

No Time for Ivy

EAST CAROLINA UNIVERSITY,

1907-2007



EAST CAROLINA
TEACHERS TRAINING SCHOOL
GREENVILLE, NC

HENRY C. FERRELL JR.



No Time for Ivy

EAST CAROLINA UNIVERSITY,
1907-2007

As East Carolina University prepared for its first centennial celebration, its leaders commissioned this illustrated volume. University historian Henry C. Ferrell Jr. combed archives, conducted interviews, and searched out speeches, letters, minutes, and reminiscences to illuminate one hundred years of growth and change. *No Time for Ivy*, its name chosen from early sentiments about rapid growth, guides us decade by decade: as East Carolina Teacher Training School (ECTTS, 1907) evolved from a two-year curriculum to a four-year degree program (East Carolina Teachers College, 1920); as the campus grew from a 47-acre tract in a small river town to over 500 acres on two campuses in an increasingly urban setting.

Throughout its history, ECU has been guided by its motto, "To Serve," in responding to the needs of its region. Early students, most from rural communities, even helped grow the food served in the campus dining hall. As the area began to shift away from its agricultural focus, ECU's curriculum responded with liberal arts degrees in the 1940s, followed later by professional graduate degrees in such areas as business administration, nursing, and industrial technology. After changes in its original charter, East Carolina began racial desegregation on its own initiative in 1957. Programs in fine arts, increasingly competitive athletic teams, libraries, and institutes have spread their influence well beyond the campus. The history of Greenville has also shaped ECU. Perhaps most dramatically, Pitt County citizens approved bonds for a new hospital in 1976, just two years after the ECU Medical School was announced. The first MDs graduated in 1981; thereafter, Pitt County Memorial Hospital and the Brody School of Medicine formed the core of a powerful economic engine that has seen Greenville develop as a regional medical center.

(continued on back flap)

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East Carolina University, 1907-2007

HENRY C. FERRELL JR. ,

*In Elmer
Best regards
Henry Ferrell
12/12/04*

EAST CAROLINA UNIVERSITY *Greenville, North Carolina*

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For the East Carolina nation

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TONY SARG'S MARIONETTES
 EAST CAROLINA TEACHERS COLLEGE
 Tuesday, January 14, 1930
 3:30 P. M.

"THE BREMEN BAND"

A Marionette play in four scenes adapted from the Grimm's Fairy Story

CHARACTERS

- An Unhappy Cat
- A Crowing Rooster
- Four Robbers

- The Wicked Farmer
- The Poor Donkey
- An Old Dog

- Scene I. Outside the Barnyard.
- Scene II. On the road to Bremen.
- Scene III. Inside the Robbers House.
- Scene IV. The Bremen Band.

"THE STOLEN PRINCESS"

A Marionette extravaganza in two acts by Hamilton Williamson.

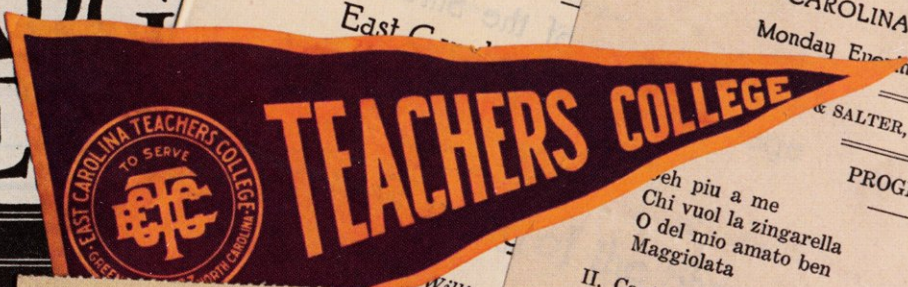
CHARACTERS

- Farasche, the Beautiful Princess.
- Ahmed, the Faithful Lover.
- The Wicked Sultan.
- Servants, Slaves, Entertainers, Soldiers and
- Act I. Front of the home of Farasche.
- Act II. Interior of Oriental Palace.
- Other numbers including "HAPPY DAYS"

Management Ernest Briggs, Inc., New York, N. Y.

