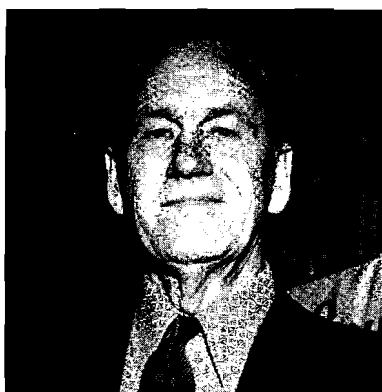
Scheduling collegiate opponents was very tough during this time because of travel difficulties. Stephenson, as did other small college coaches in the state, played a variety of local YMCA, textile, foundry and semi-pro teams in addition to Florence State, Birmingham Southern, Troy State, St. Bernard, and Livingston.

Stephenson's career record at JSU is misleading because reports of the games were inconsistent and records were not maintained by school officials during the 1920's and 1930's.

RAY WEDGEWORTH coached only two seasons before returning to fulltime football and teaching duties, but distinguished



*J. W. Stephenson*  
1946-51



*Ray Wedgeworth*  
1951-53



himself during the time by pulling off one of the top wins in Jacksonville State history.

In only his second season as head basketball coach, Wedgeworth's Gamecocks pulled off a major upset when they whipped Alabama, 67-64, to open the 1952-53 season. Dr. Cole remembered that game well.

"No one gave us a chance to beat Alabama after they gave us an 86-32 whipping the year before," Dr. Cole recalled, "but J. W. Richey, Joe Craig, Pete Brooks, Howard Waldrop, Max Wilson, Max Bowdoin, Milford Coan, Joe Craig, John Krochina, and a few I'm probably forgetting, went down there and beat a team that later won the Southeastern Conference. That was probably the most important thing we did until Tom Roberson won those six straight conference titles (1964-70)."

Wedgeworth, like Stephenson, served as head coach in three major sports at Jacksonville State. He was head football coach in 1953 and baseball coach in the late 1960's. He was inducted into the Gamecock Athletic Hall of Fame in 1972.

Wedgeworth, who took over for retiring J. W. Stephenson in 1951, posted records of 17-7 and 15-7 for a career mark of 32 wins, 14 losses.

TOM ROBERSON won two Alabama Collegiate Conference Tourney titles and five ACC regular season championships during a successful career that spanned 18 years under Dr. Houston Cole. Roberson, named head coach in 1953, retired from active coaching in 1971.

Roberson bunched five regular season crowns with one tourney title to account for six straight championships in a row, starting in 1964 and ending in 1970. It was a run of great years unmatched in ACC or JSU history.

Roberson's secret to success was his ability to get the most out of his players and adjust his coaching style to the talent on hand.

Take the early 1960's, for example.

Roberson used a 6-2 center, Alex Watson, a group of defensive-minded smaller guys, and a shuffle offense to take the ACC tourney in 1960-61. The Gamecocks downed St. Bernard, 47-41, and Florence, 80-60, for the title that year. Later, he won with high-scoring teams.

"Coach Roberson had a great deal of success with the shuffle offense and hustle on defense," Dr. Cole said of that group of players. "During one seven-year stretch, 1958-65, they gave up 100 points only once . . . to Auburn in the second game of the 1958 season." The next team to score 100 points on Roberson's team came in the



TOM ROBERSON

1953-70

sixth game of the 1965 season when Mississippi College won a 113-112 shootout in Clinton, MS

That game pretty much served as the start of a different style for Roberson.

Armed with height, depth, rebounders and shooters, Roberson turned his troops on offense. The result of this decision was highlighted in the 99.3 average in 1966-67. Jax State would have averaged 100 points a game that year, but Athens College held the ball in the final game. Jax State won the contest, 63-61, and the ACC regular season title, but the fans and players were disappointed with the tactic that prevented the Gamecocks from averaging 100 points per game for the first time in history. As it turned out, this was the only time JSU had a realistic chance to achieve this honor although Roberson's teams averaged 90-plus points.

Roberson improved the quality of the schedule after taking over as head coach, playing the likes of Alabama and Auburn almost every year. He also played Southern Mississippi, earning a split with one of that school's top teams, Samford, SW Louisiana, Florida State, Chattanooga, to name a few.

In addition to winning titles, Roberson built tremendous fan interest with big rivals against Athens College, St. Bernard, Troy State, and Florence State that resulted in packed gyms almost every game. Fans arriving late for big conference games found the door to the gym locked 30 minutes before the tipoff.

## Gamecocks Win Six Straight Titles



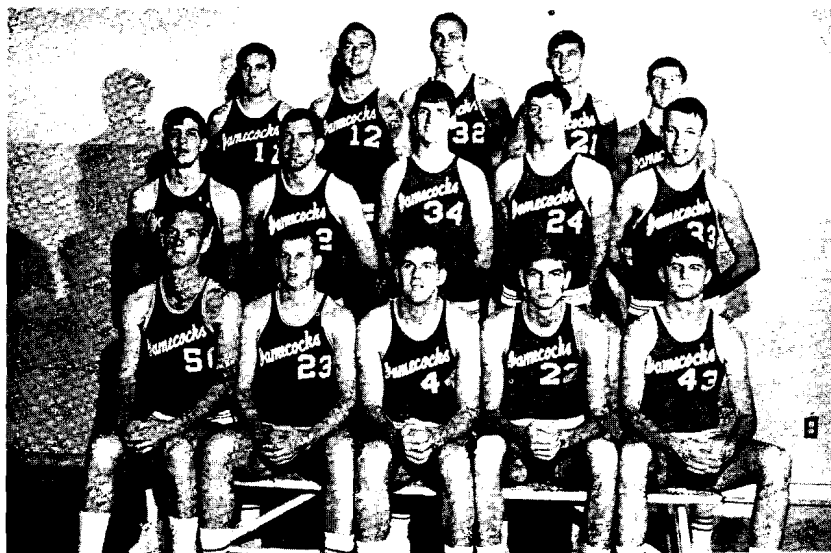
*1964-65 TOURNEY CHAMPS — Kneeling from left — Paul Trammell, George Hasenbein, Fred Lovvorn, Jerry Brooks, and Bill Jones. Standing — Tim MacTaggart, Terry Nixon, Charles Ayers, Jim Henslee, Steve Copeland, Roger Pate, and Roger Mathis.*



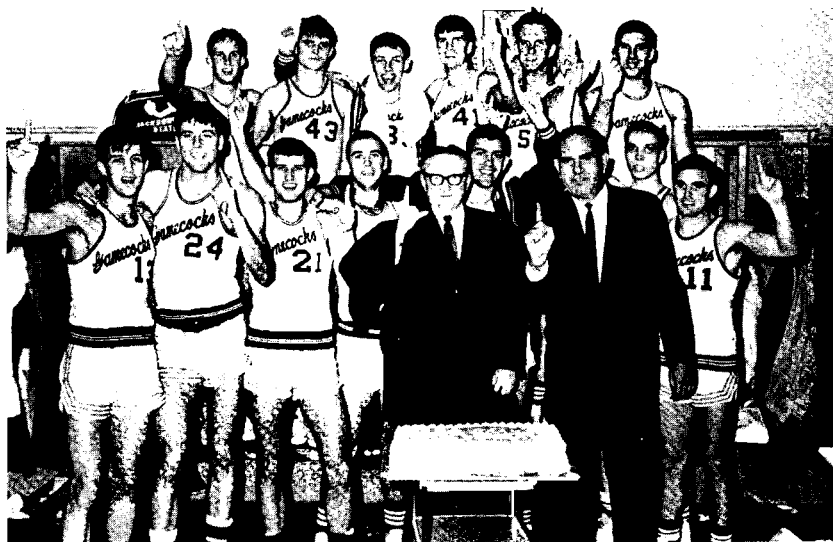
*1965-66 ACC CHAMPIONS — Standing from left to right — Jim Dozier, Fred Lovvorn, Paul Trammell, Randall Bean, Bill Jones, Terry Owens, Buddy Cornelius, Steve Copeland, Bill Brantley, Gary Angel, and Craig Helms. Kneeling is Coach Tom Roberson.*



1966-67 ACC CHAMPIONS — Seated from left to right — David Robinson, Paul Trammell, Craig Helms, Gary Angel, Jim Dozier, and Fred Lovvorn. Standing from left to right — Randall Bean, Steve Copeland, Buddy Cornelius, Ken Rathbun, David Mull, and Bill Brantley.



1967-68 ACC CHAMPIONS — Front row from left to right — Steve Copeland, David Robinson, David Mull, Hoyt Cosper, and Ken Rathbun. Second row from left to right — Paul Trammell, Bobby Terrell, Jerry James, Buddy Cornelius, and Bill Brantley. Back row from left to right — Fred Lovvorn, Tony Heard, Gary Angel, Danny Bryan, and Mike Johnson.



*1968-69 ACC CHAMPIONS — Members of the 1968-69 ACC championship squad are — front row, left to right: Coach Tom Roberson, David Robinson, Buddy Cornelius, Bill Brantley, Ken Rathbun, and assistant coach Woody James. Top row, Jerry James, Danny Bryan, Bobby Terrell, Wayne Wigley, Gary Angel, and David Mull. Now shown — Mike Johnson.*



*1969-70 ACC CHAMPIONS — Front row — Danny Bryan, Billy Almon, Bobby Terrell, Chris Whetstone, Wayne Wigley. Back Row — Wendell Lawson, David Robinson, Jerry James, Jeff Angel.*

"Playing at J. W. Stephenson was both an advantage and a disadvantage," Roberson said. "It was a tremendous advantage because the atmosphere was electric with the packed house, but it did not allow us to grow because we could accommodate only about 1400 fans. I think we could have drawn 4,000 without a problem because there was great interest in our teams during the 1960's."

There were numerous standouts on Roberson's teams, including JSU's present head coach, Bill Jones, who set a school record with 31 consecutive free throws on the way to all-conference honors. Other top players included guards Fred Lovvorn, Paul Trammell, Bill Brantley, Danny Bryan, Gary Angel, Wendall Nix, Don Wilson, Floyd Mayes, Craig Helms, Mitchell Caldwell, Wayne Wigley, and Joe Wayne Ingram while outstanding centers were Donald Ginn, Bryan Yates, Howard Waldrop, Buddy Cornelius, Steve Copeland, David Rathbun, Wayne Ray, Alex Watson, and Gerald Dupree. Forwards included David Robinson, Ronnie Harris, Tom Richey, Jones, Jerry James, David Mull, Charles Ayers, Mark Washington, Wendell Lawson, Jeff Angel, Roger Pate, Bobby Terrell, Earl Cleland, Bill Laney, Bryan Yates.