NEXT ATTRACTION FEB. 4th
GRAND OPERA—"THE BARBER OF SEVILLE"
 Prices \$1.00 and \$2.00

Adults \$1.00.



STUDENT'S CLASS SCHEDULE Form F
 EAST CAROLINA TEACHERS COLLEGE
 FOR THE STUDENT 1928

Name Hammond Tiney Class C1P6 Dorm. Room 90
 Home Address Trenton, N. C.
 Day Student's Greenville Address _____ Phone No. _____

Periods	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
A.		CS P. E. I. 203		CS P. E. I. 203		
2		SE I. 211		SE I. 211		SE I. 203
3	Bid. I. 17	Ed. I. 17	Bid. I. 202	Ed. I. 211	Bid. I. 202	Ed. I. 211
4	Eng. I. 17	Hist. I. A. 17	Eng. I. 127	Hist. I. A. 17	Eng. I. 127	Hist. I. A. 17
P. M.						
5						
6						
7						

TREASURER'S OFFICE O.K. REGISTRAR O.K.

PROGRAM
AMELITA GALLI-CURO
 Assisting Artists:
 HOMER SAMUELS, Pianist
 RAYMOND WILLIAMS, Flutist
 EAST CAROLINA TEACHERS COLLEGE
 Monday Evening, January 25, 1932
 & SALTER, 113 W. 57th Street, New York City

PROGRAM
 Chi piu a me
 Chi vuol la zingarella
 O del mio amato ben
 Maggiolata
 II. Cantar
 (1672-1750) Buononcini
 (1741-1816) Paisiello
 (1879-) Donaudy
 (1879-) Donaudy
 Obradors
 Mozart
 Delibes
 Hahn
 flute) (1786-1855) Bishop

Debussy
 Debussy
 Morris
 Levy
 Samuels
 Novello
 flute) Meyerbeer
 einway Piano

EAST CAROLINA TEACHERS COLLEGE
 Greenville, N. C.

Receipt For Reservation Fee
 FOR

FALL WINTER SPRING SUMMER

1929 19.....

RECEIVED FROM
 Miss Tiney Eleanor Hammond [Ck-Mo-Cy] \$5.00

Address Trenton, N. C.

Date May 8 1929 19..... Howard J. McGinnis Registrar

NOTE—A fee of \$5.00 is required for the reservation of a place in the college. This fee is credited to the student's account, provided she enters the quarter for which reservation is made, but will not be returned to the student unless she notifies the college in writing, at least thirty days before the opening of the quarter, that she wishes to withdraw the application.

Preface

FROM TRENTON, NORTH CAROLINA, in the autumn of 1927, Tiny Eleanor Hammond (*right*) traveled to Kinston by bus, then to the new college in Greenville by train. She intended to be a teacher in the primary grades. In four years she gained a diploma in the class of 1931 and accepted a teaching position. To recall the moments of her days at East Carolina Teachers College, she kept black-paged scrapbooks full of things. Among them were reconstructed chewing gum wrappers, tickets, programs of plays and concerts, pictures of friends, receipts, letters, forms, poems, a couple of locks of hair, and a dried flower. Using white ink, she wrote a caption for each item, except for the blossom, whose moment she shared with no one.



In many ways, *No Time for Ivy* is also a scrapbook—of East Carolina University. It has a narrative. Its illustrations give dimensions and impressions, for the most part now passed from time and place. Its first leaders, teachers, staff, and students made their contributions, shaping it each quarter and semester into a newer model. Then a new cadre replaced them, and another.

Few buildings remain from the original campus. While a casual visitor may consider the present university and its buildings, roads, and sidewalks permanent, the past record would argue a different truth. A grumbling student, walking around another new addition, commented amid the construction of the 1990s, “I know what ECU stands for: Eternal Construction University.”

Buildings, however, were but covers for classrooms, laboratories, dining halls, stages, offices, libraries, assembly halls, studios, and residence rooms. As the academic degrees evolved, whether at the call of the state or from East Carolina’s own charging ambition, so did the physical plant. On Greenville’s western edge, out of a pine forest and dormant meadows grew the Brody School of Medicine. From a dusty field along Fifth Street to a 48,000-seat football stadium, athletic structures reflected similar advance and complexity.