Roberson's teams broke most of the JSU records, as expected, many of which were still on the books in the late 1980's. Jerry James still held the scoring record with a 26.3 average, Howard Waldrop the best free throw percentage with a .903 mark in 1989.

The 99.3 scoring mark will likely never be broken or the most points for one half, 87 (vs. John Marshall, 1963-64). Bill Brantley's .747 field goal percentage, which led the nation, is another standard that will probably never be erased. The most points, 149 vs. John Marshall in 1963-64, and the combined 255 points scored on the road (JSU vs. Mississippi College, 1965-66) will also be difficult to match.

The records, championships, and honors, however, were not primary goals for Roberson, however. Turning out solid, productive citizens was perhaps his most important contribution.

#### FACTS ONLY — COACH TOM ROBERSON

ACC CHAMPIONS — 1965-66, 1966-67, 1967-68, 1968-69, 1969-70.

ACC TOURNAMENT CHAMPIONS — 1961-62, 1964-65.

ACC RECORD — 78 wins, 31 losses.

TOM ROBERSON RECORD — 251 wins, 159 losses.

ALL-AMERICA — Terry Owens, 1965-66, Buddy Cornelius, 1968-69.

ALL ALABAMA COLLEGIATE CONFERENCE — Mitchell Caldwell (1963-64), Bill Jones, (1964-65, 1965-66), Terry Owens,

(1965-66), Roger Pate, (1965-66), Paul Trammell, (1966-67), Bill Brantley, (1966-67, 1967-68, 1968-69), Gary Angel, (1967-68, 1968-69), Buddy Cornelius, (1967-68, 1968-69), Jerry James, (1969-70, 1970-71), Wayne Wigley, (1969-70).

ALL ALABAMA (*Birmingham Post-Herald*) — Paul Trammell (1966-67), Buddy Cornelius (1968-69), Bill Brantley (1966-67 1967-68, 1968-69), Gary Angel (1968-69), Wayne Wigley (1969-70), Jerry James (1969-70, 1970-71).

MOST VALUABLE PLAYER — ALABAMA SMALL COLLEGE — Bill Brantley (1966-67, 1967-68), Buddy Cornelius (1968-69), Wayne Wigley (1969-70).

#### YEAR — RECORD

1953-54 . . . . . 8-14	1959-60 . . . . . 9-9	1965-66 . . . 16-13
1954-55 . . . . . 19-6	1960-61 . . . . . 12-9	1966-67 . . . 18-7
1955-56 . . . . . 12-8	1961-62 . . . . . 12-8	1967-68 . . . 15-11
1956-57 . . . . . 8-13	1962-63 . . . . . 15-5	1968-69 . . . 19-5
1957-58 . . . . . 12-9	1963-64 . . . . . 12-8	1969-70 . . . 22-5
1958-59 . . . . . 11-13	1964-65 . . . . . 16-6	1970-71 . . . 11-12



*Terry Owens, shown here in his San Diego Chargers football uniform, made Little All-America in basketball and played 10 years in the National Football League. He was one of the top all-around athletes to play during the time Dr. Houston Cole was president at JSU.*

## COACHES, CAPTAINS RECORDS — COLE ERA

- 1942-43—No Team  
1943-44—No Team  
1944-45—No Team  
1944-45—No Team  
1945-46—Coach J. W. Stephenson (27-4)  
\*1946-47—Coach J. W. Stephenson (26-5), Capt. Nip Posey  
\*1947-48—Coach J. W. Stephenson (25-5), Capt. Nip Posey  
1948-49—Coach J. W. Stephenson (17-10)  
1949-50—Coach J. W. Stephenson (23-6), Capt. Hut Thomas  
1950-51—Coach J. W. Stephenson (20-8), Capt. Hut Thomas  
1951-52—Coach Ray Wedgeworth (17-7), Capt. J. W. Richey  
1952-53—Coach Ray Wedgeworth (15-7), Capt. J. W. Richey  
1953-54—Coach Tom Roberson (8-14), Capt. Howard Waldrop  
1954-55—Coach Tom Roberson (19-6), Capt. Howard Waldrop  
1955-56—Coach Tom Roberson (12-8), Capt. Tom Richey  
1956-57—Coach Tom Roberson (8-13), Capt. Floyd Mayes  
1957-58—Coach Tom Roberson (12-9), Capt. Joe Wayne Ingram  
1958-59—Coach Tom Roberson (11-13), Capt. Don Wilson  
1959-60—Coach Tom Roberson (9-9), Capt. Gerald Dupree  
†1960-61—Coach Tom Roberson (12-8), Capt. Alex Watson  
1961-62—Coach Tom Roberson (12-8), Capt. Wayne Ray  
1962-63—Coach Tom Roberson (15-5), Capt. Ronnie Harris  
1963-64—Coach Tom Roberson (12-8), Capt. Ronnie Harris  
†1964-65—Coach Tom Roberson (16-6), Capt. Roger Pate  
\*1965-66—Coach Tom Roberson (16-13), Capt. Terry Owens  
\*1966-67—Coach Tom Roberson (18-7), Capt. Craig Helms  
\*1967-68—Coach Tom Roberson (15-11), Capt. Fred Lovvorn  
\*1968-69—Coach Tom Roberson (19-5), Capt. Buddy Cornelius  
\*1969-70—Coach Tom Roberson (22-5), Capt. Wayne Wigley  
1970-71—Coach Tom Roberson (11-12), Capt. Wendell Lawson

\*Conference Champions

†Tourney Champs



## Scoring Leaders — Cole Era

YEAR	PLAYER	POINTS	GAMES	AVE.
1970-71	Jerry James	605	23	26.3
1969-70	Danny Bryan, Wayne Wigley	509	27	18.8
1968-69	Gary Angel	450	24	18.7
1967-68	Gary Angel	441	26	16.9
1966-67	Bill Brantley	499	25	19.9
1965-66	Bill Jones	489	28	17.2
1964-65	Bill Jones	397	22	18.1
1963-64	Mitchell Caldwell	380	20	19.0
1962-63	Wendall Nix	416	20	20.8
1961-62	Wayne Ray	231	18	12.8
1960-61	Wendall Nix	278	20	13.9
1959-60	Earl Cleland	205	18	11.3
1958-59	Earl Cleland	315	24	13.1
1957-58	Donald Ginn	336	21	16.0
1956-57	Bill Laney	392	21	18.7
1955-56	Bryan Yates	255	19	13.4
1954-55	Howard Waldrop	447	25	17.9
1953-54	Howard Waldrop	407	18	22.6
1952-53	Milfred Coan	236	22	10.7
1951-52	J. W. Richey	349	24	14.5
1950-51	Dan Keith	338	28	12.1
1949-50	Robert Miller	438	28	15.0
1948-49	Eugene Keith	231	27	8.5
1947-48	James Ray Hamilton	280	30	9.3



*Pete Mathews, JSU board of trustees, throws out first pitch '69.*

## Baseball Coaches 1946-70

COACH J. W. STEPHENSON picked up where he left off before the team disbanded for World War II when the team hit the field for the 1948 season. The Gamecocks ran up an 11-4 record, the first of many winning seasons for the veteran coach.

In the next six seasons, Stephenson's teams posted records of 11-6, 14-8, 10-4, 9-3, 4-8, and 9-8 before the old coach called it quits. He retired from basketball three years earlier, but continued to teach and coach baseball.

Coach Stephenson had many standout players, but two of the top ones were pitcher John Meadows, who signed a professional contract, and Tommy Brock, who hit .477 and .353 to lead the Gamecocks in 1953 and 1954. J. P. Whorton was a top pitcher for Stephenson. Meadows struck out 16 in one game during the 1951 season. Whorton pitched one no-hitter.

---

FRANK LOVRICH, a catcher with the San Francisco Giants in the minor leagues, was hired to head up the baseball program in 1957 after Jacksonville State dropped the sport 1954-57.

Lovrich, a top coach and recruiter, compiled a great record at Jacksonville State before moving on to Appalachian State as head coach in 1962. Lovrich's teams posted marks of 18-6, 20-5, 20-7,



*J. W. Stephenson  
1948-54*



*Frank Lovrich  
1957-61*

and 12-3 for a combined mark of 70-21; the best winning percentage in Gamecock history.

Lovrich's two sons, Bill and Marty, later played for the Gamecocks on the '83 and '88 world series teams respectively. Lovrich had many top players during his four years at Jax State, including pro signees Tommy Lewis, Joe Ford, Ken Porter, Bud McCarty, and Hank O'Neal. Roger Waddle was the top pitcher along with Porter. Waddle posted an 11-1 record in 1958 which was the most wins at Jax State for many seasons. Waddle struck out 18 and 17 batters during that impressive season.

---

GENE HANSON, a professor in the Health and Physical Education Department and a former Gamecock quarterback for the famed '55 Refrigerator Bowl team, was named head coach to succeed Frank Lovrich in 1962.

Hanson coached the team two seasons before turning the program over to Ray Wedgeworth, posting records of 7-9 and 8-8 in 1962 and '63 for a 15-17 overall mark.

Hanson had one player sign a pro contract, pitcher-infielder Rudy Abbott who later became Jax State's coach in 1970. Abbott signed with Pittsburgh after pitching a no-hitter and two one-hitters.

---

RAY WEDGEWORTH completed a coaching cycle that saw the personable veteran serve as head coach in football, basketball and baseball when he was named head baseball coach in 1964.

Wedgeworth directed the Gamecocks to several conference playoffs and a combined 65-50 record without the aid of scholarships before retiring because of health reasons in 1970.

Two of Wedgeworth's players signed pro contracts, Bill Jones and Harold Brooks. Jones was later named head basketball coach at JSU.

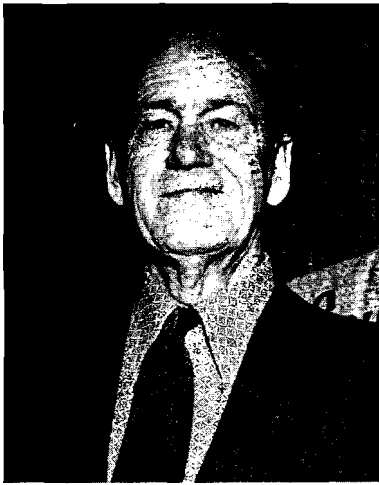
Wedgeworth had several talented players in addition to Jones and Brooks, one being Jeff McCool, an all-conference pitcher three years.

Another top pitcher was Jay Palden.

Wayne Hester, a talented third baseman, later became sports editor of the *Anniston Star* and *Birmingham News*. Gary Ledbetter, Jake Adams, Jimmy Pirkle, and Ken Adams were top hitters.

---

RUDY ABBOTT, the Gamecocks' fifth baseball coach, became the winningest baseball coach in Alabama history in 1989 in his 20th year at Jacksonville State. He planned to coach only one year, filling in for Ray Wedgeworth, who experienced health problems



*Ray Wedgeworth*  
1964-69



*Rudy Abbott*  
1970-71

in 1969, but remained on as coach when the veteran coach was not able to return. He had 616 wins at the end of the '89 season.

Abbott had records of 13-12 and 30-6 in his first two years as Jacksonville State's coach, advancing to the finals of the NAIA district playoffs. It was the first of many playoffs to come as the Gamecocks made annual trips to NCAA playoffs, including five world series through 1989.

The top players in the two years Dr. Cole was president of Jacksonville State were Tommy Cason, Larry Foster, Doug Brantley, Barney Wilson, and Eddie Echols. Each signed pro contracts. Foster made first-team All-America and is now in the JSU Athletic Hall of Fame. Other standouts were Jerry Still, who pitched two no-hitters and came within an out of another, and Eddie Isbell, who hit .500 in 1970. John Hunter was a talented shortstop while catchers Craig Edge and Benny Bunn were outstanding behind the plate in 1971. Charley Maniscalco, who became the Gamecocks' offensive coordinator in football in 1985, was a top third baseman and outfielder. The young 1970-71 team went to the 1973 world series as seniors.

## SEASON BY SEASON 1946-71

1948 . . . . . 11-4	1956 . . . No Team	1964 . . . . . 7-4
1949 . . . . . 12-6	1957 . . . No Team	1965 . . . . . 11-10
1950 . . . . . 14-8	1958 . . . . . 18-6	1966 . . . . . 10-10
1951 . . . . . 10-4	1959 . . . . . 20-5	1967 . . . . . 13-13
1952 . . . . . 9-3	1960 . . . . . 20-7	1968 . . . . . 10-5
1953 . . . . . 4-8	1961 . . . . . 12-3	1969 . . . . . 14-8
1954 . . . . . 9-8	1962 . . . . . 7-9	1970 . . . . . 13-12
1955 . . . No Team	1963 . . . . . 8-8	1971 . . . . . 30-6

## COACHING RECORDS DURING COLE YEARS (1946-71)

		WON	LOST
1958-54	J. W. Stephenson	69	41
1958-61	Frank Lovrich	70	21
1962-63	Gene Hanson	15	17
1964-69	Ray Wedgeworth	65	50
1970-71	*Rudy Abbott	43	18

\*Abbott's record through 1989 (616 wins, 245 losses)



*Bud McCarty was one of the top catchers and football players during the 1950's for the Gamecocks.*



*Malcolm Street, left, was the "Voice of the Gamecocks" during the years Dr. Houston Cole led the university. He was honored for those years of service at the 1986 JSU Athletic Hall of Fame. Former JSU president, Dr. Theron Montgomery, presented the award.*



*Anniston Star* sports editor George Smith staffed many of the games during Dr. Houston Cole's years at JSU. Smith, right, was honored by Cole for service to the university at the 1986 JSU Athletic Hall of Fame banquet.

## Chapter Eight

### Three Major Accomplishments Recalled

By Opal A. Lovett

Though Dr. Cole accomplished so much on the road to building a university during his term as president from 1942 to 1971, three achievements deserve special mention because they are so close to his heart and have meant so much to so many people: the International House Program; the popular television program, "What's Your Problem?"; and the Teacher Hall of Fame.

#### The International House 1945 - 1971

The story of the International House began in August 1945, the brainchild of Dr. James H. Jones, a member of the language department.

Dr. Jones had just returned from France where he spent several days on vacation. During that period he conceived a program which he said, in substance, would add quality to the language department, provide a bit of world understanding, and create a source of expanded publicity for the college.

The process of implementing the program obviously involved financial contributions from the college. The plan would bring to the campus five students from France in the fall of 1946. Students would enroll in suitable courses under the direction of Dr. Jones,



and the college would take care of all expenses with the exception of travel.

The plan was funded for the duration of one year with the understanding that it would continue the second year if results justified.

In the fall of 1946, the program got under way with the enrollment of the first five foreign students from France.

At its inception the program had a dual purpose: offering the opportunity for academic development in foreign languages for American students and building world brotherhood through the association of foreign and American students.

Initially only American students willing to enroll in foreign language courses could participate directly in the International House Program. During these years the foreign students taught language courses to college students under the supervision of Dr. Jones. They also worked in an experimental program at the elementary school where young children were introduced to foreign languages, notably French and Spanish.

The project was destined to occupy four different homes — first, basement quarters in Bibb Graves Hall; second, a white framed bungalow located just north of Bibb Graves Hall. In 1953, a small house was built on the circle drive around the campus. This house



*A group of foreign students is welcomed to the International House.*

was financed by public contributions of \$5,000. It provided offices and dining facilities, but no classrooms.

Foreign students were assigned to men's and women's dormitories, usually with American roommates studying a foreign language. All of the language students were required to eat lunch and dinner together in the International House (whether Bibb Graves basement or the first permanent building) and were assigned a table where the use of the language being studied was required.

In addition to teaching, the foreign students enrolled in the classes of their choice, many of them remaining to earn degrees. They also traveled in groups or singly, appearing at public schools and before men's and women's civic and professional organizations, explaining their culture and customs and emphasizing the importance of developing expertise in two or more languages. They were always well received and early on succeeded in touching people who cooperated in seeing the need and working for world brotherhood.

The present and final structure was erected in 1964 at a cost of \$300,000. One-third of the cost was provided by public contributions with the remaining \$200,000 coming from the university.

The building, named in honor of C. W. Daugette, a former board of trustee member, provides offices, quarters for a social director, a living room, a dining room, recreation facilities, and housing for the students — twenty for the foreign students and twenty for the Americans.

On February 4, 1953, the International Endowment Foundation was created and the International House Program extended a new phase of service which was begun in September 1946. Trustees of the Foundation established an endowment fund to assist in providing scholarships for students.

Officers and trustees have given generously of their time and money. In 1963 they initiated a drive to raise money for a new building which would provide adequate facilities for the increasing number of students. The campaign culminated in funds sufficient to start the present building which was dedicated on October 11, 1964. It now stands as a monument to all who made contributions and worked for its completion, as well as to those who continue the interest and belief in the original purpose for which the program began.

At the 1955 annual conference of Rotary which was held in Gadsden, a resolution was passed to adopt the International House Program and its sponsoring organization, the International Endowment Foundation as its special Rotary International Golden Anniversary project. Since that time Rotarians have been very

generous in their support of the program and have granted many scholarships to students from foreign countries. The Anniston Club provides one scholarship each year and the Rotary District does likewise.

Each year students at the International House spend their Christmas vacation as guests of Rotary Clubs in Florida. The Sarasota Club reported about the guests on one occasion the following:

From expressions received from these of our membership who were fortunate enough to meet and escort these young people during their stay among us, together from our own observations and conversations with them, we feel something well worthwhile has been accomplished through their visit and which, it is hoped, will further promote a mutual understanding through these representatives between our people and their people of their respective countries.

Then, too, the Alabama Federation of Women's Clubs has been a consistent supporter of the program for years. Mrs. Ernest Stone must be given credit for bringing this group into the picture. For years it has sponsored the program, the International Endowment Foundation. Students have been invited to appear on the annual convention programs. Many members of the State organization have campaigned for funds, both for the Foundation and for the construction of the International House.

Mrs. Stone gives the history of the involvement of the Alabama Federation of Women's Clubs:

In 1951, at State Convention in Huntsville when Miss Mary Kyser was President of Alabama Federation of Women's Clubs (AFWC), the International House students from Jacksonville State College were presented for a luncheon program. Mrs. Frank Stewart, Director of District II, presided at the luncheon.

Enrolled at that time were young people from Belgium, Cuba, Switzerland, Canada and the United States. Dr. and Mrs. J. H. Jones, Director of the Program, told of their dream to promote better understanding and to build a lasting foundation for world peace by bringing students from other countries to the Jacksonville campus to live with American students and to have an American father and mother during their stay in Jacksonville. Following the plan of the program, American and foreign students lived, worked and played together in an effort to better understand one another.

Club women became interested in this unique program — a practical and constructive program planned to promote better international understanding. On a Friday evening, at 10:45, June 23, 1953, Mrs. Ernest Stone, AFWC Education Department Chairman, was granted five minutes by Mrs. W. M. Beck, AFWC President, to present a summary of the International House Program to the Executive Board of AFWC. Mrs. Stone asked for the endorsement of the Federation, as well as financial support in the way of scholarships. Mrs.

J. F. McVay, Director of Fourth District, moved that the Alabama Federation endorse the program and serve as one of its sponsors. Mrs. Carl Strong, First Vice-President of AFWC, moved that a \$300 balance in foreign scholarships be used to start the first scholarship.

Odile Sawicka was brought from Paris, France, in the fall of 1953, for one year of study at the International House. To bring her to this country and to give her one year of study at Jacksonville amounted to \$1,000. It was decided that if the program were continued, it would be a better investment if a permanent scholarship could be established.

In 1954, at State Convention in Jacksonville, Mrs. Stone presented a plan whereby the AFWC would make yearly contributions toward a permanent scholarship trust fund of \$25,000. All monies contributed by AFWC would be credited toward the permanent trust fund. During that time the AFWC would have the privilege of selecting a scholarship girl from another country each year to receive a \$1,000 scholarship even though all monies contributed were being credited to the permanent fund. AFWC, in assembled convention, voted to accept the contract with the International Endowment Foundation whereby the Federated Clubs of Alabama would make contributions until a total sum of \$25,000 would be reached.



*Dr. Cole shows appreciation to the Pilot Club International for the scholarship awarded to Patricia Verano, a member of the International House Program from Colombia. Left to right: Miss Verano, Dr. Cole and Miss Dorothy Adair and Mrs. Tom Cornell, Pilot Club members from Huntsville.*

During the administration of Mrs. Dan Waite, Centre banker, Mrs. Stone presented the last check to Dr. Cole and the International House Foundation, completing the \$25,000 trust fund, October 14, 1967. It had taken fourteen years to complete the fund representing thousands of contributors from AFWC Clubs down through the years.

Thirty-five young ladies have received the AFWC scholarship. Each student is an individual. Each makes her contribution here and is destined to make a special contribution when she returns home because of her experiences at International House, Jacksonville State University. This is the real story of international good will and professional opportunities for young women in many parts of the world — all made possible by the Alabama Federation of Women's Clubs and Dr. Houston Cole, President, Jacksonville State University.