Since East Carolina is young, as universities go, much of its past is recoverable. Sources for *No Time for Ivy* were found, for the most part, in the collections of the university’s archives. This includes records, speeches, meeting minutes, letters, files, reports, and reminiscences. Microfilm copies of the student newspaper were reviewed in the Verona Joyner Langford North Carolina Collection. Other sources are listed by chapter at the end of the narrative.

This book is for the East Carolina nation, those individuals who share memories of the university's past and common hopes for its future. This includes those people who identify with Harrington Hill, although they may have forgotten its name. Part of the nation would have attended the university, but circumstances prevented it. Others have given esteemed and appreciated service over the years.

Not a few observers admired achievements of ECU's professors and students. A particular academic program—from art to medical education—may have won one's allegiance. Some persons may have enrolled in the university and graduated after four (or five or six) years. The purple and gold on the playing field may have drawn in others. Whatever the case, this is for you. It may, as a scrapbook, not include all of your favorite recollections. It may surprise you, however, as you will be turning through a long unopened set of memories.

Remember, however, that the hundred-year story is about humans, fallible as well as triumphant. As for the errors of fact, they are mine.

*Henry C. Ferrell Jr., Ph.D.
University Historian*

Acknowledgments

IN PREPARATION for the first centennial celebration of East Carolina University, Chancellor William Muse commissioned an illustrated history of the university. His successors, William Shelton and Steven Ballard, endorsed the project. Bob Thompson proposed that I be assigned the task. Austin Bunch and Jim Smith furnished thoughtful administrative oversight.

With aplomb, university archivist Suellyn Lathrop used her professional proficiency and thorough knowledge of the university archives to help unlock the past. The service-oriented staff of the Verona Joyner Langford North Carolina Collection made searching the details of North Carolina and Greenville history an informative and pleasant experience. History graduate students Jeff Bourdon, Jeff Groszkowski, Brian Clayton, and Jennifer Joyner organized digital images for publication and processed many more from an assortment of sources.