Many study clubs, book clubs, civic organizations and individuals are responsible for the continued interest and support which the program has enjoyed throughout the years.

The program had been approved by the Department of State for cultural exchange, information, understanding, and appreciation. Though equal emphasis was placed on languages, greater concern is now placed on the overall aspects of cultural understanding.

It can be said that this part of the university provides what we might call a "window opening in the world" for the entire student body at Jacksonville State University. Some have called it a "zoo," a little United Nations, a laboratory in human relations.

Letters and numerous articles and comments prove Dr. Jones correct in realizing that such a program would net excellent results as a public relations tool. Several of the hundreds of messages received over the years offer their own testimony.

Drew Pearson, national columnist and guest at the college expressed pleasure and excitement after his visit:

Down here in northeastern Alabama where the hard rock of the Alleghenies tapers off into the soft limestone of the Black Belt, I found a surprising monument to people — to people friendship. This is about the last place in the world you would expect to find such a thing. In New York, Philadelphia, and New Orleans you are not surprised at finding International Student Houses. But not relatively obscure Jacksonville State Teachers College in the foothills of Alabama. The International House is just as fine in its way as anything in the great cities of the north. It is located in Alabama but it is for the world.

Miss Oswald B. Lord, United States Representative, Commission on Human Rights, the United Nations, assured Dr. Cole, "As I have told you before, I think it is one of the outstanding experiments in the country, and I have referred to it in many of my speeches."

Karl Krueger, editor of *The Rotarian*, wrote: "You have a unique and splendid institution which ought to be known about

on campus after campus in many countries. And this magazine is going to make the story known.”

Though many individuals were supportive of the International House Program between the years 1946-1971, three deserve special recognition, according to Dr. Cole.

Colonel Harry M. Ayers, editor and publisher of *The Anniston Star* could be called the physical and fiscal father of the International House. He was chairman of the public drives that raised \$5,000 for the original cottage in 1948 and \$100,000 for the present building erected in 1964. Ayers organized the International Endowment Foundation in 1953 and assisted in getting the support of the State Rotary Program as supporting agency in 1955. He helped bring to the campus for the dedication exercises in 1947 prominent guests including the French ambassador, Henri Bonnet, and Drew Pearson.

Mrs. Ernest Stone, educator in Jacksonville, used her influence to get the support of the Alabama Federation of Women's Clubs for the International House Program.

Mrs. Dan Waite, obtained many contributions at the state level through her position as president of the Alabama Banker's Association. As a well known and beloved lady of northeast Alabama, she brought additional support.

Following the retirement of Dr. James H. Jones, founder, John R. Stewart, Superintendent of Fort Payne City Schools, agreed to accept the position as Director of the International House Program. He served in this capacity until he retired in 1985.

Dr. John Stewart is a man of quality, both personally and professionally. Historical facts will substantiate the statement that he provided superior leadership in directing the overall program of the International House. He was demanding, but popular with the foreign students who came to the program from time to time. In the field of public relations, his effectiveness was demonstrated by the public support given Jacksonville State University.

It has been said that a good teacher teaches for eternity as his or her influence never stops. Stewart's influence will last in the minds and hearts of those whose lives he has touched. And in retirement they will shine back over the years to cheer and sustain him.

What started as a dream in the heart and soul of Dr. James H. Jones and developed through his work in cooperation with the fiscal assistance and vision of Dr. Cole has touched and influenced in a positive way thousands of students, both here and abroad. Like a ripple on a lake, it has been far-reaching in its purpose to generate humanitarian sensitivity and go forward in the development of world brotherhood.

### "What's Your Problem?"

Significant events in life oftentimes happen by accident and surprise. That was the case involving the part Dr. Cole was going to play on a television program entitled, "What's Your Problem?" This program was destined to run for a period of ten years on Birmingham television stations, three years on Channel 6 and seven years on Channel 13.

In 1956 he was invited to speak to the Birmingham Kiwanis Club which met at the Jefferson Davis Hotel. At the conclusion of those remarks, to his surprise, a representative of the French government located in New Orleans proceeded to confer an honor for the service he had rendered in relation to the International House program located on the Jacksonville State College campus.

Another surprise followed. As he was leaving the building after the termination of the program, he observed two men conversing close by on the sidewalk. One was Dr. Dale LeCount, pastor of the First Presbyterian Church in Birmingham, and Mr. Herbert Singleton, director of Blue Cross Blue Shield in the state of Alabama. They were waiting to ask if he would moderate a television program, "What's Your Problem?", which they had initiated. The program appeared once a week on Sunday afternoon. Cole accepted the responsibility, and he believes it contributed much toward the recognition of Jacksonville State College throughout the area of North Alabama.

At first the panel consisted of Dr. LeCount and Dr. Paul Hardin, pastor of the First Methodist Church in Birmingham. Later Dr. Ed Kimbrough replaced Dr. Hardin when the latter moved to another state.

The program became popular in areas served by Channel 6. Many questions reached Cole weekly with the request that they be presented to the panel. The same situation prevailed later when the program was presented by Channel 13.

The panel was asked to appear before various civic groups in Birmingham and other sections of North Alabama.

Cole said, "We were fortunate to have several distinguished men appear with us on the program. At that time we were inviting well known men and women to speak to our students at the college. We took advantage of the circumstances and asked them to appear on taped programs that would air later on "What's Your Problem?"

Among those who appeared were Senator Edmund Muskie, Senator Barry Goldwater, and Senator Jackson — all of whom had sought the nomination for the Presidency. Others involved distinguished ministers from the First Methodist Churches in New York, Detroit, and Akron. Of course, the moderator made use of

prominent local talent, including Coach Bear Bryant of the University of Alabama.

The program terminated at the end of a ten-year period as a result of the fact that Dr. LeCount moved back to his original home in Indiana and other participants elsewhere.

One program that was covered by *The Birmingham Post-Herald* on February 27, 1958, is here included as an example:

A panel discussion on Human Relations was the informative program at the Pilot club meeting this week at the YMCA.

The questions, presented by members, dealt with the personnel problems of the business woman in her job. Dr. Houston Cole, President of Jacksonville State College, was moderator, and panelists included Dr. Paul Hardin, Jr., pastor of First Methodist Church, and Dr. Dale LeCount, pastor of Sixth Avenue Presbyterian Church.

Pertinent questions such as how to deal with petty jealousy in ourselves and others in an office were answered by Dr. Hardin: "The two rules that will eliminate envy in ourselves are to honestly appraise our own values and ability, and to pray jealousy out of our hearts."

Dr. LeCount advised that when jealousy is apparent in others, we should be doubly nice to them, giving them praise as often as possible. "Jealousy stems from frustration and a feeling of inadequacy."

Posed with the problem of what to do when a person is received at a business establishment by an unaccommodating person, the panel agreed that the first impression given by a receptionist or switchboard operator makes the visitor feel that all members of the organization will receive him in the same way. They advised that an unaccommodating person should be reported to the boss for the good of the company.

Dr. Hardin added that his "pet peeve" is when an executive has a secretary call him, and he has to wait until the executive answers the phone. He claims it is discourteous and the practice openly says, "I am busier than you are."

The remedy for clock-watchers and "pouters" was quickly answered with "Pouting is a result of immaturity and is best ignored. Clock-watchers should create an interest in their work, and if that is impossible, they should change to a more interesting job."

The panel felt that the American custom of coffee breaks is generally a good practice because more efficiency is gained after the short period of relaxation. However, they claimed, "When it is abused, it is demoralizing."

Dr. Hardin answered a member's question, "What produces real satisfaction in work?" He explained, "Work is its own reward accompanied by a sense of creating something that would not have been done in the same way without you. Work well done gives a feeling of warmth while shirking only leaves a person with a sense of shame."

Dr. LeCount added that "You should relate your job to a cosmic significance . . . no matter how small the job, its relationship to others makes it important."





*Dr. Dale LeCount, Dr. Edwin Kimbrough and Dr. Cole show pride in the award received for the popular panel, What's Your Problem?, presented by the president of the American Legion Auxiliary.*

General advice from the panel stemming from questions asked by the attentive audience was, "Progress is of utmost importance but good relationships in an office are necessary . . . a boss's interest in the welfare of his employees would be balanced with skill and poise . . . when both husband and wife are breadwinners, the husband should help carry the load . . . and, complacency should not be tolerated within oneself; it is the striving to improve that gives life meaning."

Chairman of program arrangements was Mr. Francis Hill, and the speakers were introduced by Miss Lois Barringer. Pilot president is Mrs. Alma Alexander.

The program, "What's Your Problem?", was amazingly popular among all ages from young teenagers to the elderly. Often entire families gathered to watch the program and then discussed the answers of the questions featured each week. Many parents found that the program encouraged more open communication with their children, especially their teenagers.

Through Dr. Cole's moderating the program, the institution gained much recognition in both the entire state and the Southeast. Many parents encouraged their children to enroll at Jacksonville State because of their familiarity with the program and with Dr. Cole whom they felt they knew.

## Teacher Hall of Fame

In 1969 Jacksonville State University initiated a Teacher Hall of Fame to pay tribute and honor and give recognition to the classroom teachers of the public schools of the State of Alabama.

Each public school system in the state is asked to nominate one elementary teacher and one secondary teacher each year to be considered for this award. These nominees are selected in accord with certain criteria. One criterion is that the nominee must be currently teaching subject matter to students fifty percent of the time or more of each school day. No preference is given to nominees who may have attended Jacksonville State University. The recipients of this award are chosen after a personal interview by a competent, impartial ten-member Final Selection Committee, and the selection is made by secret ballot.

An editorial in *The Birmingham Post-Herald* stated:

Halls of fame honoring sports, political and industrial figures have become fairly common in recent years. Now Jacksonville State University has taken this idea and given it a new and long overdue twist.

The school has inaugurated the Alabama Teacher Hall of Fame . . . The great work done by classroom teachers is often overlooked or taken for granted while attention is directed toward fancy new teaching aids or gadgets. There never has been and very likely never will be any substitute for the teacher who can open the mind of a child to the wonders of the world.

Such teachers do indeed belong in a Hall of Fame, and we're glad to see that that is where Jacksonville State University means to put them.

Teachers who receive the Hall of Fame award will have a plaque in their honor placed in the lobby of the Houston Cole Library on the Jacksonville State University campus.

Dr. Theron Montgomery, president of Jacksonville State University, said of the unique program: "We, at Jacksonville State, believe classroom teachers are often the unrecognized heroes of public education in Alabama. We consider it an honor and a privilege to bring recognition to the outstanding teachers in Alabama."

Dr. Cole was writing a speech he was scheduled to make to the teachers of the Birmingham City School System when he decided that classroom teachers deserve a Hall of Fame. Since 1969

thousands of teachers have received much deserved recognition as a result of having been chosen to represent their systems. Several hundred have been named to the top ten level, and forty have been named finalists and Hall of Fame recipients.

Until his retirement, Dr. John Stewart served as chairman of the selection committee for the Teacher Hall of Fame. He was followed by Dr. Robert Hymer, Dean of the College of Education. The flash of inspiration and the planning executed by Dr. Cole so long ago will continue to recognize the value of good teachers and those who dedicate their lives to this humanitarian task.



*U.S. Senator Henry Jackson, speaker for the installation of the first members of the Teacher Hall of Fame, poses with the first two inductees, Mrs. Dora Gene Hill, of Gadsden City Schools, Mrs. Jessie Freeman, of Tuscaloosa County Schools, and Dr. Cole.*

## Chapter Nine

# Honors and Accolades of the Officer D'Academe

By Opal A. Lovett

Membership in the International Platform Association is the signal honor received in his long career as educator, public servant, and popular public speaker according to Houston Cole.

“Obviously, I feel honored to be asked to become a member of IPA. It is devoted to the cause of good citizenship, which is so badly needed at this point in the history of our nation,” said Cole in an interview to *The Anniston Star*, Thursday, August 18, 1983.

Other papers publicizing Cole’s recognition and honor upon being elected to membership in IPA were *The Jacksonville News*, *Gadsden Times*, *Midweek*, *Birmingham News*, *Talent Magazine*, and *Associated Press*.

Founded in Cleveland, Ohio by Daniel Webster and Josiah Holbrook over 150 years ago, IPA offers membership to only the nation’s most talented orators. Cole joins such renowned people as Mark Twain, Winston Churchill, several U.S. presidents, Barbara Walters, Henry Kissinger, and Bob Hope (*The Anniston, Star*, August 18, 1983).

The recognition comes well earned. During the last sixty-nine years, Cole has made over 3,500 speeches, over 250 of them commencement addresses at universities, colleges, and high schools. He has filled speaking engagements in twelve states.

Related to his long career of speech-making, Cole was appointed a member of the Speaker's Bureau of the National Bicentennial of the Constitution by Justice Warren Burger in 1987 and will serve through 1991. During the bicentennial year Cole, 87, made thirty-two speeches, often wearing the Colonial costume, complete with powdered wig, a gift from the city of Piedmont.

Cole received letters of appreciation and certificates of award for his dedication to making the commemoration of the Bicentennial of the U.S. Constitution a success. One such award was from the James Gadsden Chapter of Daughters of the American Revolution signed by Anne H. Dill, Regent. Letters include those from Chief Justice Warren Burger, Retired, Supreme Court of the United States; Governor Guy Hunt; and Chief Justice C. C. Torbert, Jr., Supreme Court of Alabama.

"You are one of those rare and dedicated individuals — representing a cohesive force that has helped make the commemoration of the Bicentennial of the U.S. Constitution a history and civics lesson for all Americans," wrote Chief Justice Burger, retired from the Supreme Court of the United States.

Alabama Governor Guy Hunt commended Cole, "The many trips you made at your own expense have helped to enlighten thousands of Alabamians on the importance of the United States Constitution, the very essence of our democracy. Due to your dedicated fervor, patriotism has been promoted throughout North Alabama."

In his letter, C. C. Torbert, Jr., Chief Justice of the Supreme Court of Alabama, touched the very core of Cole's professional life: "I am particularly impressed with the fact that you have spoken to hundreds of teachers; and, as a consequence, your excellent presentations on the bicentennial will be passed on to future leaders of our country who will have a better grasp of the history of our great government and its Constitution."

Sandra Hobbs, student council advisor at Jacksonville High, was impressed with Dr. Cole's speech on the United States Constitution. She said, "Dr. Cole has the ability to take students into the past to make them feel the sacrifices made by our forefathers in their efforts to create a document that could withstand time and still be effective in preserving basic freedoms."

Barry Bennett, a Jacksonville High School student commented, "I was amazed at the way Dr. Cole could keep the attention of high school students on a topic which otherwise would be boring in a normal classroom setting. He not only kept history from being boring but made it come alive with his costume and excellent speaking."

Though the honor of membership in IPA came some years follow-



*Dr. Houston Cole, a member of the Speaker's Bureau of the National Bicentennial of the Constitution, is surrounded by his "cabinet members," all of whom assisted him in preparing for his speeches on the constitution. Left to right: Cathy Nabors, Lynda Johnson, Peggy Peel, Carol Farrell, Vassie Johnson, Diane Marshall, Nancy Humphrey.*

ing Dr. Cole's retirement and was earned as a result of his constant use of oratorical expertise reflected in the hundreds of speeches made during the years, his long list of academic and professional honors began early.

Dr. Cole remembers a day in 1929: "Dr. George Lang, professor of Philosophy at the University of Alabama called while I was home sick with the flu and said, 'I've got some news that will pick you up. You've just been elected to Phi Beta Kappa.'" He says that he will give his key to the great-grandson named for him.

Years later, when a senior at the University of Alabama, his daughter, now Beth Cole Rutledge, joined her father as a member of Phi Beta Kappa.

Houston Cole was named Chairman of the Black Warrior Council of the Boy Scouts of America for the year 1939. Cole, Tuscaloosa County Superintendent of Education, had been active in the Black Warrior Council for several years. He was in charge of organizing volunteer committees to be in charge of all the activities in the expanding program in both the city and rural areas.

Cole worked directly with the Boy Scouts of America for twenty years and continued to be supportive of the program throughout his educational career at Jacksonville State University, hosting annual meetings on campus and entertaining young scouts at athletic events.

Upon Houston Cole's resignation as Superintendent of the Tuscaloosa County School System to become associated with the University of Alabama, the county teachers honored him at their annual luncheon October 8, 1939.

The resolution offered Cole read in part:

During his term of office, there has been fairness shown to all persons with whom he has come in contact, and the affairs of the county which come under his supervision have been conducted on a professional and scientific basis.

As a result of this, there has always prevailed in our county a good spirit, and there has been continuous professional growth.

Cole's work, attested by numerous newspaper articles, indicates that he was actively involved in the development of the academic program of the students and the professional development and growth of the faculty members. From his earliest years as a teacher and as an administrator, records show his contributions to the teaching of good citizenship and patriotism in the schools with which he was associated. He originated and supervised speeches, study units, and essay and oratorical contests on citizenship for students in his classes and in the systems where he worked. This interest expanded to the Parent Teacher Association in which he was active and included his volunteer work in the Boy Scouts of America. The influence he had on the positive attitude toward good citizenship and patriotism is immeasurable because his philosophy spread into the civic organizations in which he was active and to the general public through his speeches which were a rare combination of factual background and idealism, the more stimulating because he always spoke extemporaneously, never reading a word except choice historical passages or poetry chosen to illustrate a point.

In 1941 Houston Cole was privileged to serve as vice president of the Alabama branch of the National Congress of Parents and Teachers. The annual convention was held in Selma, and Cole addressed the general theme: "Normal Community Life for Responsible Citizenship" in the opening session.

Cole told the hundreds of parents in attendance:

The greatest contribution this group can make in the next few years is to revive and rekindle the flames of hope in the younger generation.

The depression and war have struck a blow at their aspirations

and faith . . . many young people feel that there is no tomorrow, that their future is circumvented by the ill fate of a "topsy-turvy" world. They can only ask, "What's the use?"

We meet here as a statewide organization dedicated to the service of boys and girls. We subscribe to the theory that civilization marches on the feet of little children. As never before, these should be days of dedication for all of us.

Cole was instrumental in leading Parent-Teacher Association groups throughout the state to sponsor Citizenship Day programs with emphasis on voter registration for young people just reaching the age of majority.

One such drive was sponsored April 7, 1941 on the University of Alabama campus where Cole worked in public relations. Governor Frank Dixon made the principal address at the rally, and voter registration booths were set up on campus for the benefit of students.

Despite the catastrophe that rages over Europe and its possible implications for this country, there is the feeling in high and responsible quarters that our greatest danger is internal rather than external. It is contended that the safety of the country is in direct proportion to the intelligent civic interest and the activity of its citizenry.

This was the opening remark made by Houston Cole in an address to the Jefferson County Council of Parents and Teachers in Birmingham in laying the groundwork for Citizenship Recognition Day, a day set aside by the United States government as a special time to honor the youth of America reaching voting age.

He pointed out that fewer than 50 percent of those qualified exercise the right to go to the polls and vote.

"Democracy is something that must be maintained at the price of eternal vigilance, and that vigilance must involve all the people, not the few," Cole stated.

He further argued that these programs will also make a definite contribution to national defense. "National unity is as necessary to defense as airplanes or guns or tanks or ships. There need to be little fear for the future of this country when the time comes that its people are a unit in spirit behind the flag and the things for which it stands," he said (*Birmingham Post Herald*, 1941).

Houston Cole was appointed President of Jacksonville State Teachers College September 1, 1942 by the State Board of Education to fill the position vacated by Dr. C. W. Daugette.

Cole had to resign as State Director of the Office of Price Administration, considered by some the most important post in the state, carrying as it did the administration of rationing price ceil-



ings, and the supervision of hundreds of employees. He also surrendered a salary of \$6,500 for a lesser one of \$5,900.

The University of Alabama *Alumni News* of October, 1942 reported:

There has been a wave of general satisfaction in the press over the election of Houston Cole as President of Jacksonville State Teachers College . . . Cole has always been connected with the field of education. He was Superintendent of Guntersville High School one year, principal of Northport High School in Tuscaloosa County for ten years, Superintendent of Education in Tuscaloosa County for three and one-half years before joining the faculty of the College of Education at the University of Alabama.

He was on leave from the University of Alabama at Governor Dixon's request to go to Montgomery to organize and become Director of the State Civilian Defense where he was so successful that he was also made Director of the OPA work in the state. "He has withal, a cheery, genial disposition and a faculty for getting along with people, old and young, that has proved a great asset to his success." These qualities indicate much success for him in the new position according to the press reaction across the state (University of Alabama *Alumni News*, October 1942).

Houston Cole was appointed President of Jacksonville State Teachers College in 1942 following the death of Dr. C. W. Daugeette. He assumed his duties in September, 1942.