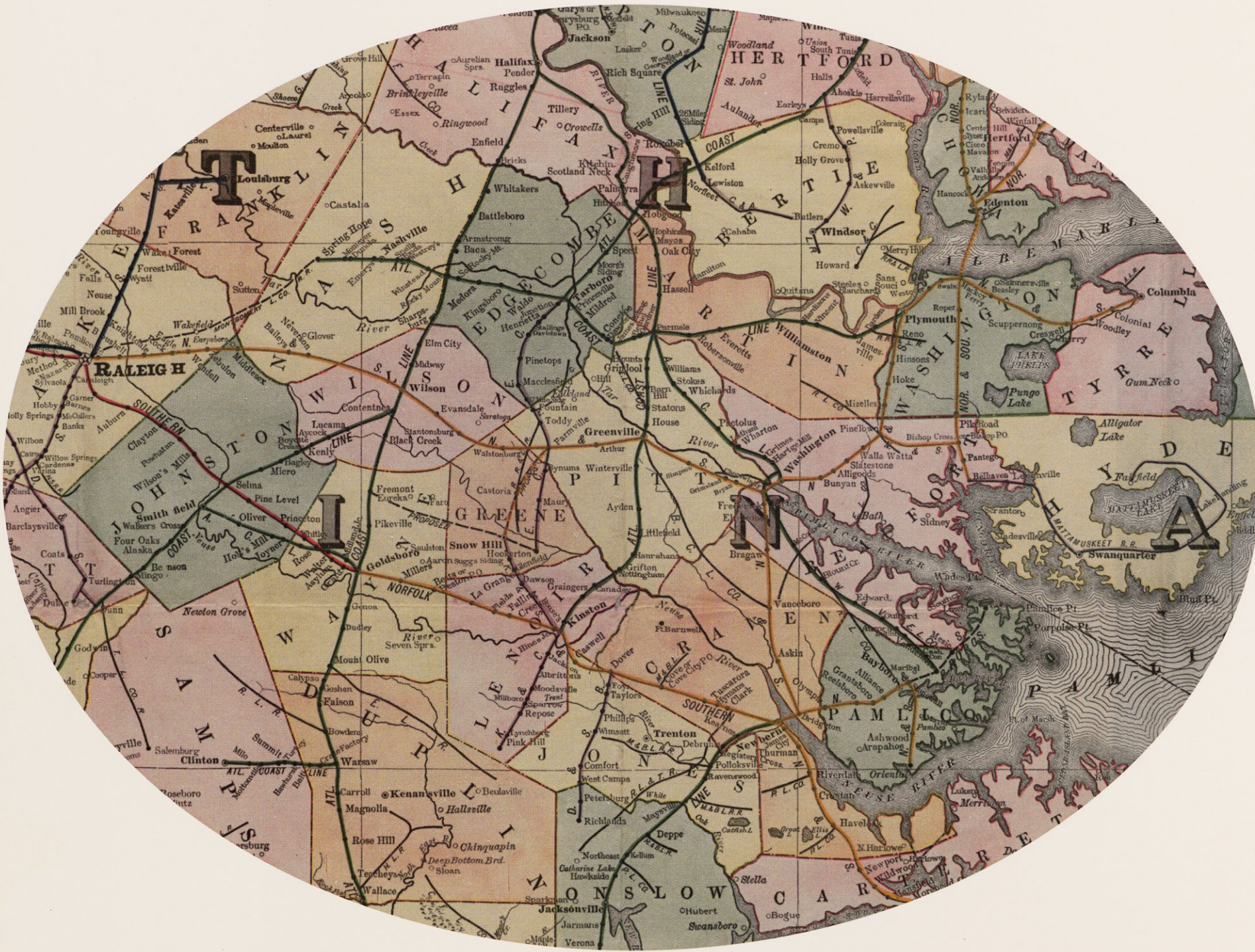
Special appreciation for their assistance goes to Rosalind Tucker Branch, Forrest Croce, John Durham, Rebecca Futrell, Joe Gaddis, Malcolm Gray, Lynette Lundin, Marc Kawanishi, Sage Rountree, and Ralph Scott. Mary Jo Jackson Bratton provided in her *East Carolina University: The Formative Years* a most valuable reference and historical compass for this inquiry.

This project would have failed realization without the collaborative care of Barbara Williams and Julie Allred at BW&A Books. My students over the years shared their hopes and fears and taught me to understand East Carolina more clearly. And my wife, Martha Smith Ferrell, through the semesters, helped give me the will to see the mission through.



No Time for Ivy





In 1909, this eastern North Carolina railroad map placed Greenville in the center of a transportation network.

A Need, a Hope, a Resolve . . .

IN 1900, the people of North Carolina, one of the poorest states, stood exhausted before a new century. A series of economic catastrophes and political realignments had set neighbor, class, and race against each in local, state, and federal elections. In 1898, Democrats won control of the legislature only after a white supremacy campaign broke the ruling coalition of Republicans and Populists.

To gain the governorship two years later, the Democrats resorted to similar tactics. The winner, easterner Charles B. Aycock, promised public universal education for the state's children. Statewide, constitutional alterations and new laws reserved voting privileges for only literate men who had paid a poll tax. Illiterate blacks were disfranchised in 1901, and would-be white voters had until 1908 to learn to read.

Aycock had benefited from a two-decades-old public school campaign. In the east, a scattering of private academies and local public schools could not answer demands for improved educational facilities. Shabby one- and two-room schools, staffed with one teacher—often only a few years older than the students—provided an incentive for reformers. In the 1880s, North Carolina had begun to finance the operating budgets of its existing teacher-training schools and colleges. Now, to meet the technical and teaching skills required by the new century, the General Assembly agreed to create more of these institutions.

Earlier attempts to train teachers in the east had delivered meager results. In the racially segregated world of the new century, Elizabeth City State Colored Normal and Industrial Institute and State Colored Normal School at Fayetteville struggled to provide African American teachers. No state white normal schools—four-year teacher-training institutions—existed east of Raleigh. The Normal and Industrial School for white women at Greensboro and other institutions in the Piedmont failed to graduate sufficient teachers to meet the challenges in Aycock's public education promises.

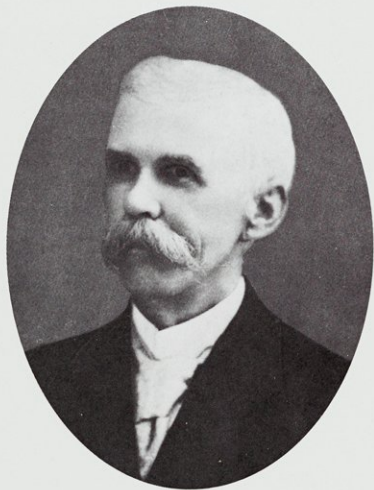
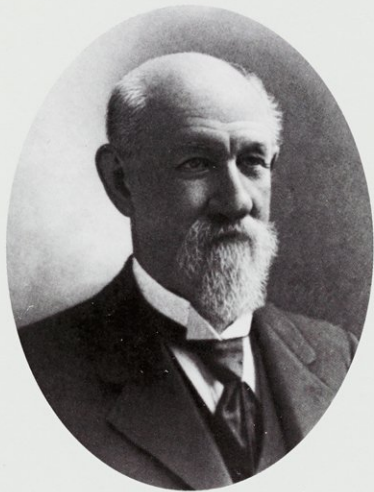
Other events fostered change. Arrival of railroads recast eastern transportation systems. Almost overnight, new railheads blossomed into commercial centers and broke the east's physical isolation. The twin rails transformed Greenville, which had



ABOVE: The first official seal of East Carolina Teachers Training School.

BELOW: This farmer and his sons composed a common scene across North Carolina at the beginning of the twentieth century. The day's work is finished, and they return to the homestead, where wife—and mother—and daughters—and sisters—await, having prepared the evening meal. These parents saw improved public schools as a doorway to a better life. So did their neighbors. The mules, Kit and Gray John, view the moment stoically.





TOP: Thomas Jordan Jarvis, 1836–1916.
MIDDLE: James Y. Joyner, 1862–1954.
BOTTOM: William H. Ragsdale, 1855–1914.

been a sleepy stopover for steamboats on the Tar River. A new commodity, bright tobacco, challenged cotton, timber, and corn as the area's primary cash crop, increasing property values and state revenues, and stoking local capital resources. A band of aggressive leaders, aided by Greenville's newspaper, the *Daily Reflector*, promoted what they saw as the town's commercial advantages.

Regional insistence for improved schooling now coalesced into organized effort. The state Teachers Assembly, led by ninety-four school superintendents, called for more teachers to fulfill Aycock's vow to improve instructional quality. In 1902, a statewide campaign to enhance public education further bolstered aspirations. In the west, the legislature chartered state teacher-training schools at Boone in 1903 and Cullowhee in 1905. Pitt County Superintendent William H. Ragsdale in 1904 recruited a network of eastern school administrators to lobby for a normal school. To acquire teachers—competent teachers—they looked toward Raleigh and the General Assembly for funding.

As governor twenty years earlier, Greenville resident Thomas Jordan Jarvis had proposed a set of specialized schools to instruct teachers. At first reluctant to seek a normal school in Greenville, he agreed to counsel town leadership in the politics of the current Assembly as a way to overcome resistance among Piedmont interests. Advocates of Greensboro's Normal and Industrial School, led by its president, Charles McIver, and by the state public school superintendent, James Y. Joyner, fought formation of Jarvis's normal school. The *Raleigh News and Observer* and other Piedmont papers denounced the undertaking. On March 7, 1907, after repeated failure in previous sessions, the legislature voted to establish somewhere in the east, rather than the coveted four-year normal school, East Carolina Teachers Training School, empowered to award two-year teaching certificates.