Soon after the arrival of Dr. and Mrs. Cole and their daughter Beth, the citizens of Jacksonville hosted a reception for them at the Community Recreation Center. Several hundred people called during the evening, including guests from both Piedmont and Anniston.

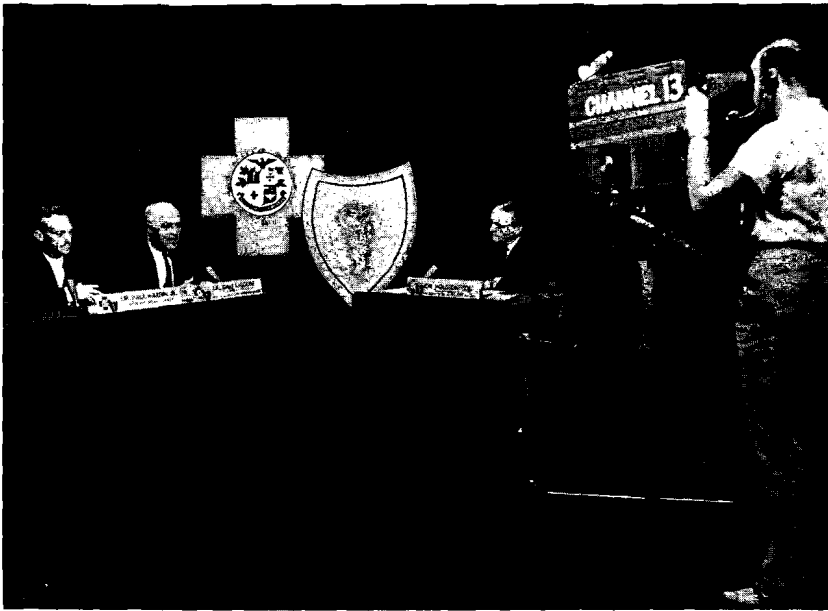
*What's Your Problem?*, airing in Birmingham on Sunday afternoons, ran for three years on Channel 6 and for nine years on Channel 13 in Birmingham from 1948-1960.

The popular panel, *What's Your Problem?*, gave Cole recognition, along with fellow panelists, Dr. Dale LeCount, minister of First Presbyterian Church, and Dr. Edwin Kimbrough, minister of First United Methodist Church, when the program received awards three times for the best of its kind in the state of Alabama.

Cole says, "*What's Your Problem?* was good promotion for the college."

Through his management, speakers invited to the campus often appeared as guests on the popular program, including Edwin Muskie, Barry Goldwater, Pauline Frederick, and Senator Henry Jackson.

Rising to the level of national caliber, *What's Your Problem?* gain-



*An early program of the popular panel, "What's Your Problem?", shows Dr. Paul Hardin and Dr. Dale LeCount pondering and responding to a question from Dr. Houston Cole, moderator.*

ed the genuine popularity of family viewers and also enjoyed a vast following of teenagers.

Dr. Edwin Kimbrough shares his experience as a panelist:

For ten years I was privileged to serve as a member of the panel program, *What's Your Problem?*. The experiences that I shared with Dr. Cole and with Dr. Dale LeCount were among the happiest and most fulfilling of my life. I learned so much from the two of them, including laughter and wisdom for living, plus the joy of friendship. Dr. Cole was a masterful moderator; and if he could trap his two panelists with an unexpected query, his eyes danced with satisfaction, and his lips were framed in a victor's smile. Thank God for precious memories and for all that I learned from two wonderful men.

Henry Ford, II, appointed Dr. Cole Chairman of the Crusade for Freedom in Alabama in 1953. The purpose was to raise funds for operation of Radio Free Europe and Radio Free Asia in an effort to combat the spread of Communism.

These stations beamed hard-hitting messages behind Iron Curtain areas, hour by hour, day-in and day-out.

Cole opened state headquarters in Birmingham and traveled extensively throughout the state, working with local citizens to establish an active center in each of the sixty-seven counties.

In 1955 Dr. Cole lectured at the Southeastern Regional Foundry Conference in Birmingham. He "reviewed man's discovery and utilization of power, pointing out how it has increased production of the individual 22 times over what it was in 1900. 'Every increase in inanimate power has brought a corresponding decrease in the value of manpower,' he said. While some see no further value in the individual except as part of a group or social unit, he warned that emphasis must still be placed on the individual, in which progress has always had its origin" (*Birmingham Magazine*, 1955).

Dr. Cole had the privilege of addressing the American Foundry Association in Chicago, Illinois, October 7, 1956. His subject was "Man in Action — Man in Contemplation." Cole's humanitarian concern for mankind as noted in his numerous local and regional lectures brought him the recognition that led to invitations on the national level.

Remaining true to his interests in the development of citizenship and patriotism as parallels to the academic development during his early years as an educator in the public schools of Alabama, Houston Cole brought another first to Jacksonville State College with the establishment of the annual Student Conference on American Government (SCOAG). On December 13, 1964, the first group of high school students descended on the campus, eager to be a part of SCOAG.

Dr. J. W. Selman, the first SCOAG adviser, who served for ten years, 1964-1975, contributed a statement on the history of the organization and paid tribute to Dr. Cole's leadership:

The purpose of the Student Conferences on American Government (SCOAG) has been to bring outstanding high school students from Northeast Alabama, political minded students at JSU, and well-known political leaders from throughout the nation together for a weekend of seminars and round-table discussions dealing with some current issue of American government, e.g., SCOAG in 1966 had the theme of "American National Government in the Changing World;" the conference in 1976 featured "Youth's Role in the American Bicentennial;" and the meeting in 1980 was on "The American Presidency." SCOAG has helped area high school students to have a better understanding of the American system of government and to develop an awareness of major governmental issues which confront our citizens.

The first Student Conference on American Government (SCOAG) met in the fall of 1964. Interestingly enough, three very outstanding JSU students served as student leaders at this conference: A. W. Bolt, later a prominent attorney; Randall Cole, later an outstanding Circuit Judge; and Charles Gamble, later to be Dean of the University of Alabama Law School. High school juniors and seniors came from throughout the area of Northeast Alabama, and from 200-300 students participated annually in a number of these con-

ferences. SCOAG rapidly became an institution at JSU and one of the big annual events on campus. Dr. Glen Browder was faculty adviser for eight years, followed by Dr. Jerry Gilbert in recent years.

Much of the early success of SCOAG was due to the strong support of Dr. Houston Cole, President of JSU. He arranged for the necessary financing of these three-day conferences and often aided in bringing outstanding speakers to these meetings, including numerous U.S. Senators, members of Congress, state governors, and various federal judges. His office was available at all times to help with any problem SCOAG might encounter.

An editorial in *The Gadsden Times* spoke convincingly of the value of the first conference and paid tribute to the students in attendance and to Dr. Houston Cole.

These students (college conference leaders such as Charles Palmer, Taylor Hardy, Jim Broadstreet, Sam Monk, Barbara Smith, Mary Ann McCurdy, Tony Callan, Joe Stahlkuppe, Uffe Erickson, Pat Goodhew) were altogether warm, respectful and about as thoughtful as they come. And it is with deep appreciation that this is acknowledged.

Why go to such length in commendation?

Quite simply, it was a refreshing encounter in view of so much (adverse) publicity being given college and university students in other parts of the nation.

In Jacksonville you see young Americans proud of their college, thankful of being Americans, and just having the time of their lives in the friendly atmosphere which pervades the campus.

In addition to complimenting the students, the writer concluded with positive comments about the institution and its leader.

Jacksonville State under the competent leadership of its president, Dr. Houston Cole, is now the third largest institution of its kind in Alabama. More expansion of its facilities is on the drawing board. Its future seems limitless.

From its unique International House to the ordinary classroom, Jacksonville State College fills to the brim all that can be desired of an institution of higher learning in these United States" (*The Gadsden Times*, December 1965).

SCOAG has had a long and illustrious history since its beginning in 1964. Among the outstanding people who have lectured and assisted in conducting the student seminars are the Honorable James B. Allen, Lieutenant Governor and later United States Senator; Senator John Sparkman; George H. Huddleston, U.S. House of Representatives; Albert P. Brewer, Speaker of the Alabama House of Representatives and later Governor; Guy Sparks, Anniston lawyer and former Commissioner of State Revenue; Carl Albert, Speaker of the House; Jack Nelson of the *Los Angeles Times* and Washington Bureau Chief; Dean Rusk, Secretary of State; Senator Strom Thurmond; Senator Howell Heflin; and Senator Joseph R. Biden.

Circuit Judge of the 7th Judicial Circuit of Alabama, Samuel H.



*Dr. Houston Cole, Man of the Year in 1966, received the Anniston Star's citation from Mr. Ralph Callahan, business manager of the Anniston Star.*

Monk, II, was involved with SCOAG during his student years. He says:

Dr. Cole, during his tenure as president, was a man with very keen insight into the role that Jacksonville State University should play in its service to the area. He was always very supportive of any quality student effort to serve the state and to promote Jax State. Without his support in its early days, SCOAG would never have survived. The growth and expansion of SCOAG can be attributed largely to Dr. Cole's support of the conference as one of the university's outreach and educational programs. SCOAG's long history of quality programs, in my mind, is one of the many living testaments to Dr. Cole's leadership and foresight.

Congressman Glen Browder, former political science professor, said:

SCOAG served as a source of motivation for high school students in that they were exposed to local and state elected party leaders. SCOAG added strength to the leadership skills of the college students who directed the annual event.

Dr. Jerry Gilbert, professor of political science, found "SCOAG was a double barrel for JSU. It served as a recruiting tool and a means of bringing in national speakers."



*Cole receives the Department of Army Civilian Service Medal from General Lewis W. Truman, Third Army. The presentation was made at Fort McClellan. Partially obscured is Marshall K. Hunter, chairman of the Third Army Advisory Committee, who also received the medal.*

Cole, listed in "Who's Who in America and Personalities of the South," was named "Man of the Year in Alabama" in 1942 by *The Alabama Magazine* and "Man of the Year in Calhoun County" in 1965 by *The Anniston Star*.

Ralph W. Callahan, executive vice president of *The Star* described Dr. Cole as "a great teacher, thinker, a moving force in civic activities, and a man of extraordinary capabilities and management and executive ability."

Callahan presented a plaque to Dr. Cole inscribed: "For his teacher's genius that kindled thought and fostered ideas and ideals" (*The Anniston Star*, January 13, 1966).

Considered by Dr. Cole one of the finest gifts and greatest honors is the desk presented by the faculty and staff when the institution was elevated to university status by the Alabama Legislature and took the name Jacksonville State University in 1966. He still uses the desk in the Office of President Emeritus today.

On April 6, 1966, the United States Third Army presented Dr. Cole with the Outstanding Civilian Medal for his services. The citation was presented by Louis W. Truman, Lieutenant General,

United States Army; Commanding General, Third United States Army and reads:

The Department of the Army Outstanding Civilian Service Medal is awarded to Doctor Houston Cole, President of Jacksonville State College, Jacksonville, Alabama, for contributing substantially to the mission of the United States Army. During the period 1942 through 1965, Doctor Cole has nurtured the growth of his college ten-fold. Coincidental with the growth of the college, Doctor Cole has steadfastly and publicly emphasized the responsibilities of citizenship and promoted patriotism. Through his establishment of the United States Army Reserve Officers' Training Corps at Jacksonville State College, his support of the educational development program of Fort McClellan, his service on the Third Army Military Affairs Committee and his constant emphasis on patriotism and civic duty, Doctor Cole has rendered outstanding civilian service to the civilian and military community. Doctor Cole's commendable achievements, loyalty and devotion to country are in keeping with the highest traditions of the United States and reflect great credit upon himself and his college.

Featured as a "continuing recruiter," Dr. Houston Cole was recognized for building a college by the *Birmingham Magazine*, published by the Birmingham Chamber of Commerce, September, 1967. According to the article, "If there is one reason for the school's fantastic growth, it is the dynamic leadership and devotion provided by the school's president — Dr. Houston Cole, who is serving his twenty-fifth year. Jacksonville State can almost be called Dr. Cole's creation" (*Birmingham Magazine*, September 1967).

The Calhoun County Chamber of Commerce declared "Dr. Houston Cole Day" in honor of his twenty-fifth year at Jacksonville State, March 10, 1967. The annual dinner was held in the Leone Cole Auditorium where U.S. Representative Bill Nichols delivered the address and paid tribute to Dr. Cole for his vision and hard work in the field of education and, especially, what he has accomplished at Jacksonville State (*Jacksonville News*, March 8, 1967).

The editor of *The Chanticleer*, JSU campus newspaper, Larry Smith wrote the following editorial to commemorate the occasion:

Last month Dr. Houston Cole celebrated his silver anniversary as a college president.

In August 1942, newspapers were running stories of a certain young Houston Cole who had just been named president of Jacksonville State Teachers College. At the time of his appointment, there were 119 students enrolled and the physical plant consisted of three buildings.

During his 25 years as president at least one (and sometimes more) new buildings have been added each year to the Jax State campus.



*Congressman Bill Nichols presented Dr. Houston Cole with the award from Freedoms Foundation at Valley Forge, Pennsylvania, for the speech made by Cole before Alabama Federation of Women's Clubs in May, 1969, entitled "What's Your Civic I.Q.?"*



Under his leadership, Jacksonville State Teachers College gave way to Jacksonville State College, and perhaps his greatest goal was realized last November when Jacksonville State was made a university.

Jacksonville State University with its 5000 students is a far cry from Jacksonville State Teachers College with 119 students. Had it not been for Dr. Houston Cole's dedication, drive and determination, Alabama would have one less university.

Smith, then a student, is now JSU's Director of Financial Aid.

The year 1969 was a banner year for Houston Cole. He received several prestigious honors and awards. One of the most outstanding was the Valley Forge Award for Citizenship.

The distinguished George Washington Honor Medal by the Freedoms Foundation was presented to Dr. Cole by U.S. Representative Bill Nichols in November, 1969, on behalf of the National Awards Jury of the Freedoms Foundation.

Cole's winning speech was entitled "What Is Your Civic I.Q.?" and was delivered before Alabama Federation of Women's Clubs during the state convention which met on the Jacksonville State campus.

The Freedoms Foundation is an organization dedicated to the preservation and perpetuation of the American Way of Life and the Republic (*Jacksonville News*, November 19, 1969).

Congressman Nichols said, "Dr. Cole deserves this recognition-both for his efforts to build a strong patriotism among all citizens and for his contributions to education which also strengthen our great country."

The French government decorated Dr. Cole in 1969 for his work on behalf of world peace, citing him as Officer D'Academe. The citation was presented by E. Depreux, Minister de L'Education Nationale, for his contributions to the development of World Brotherhood, especially through the International House Program, established on campus in 1947 through the dream of Dr. James H. Jones, Professor of French, and the practicality and vision of Cole himself.

The Alabama Federation of Women's Clubs made Dr. Cole an honorary member in 1969.

Dr. Cole was supportive of the Alabama Federation of Women's Clubs and served as guest speaker frequently throughout the state at local, regional, and state programs.

He also hosted the state convention on the Jacksonville State campus two times.

The Alabama Federation of Women's Clubs was supportive of the International House Program, particularly through the efforts of Kitty Stone, well-known educator and club member, who was

instrumental in leading the state organization to establish a perpetual scholarship fund to be awarded to one foreign female student each year.

Mrs. Stone pays tribute to Dr. Cole's leadership in education:

Dr. Houston Cole has a natural majesty. He is a man of decision, and his lovely wife, Martha Bellenger, complements his dynamism. I found this thoroughly contemporary man to be the moving force in offering support and cooperation to secure a \$25,000 Alabama Federation of Women's Clubs Trust Fund to make it possible to offer a scholarship each year to a promising young lady from another country in the International House Program at Jacksonville State University.

The plan was approved at the AFWC State Convention in 1954 at Jacksonville State College. The Trust Fund was completed in October, 1967. Dr. Cole allowed the Federation to select a scholarship student each year during the fourteen years required to raise \$25,000 from the contributions of federated clubwomen in Alabama. Thirty-five young ladies have been brought from other countries to the JSU campus for one year of study and as a member of the International House Program. The scholarship is \$2,550 each year at the present time.

Dr. Cole has been the kind of leader who can be aggressive, unrelenting, successful, and still maintain an ever-growing coterie of friends. He has done innumerable good works as an exemplary citizen and as President of Jacksonville State University.

Honorary degrees have been awarded in recognition of Dr. Cole's achievements as a teacher, administrator, public leader, and scholar.

On June 8, 1948, he received the Dr. of Laws degree from the University of Alabama.

On May 30, 1970, he received the Dr. of Literature degree from Jacksonville State University in recognition of his contributions to the institution during his twenty-eight year tenure as president.

On June 12, 1970, Troy State University paid special recognition to Dr. Cole in the following presentation:

In grateful recognition of his leadership to the cause of education in Alabama as the senior university and college president of this state.

Dr. Houston Cole is hereby named Honorary President of Troy State University with all the responsibilities, rights, and privileges appertaining thereto.

Conferred this twelfth day of June, nineteen hundred and seventy.

The Anniston Chapter of Knights of Columbus chose Dr. Cole "Citizen of the Year" in November 1970. Grand Knight William Toffee, Jr., made the presentation (*The Anniston Star*, November 24, 1970).

Both houses of the Alabama Legislature approved a resolution to name the new library under construction in 1971 The Houston

Cole Library. Representative Hugh Merrill of Calhoun County and Chairman of the Board of Trustees of Jacksonville State University said, "During Dr. Cole's years as President, the curriculum of the school has changed fantastically." The resolution reads: "No longer is it a Teacher's College. It offers many majors in the Bachelor of Science and Arts degrees, a rapidly growing Master's degree program, and seven schools are being developed from the various departments and divisions of the university." The resolution concluded: "... be named and known as the Houston Cole Library in grateful appreciation for the outstanding services of Dr. Cole" (*The Anniston Star*, June, 1971).

On June 13, 1971, *The Anniston Star's* front-page editorial compared the towering building to the strength of Cole's character:

As one drives into Jacksonville these days, the eye is caught, long before the town itself, by the towering structure of the new library going up on the Jacksonville State University Campus.

Perspective tends to delay recognition of the fact, but then comes the realization — this soaring new feature of the JSU campus will be ... is ... of landmark proportions, an imposing great center of learning standing atop the hill overlooking campus and town, gazing in deep contemplation upon the horizon and the mountains, presiding over the years.

How fitting it is that such a building should be named for Dr. Houston Cole. It is an old and accepted custom, to be sure, naming buildings for honorable, useful men.

But here building has been matched uniquely with man, a landmark man of Jacksonville State University's years. His three decades link the school's hallowed, character-setting beginnings with the modern era of change and growth. His own towering character has left its indelible imprint on The Hill for the years ahead. In an incomparable match, Houston Cole and JSU have one.

A library, busy and useful, full of people gaining and giving knowledge, offering pathways to wisdom and life, a steady, confirming constant giving stability in the midst of the uncertainties of our days — how like the man whose name it will bear! (*The Anniston Star*, Sunday, June 13, 1971).

Dr. Harold J. McGee, President, commented on Cole's achievements:

Dr. Cole played the major role in the growth of this institution from a State Teacher's College to a diversified university during his 29 years as President (1942-1971). The academic hub of this institution — our 12-story library is the tallest academic building in Alabama — proudly bears the name Houston Cole Library. It is most deserving that the Alabama Legislature named the library in his honor. It is a well deserved recognition of his many years of service to this University and to the State of Alabama.

In January 1971 Dr. Cole retired from the presidency of Jacksonville State University, having seen the institution grow from a state

teacher's college whose enrollment was only a few hundred to Jacksonville State College and a broadened curriculum to a state university with eight separate academic colleges and nearly 7,000 students.

From the time Cole announced his retirement until his last day as chief administrator, he was the recipient of numerous personal honors, academic recognition, civic awards, and a rich outpouring of news stories, feature stories and editorials from the press all over the state from weekly papers to all the dailies.

His hometown newspaper, *The Jacksonville News*, ran several letters from the book of letters presented to Dr. Cole from business and professional people on the occasion of homecoming in its December 2, 1970 edition just prior to his retirement. The letters came from people of all races and all walks of life.

Eugene Reid, a businessman and member of a historically prominent black family, wrote, "... I have kept abreast of your activities, fair play and contributions to mankind."

Paul Vondracek, then pastor of the First Presbyterian Church, said, "... you so capably served the university and this community. I can say, without reservation, that I count you a most faithful co-worker and one of my best friends."

"As an alumnus, I am perhaps better able than most to observe and measure your remarkable contribution which enabled the university to achieve its present position of prominence, prestige and influence," wrote Faith H. Pearson, Executive Director of the Housing Authority of the City of Jacksonville.

"It is with warm appreciation that I recall ten years of association with you as president of JSU and I as part of Jacksonville's business community. These have been years of unique growth; happily, your spirit of cooperation has always been extended to me," said Darwin Hardison, Crow Drug Company.

The University Board of Trustees named Cole President Emeritus, and for eighteen years he has served his alma mater well in that capacity.