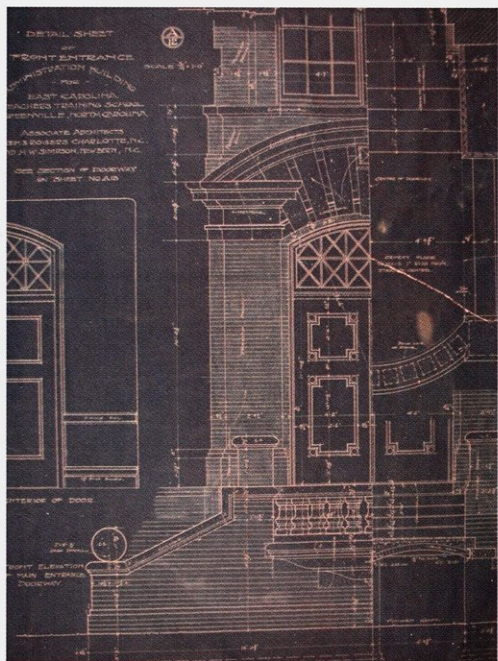
BELOW: Architect Louis Miller drew this elevated view of the future completed campus. Tennis courts were included among the dormitories and buildings. Some facilities—a library and the president's home—though planned, were not placed as anticipated.

BOTTOM: Along unpaved Fifth Street, the Administration Building, flanked by the East and West dormitories, dominated the young campus. In the rear, the first power plant housed boilers and electric generators. Chugging up Harrington Hill came the twentieth century in the awkward shape of an automobile, a Model-T Ford.



BELOW: The blueprint of the entrance to the Administration Building revealed the complexity of its construction.

BOTTOM: The Administration Building contained classrooms, a laboratory, offices, and a library. An 800-person auditorium would soon be added in the middle of the building; it became the site for student body meetings, a chapel, musicals, plays, and speeches by visiting authorities. To the left and behind lay the dining hall.



The act had the look of compromise. Joyner, former dean and department chair at Greensboro Normal, warned supporters of this new eastern training school that they should avoid competition with its senior Piedmont sister. He knew the real problem lay in the future, when the training school would aspire to greater things. Governor Robert Glenn, a fervid supporter, predicted, however, that the small school would inevitably grow into an impressive eastern institution. He saw that it had the potential to advance far beyond its current charge.

The General Assembly mandated that any eastern locality lobbying for the school must pledge at least \$25,000 for buildings. The law also required that a committee of men on the state Board of Education would recommend the town and select the site. Jarvis and his boosters convinced Pitt County and Greenville residents to approve two \$50,000 bond referenda for the project. They also boasted of their central eastern location, its easy access by the railroad network, and the purity of its new water system.

Greenville, a small urban chip in a vast rural sea, rejoiced when, on July 10, 1907, the board chose the river hamlet for the new school over other determined, larger eastern towns. The committee later selected Harrington Hill, a rolling sandy hill-ock east of Greenville, as its site. This location connected directly to town by a rickety wooden bridge over what officials described as a “culvert.” In reality it was a ravine, full of bushes and brambles, scrub trees, and swampy land. The town’s heart, which contained wholesale and retail businesses, churches, a county courthouse, and various offices, stood on higher ground to the west. Greenville’s population amounted to 4,000, 60 percent white and 40 percent African American.



Harrington Hill contained 47.4 acres, half of which were wooded. The newly extended, sand and gravel Fifth Street passed along the front of the proposed campus. Near its southern boundary, Green Mill Run curled by a baseball field. Farmland surrounded areas to the east and north. The cost to the state for this acreage amounted to \$9,490.