Marked with unity was the warm gesture to Dr. Cole upon his retirement when the faculty made him a life member. Dr. Charles Johnson, president of the Faculty Club, conferred the membership:

Hear This — Hear This

In the year of our Lord 1971 with love, friendship and gratitude the organization of Teachers of Jacksonville State University herein confers on Dr. Houston Cole membership for life. We desire to give food and drink to him who has been food and drink to us.

Each year DeKalb County recognizes outstanding citizens by placing them in County Legend for that year. Houston Cole made

the 1975-76 Legend in ceremonies at the old Opera House in Fort Payne. The tribute could be called "Who's Who" from DeKalb County.

The tribute reads: "... to men and women born and reared in our county who have gone forth to reach great levels of achievement in their chosen fields of endeavor."

The year 1979 marked triple honors. Cole was named among the twenty most outstanding citizens of Calhoun County recognized by WDNG Radio Station. Honored for his outstanding career in education, Cole joined other dedicated citizens: Charles Hamilton, Jr., philanthropist; Nimrod Q. Reynolds, minister and civil rights leader; John Kelly, civic worker; Marcus Howze, civic worker; Catherine Whitehead, educator and civic worker; Joseph C. Lett, civic worker; Hazel V. Rowe, civic worker; Maudine Halloway, religious and civic worker; Joseph P. Kingston, civic worker; James A. Dunn, educator and civic worker; John S. Nettles, minister and civil rights leader; H. Brandt Ayers, publisher and civic worker; John B. Lagarde, civic leader; Mary Jo S. Bridges, civic worker; Robert B. Propst, civic worker; James A. Tinsley, Sr., religious and civic worker; and Thomas G. Coleman, Jr., civic worker. These people were chosen from a survey made by WDNG listeners.

Thomas S. Potts, former owner of WDNG radio station adds impetus to the reasons Cole was included:

Dr. Houston Cole is a giant among men. He is one of the first persons I met when I moved to Anniston nearly 30 years ago. He was an active Rotarian and spoke to the club many times. Without a doubt he is one of the most interesting and provocative public speakers I have ever heard. A man of great integrity, I have been very privileged to count him as one of my good friends.

In the same year, *Minister's Manual*, an annual publication by Keuka College, New York, selected a laity day talk he made in a local church for publication in its 1980 edition to be published by Harper and Rowe.

The Anniston Rotary Club presented Cole with the \$1,000 Paul Harris Fellowship Award which was made by Past District Governor Ralph Porch.

Ralph Porch writes:

Dr. Houston Cole's career history would not be complete without reference to his membership in Rotary and his devotion to the ideals of Rotary International.

He first joined the Tuscaloosa Rotary Club in 1933, later served as its President and in 1938-39 he served as District Governor of Rotary International supervising all Rotary Clubs in the State of Alabama and organizing new clubs. In 1942 he became a member of the Anniston Rotary Club, serving as its President in 1946-47.

He now bears the status of honorary member of the Anniston Club which nominated him as a Paul Harris Fellow and made a substantial contribution in his name and honor to the Rotary Foundation.

Dr. Cole's dedication to the high principles of Rotary and its avenues of service led to the involvement of the Rotary District and the Anniston Rotary Club in the International House Program at Jacksonville State University which provides scholarships for foreign students furthering Rotary's goal of international service and understanding.

He is widely acclaimed and sought as a speaker at Rotary and other civic clubs. It is likely that he has addressed more Rotary Clubs in Alabama, on more occasions, than any other person. His messages are thought-provoking, informative, witty and succinct. Dr. Cole personifies Rotary's two mottoes, "Services above Self" and "He profits most who serves best." He is a warm and generous Rotarian with whom we are proud to be associated.

In 1981 the Anniston Rotary Club heard a talk, "A Bit of This and That," from President Emeritus Houston Cole in which he reminisced about his many years as a member of Rotary. At the conclusion of his talk came the announcement that the day would be observed as "Houston Cole Day" for his achievements as a super educator and for his work in Rotary. He had served as former president in Tuscaloosa and in Anniston and was district governor in Alabama in 1939. The Rotary Club's paper, "Roto-Pep," said, "Let's honor this outstanding Rotarian and super educator with a great attendance."

On November 19, 1983, the Fannie Crow Bible Class of the First United Methodist Church of Jacksonville named Dr. Cole President Emeritus of the class of which he has been a member for so many years and which he has taught numerous Sundays. The resolution signed by Clifford Coffee, President, and A. H. Cooper, Treasurer, reads in part:

Whereas, without a doubt, our favorite leader and teacher over a period of many years is our own Dr. Houston Cole with his loving spirit, his many words of wisdom, and for his great concern for our well being, be it resolved therefore that we hereby elect this kind man to be our President Emeritus and present him with a key to our front door.

In addition to the work at the First United Methodist Church in Jacksonville, his own church, Cole has appeared at numerous local churches, as well as throughout the state, both as lay speaker from the pulpit and as guest teacher in Sunday School classes.

The Truman M. Pierce Leadership Award, given in recognition for "outstanding contributions which advanced the direction of education in Alabama" was received by Cole on November 7, 1985. The award was made by the Alabama Association of Elementary

School Administrators during the fall conference at Gulf Shores (*Birmingham News*, October 3, 1985).

The award is presented each year to an outstanding educator in honor of retired dean, Dr. Truman Pierce of Auburn University.

Upon learning of his selection, Dr. Cole said, "I am pleased to be honored by those who are engaged at the 'cradle level' of education in Alabama. It has long been conceded that the best teaching is done at this segment of our educational system. This fact enhances the value of the recognition of which I am the recipient."

The Knights Templar Eye Foundation, Inc., conferred the position of Associate Patron on Dr. Houston Cole through the Anniston Commandery April 20, 1988. The "objectives are for research, treatment and/or hospitalization of diseases or injuries of the eye in an effort to prevent blindness. This service is available to anyone regardless of race, creed, color, age, sex or national origin. The treatment of patients for this purpose shall be free and limited to persons unable to pay."

At the 1988 Rotary Conference in Huntsville, Dr. Cole was honored on his fiftieth anniversary of becoming the 1938-39 District Governor.

He is the oldest living member among those who have served as District Governor. He added six new clubs during his tenure.

Cole estimates that he has made a couple of hundred speeches to Rotary Clubs through the years.

The Town of Ashville honored Dr. Cole with the following resolution, recognizing him for his consistent and rich contributions to the development of citizenship and patriotism particularly in the State of Alabama.

WHEREAS, 1989 is the year for the greatest celebration in the history of our State and ALABAMA REUNION Events are calling friends and family home for good times and great memories of accomplishments, and

WHEREAS, Dr. Houston Cole served as President of Jacksonville State University for 29 years and over 40 new buildings were constructed on campus during his tenure, and

WHEREAS, all surrounding communities have benefited greatly under his able leadership as an educator, and

WHEREAS, he is to be applauded for having made over 3,500 speeches to church, civic, cultural and industrial organizations in 12 states including over 250 commencement addresses over a period of 69 years, and

WHEREAS, it falls the proud duty of every citizen in our great State to share our pride in preserving our heritage and progressing as a State,

THEREFORE, BE IT RESOLVED this the 9th day of February, 1989, that the Mayor and Town Council of Ashville, Alabama, hereby recognize and honor Dr. Houston Cole for his numerous achievements as the State celebrates the ALABAMA REUNION during 1989.

Dr. Cole believes that certain people determined in great degree the quality and direction of his life. He feels that being associated with them brought the most generous gifts which have been his opportunity to claim.

He says, "I owe more to more people than anybody. Look how lucky I've been."

Cole reminisces and gives credit to the people he considers responsible for giving him encouragement and assistance when he most needed it from childhood through his early adult years.

There was Annie Cole Burt, his older sister, who urged him to stay in school and get his high school diploma when he seriously considered dropping out and getting a job.

To John Cole, his father, and Professor N. G. Callan, his high school principal, goes almost equal credit. Mr. Callan visited his father and worked out ways for Houston to attend school enough to earn the necessary credit even though he was in demand for work at home on the family farm.

He also learned to rely on his father's philosophy in building his own value system. Mr. Cole told him, "Work hard; earn what you get; and go to church on Sunday."

After high school graduation, Cole enrolled in the Jacksonville State Normal School and graduated in 1924. He feels indebted to Dr. C. W. Daugette, the president, whom he would succeed years later, for recommending him for the position of superintendent of Guntersville City Schools.

Following his year in Guntersville, he was about to accept a position in Tusculumbia when Dr. King recommended him for the position of principal at Northport in Tuscaloosa County. This move placed him near the University of Alabama where he would be able to continue graduate work on an economic basis. The principalship at Northport led to his becoming Superintendent of Education of Tuscaloosa County and his moving from that position to the University of Alabama.

Following his tenure as Superintendent, Cole became Assistant to Dr. Foster, President of the University of Alabama, and worked in Public Relations.

The Rotary Club has been extremely meaningful in Dr. Cole's life. As the result of becoming a member at the beginning of his professional life in Tuscaloosa, he earned many benefits, among them the opportunity to know and work with the most prestigious and able business leaders throughout the state and to develop leadership himself. He gives credit to Dr. John R. McLure for recommending him for membership in the Tuscaloosa Rotary Club in 1933.

Governor Dixon asked Dr. Foster to grant Cole a leave of absence from the University of Alabama to come to Montgomery and head the state's Civil Defense Organization. His success led to his appointment as Director of the Office of Price Administration, in addition.



In each major event, Cole traces his good fortune to the assistance of one or more persons and gives credit where he feels it is due.

A special personal honor which Dr. Cole cherishes is being one of Knox Ide's *Special Life's Extra*. Mr. Ide's father received a little book, *Life's Extra* by Archibald Rutledge from Eleanor Rutledge on his hundredth birthday. Knox ordered copies of the book for gifts until it was no longer in print.

In a letter to Houston following a Rotary speech in December 1983, he wrote:

Now listen to this, Houston. On the night before your Rotary speech, I read through it (*Life's Extras*) just before turning out my light. Imagine my surprise, when all of a sudden, I realized that you were quoting from it. I recited the words with you silently. I have listened to many of your addresses over a long span of years. You have never made an ordinary one, but for me, this was your greatest. I hope it reached every man there . . . What this rambling is all about, Houston, is that you have been one of my SPECIAL LIFE'S EXTRAS for many decades.

And so the statements on honors bestowed on Houston Cole for his achievements during his active and influential life come full circle. Many individuals, groups, organizations, and institutions have honored him. He, in turn, honors his fellow man and speaks in humble appreciation of those who have helped him reach his goals.