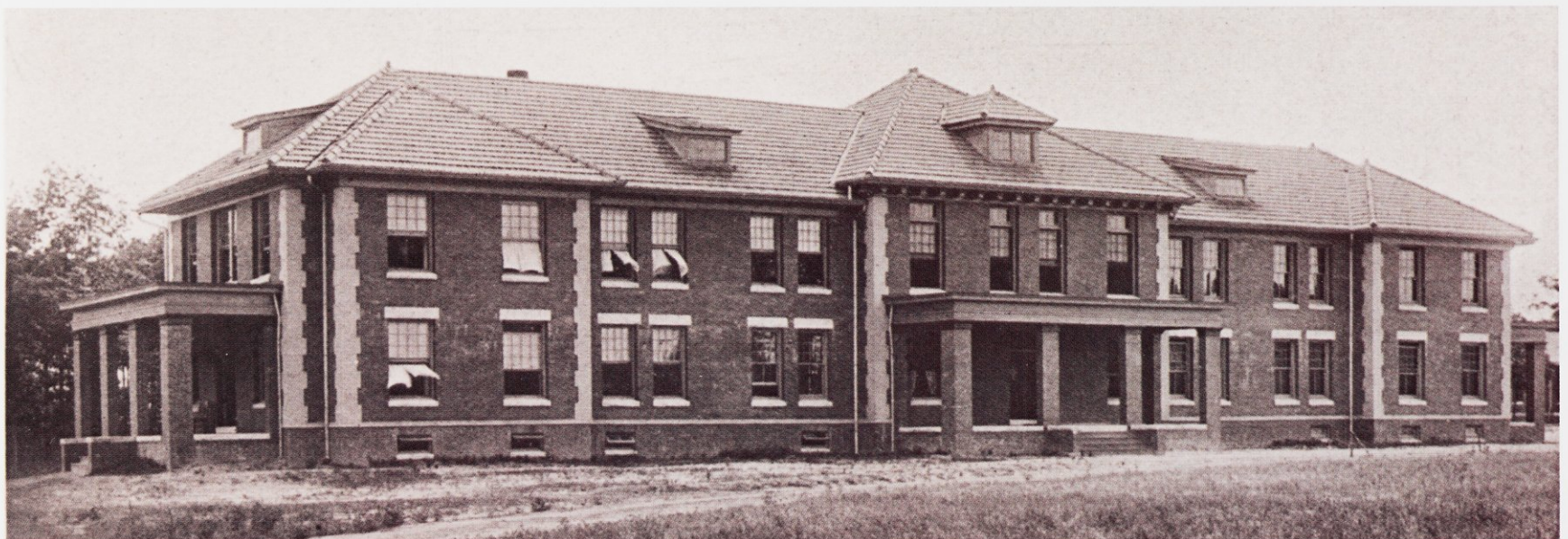
The Board of Trustees was organized in March 1908, and, as required by the 1907 law, School Superintendent Joyner chaired the group. Jarvis, head of the executive committee, influenced designs of the first four buildings projected for immediate construction. As an ambassador to Brazil, he had been impressed with mission architecture, which he preferred to the then-current collegiate neo-colonial style. Jarvis fancied red tile roofs rather than slate. He stipulated that the cupola dome on the main building must be gilded and the gutters made of copper. Handsome sandstone blocks would compose the quoins of each building.

Following the plans of Louis Miller, a landscape architect from New York, workers handled mules and drag pans to grade the uneven site. A Charlotte firm, Hook and Rogers, and supervising colleague H. W. Simpson, of New Bern, supplied blueprints and specifications for contractor bids. Greenville builder Haywood Dail and his Building and Lumber Company won the bid over seventeen other competitors by a scant \$1,380. To the pleasure of the executive committee, Dail's bid, \$81,529.87, came in under estimates.

On July 2, 1908, in an impromptu groundbreaking ceremony, Jarvis pushed a new shovel into the sandy soil for the first building. One day it would bear his name. This Boys' Dormitory lay to the east of the central, three-story red brick Administration Building,

BELOW: In an unscheduled groundbreaking ceremony in July 1908, Jarvis and a few of Greenville's school boosters rode in their carriages across the untrimmed fields to turn soil for new construction. The press, in the figure of David Whichard (clutching a note tablet and wearing a straw hat) covered the moment. Jarvis's new shovel still had its price tag.

BOTTOM: From the turf turned by Jarvis's shovel, the red-roofed East Dormitory—frequently identified as the Boys' Dormitory—arose. In these early days, neither air conditioning nor window screens were available for roomers.





ABOVE: Wright and his family moved in 1916 to a new home, on Fifth Street, in front of the Administration Building. The farmland to the north stretched to the Tar River.

BELOW: East Carolina's first faculty in 1909. First row, left to right: Claude Wayland Wilson; Jennie M. Ogden; Fannie Bishop; Herbert F. Austin; and Robert Herring Wright. Second row: Maria Daniel Graham; and Mamie E. Jenkins. Third row: Kate W. Lewis; William H. Ragsdale; Birdie McKinney; and Sallie Joyner Davis.



flanked to the west by the Girls' Dormitory. To the South a fourth structure, the refectory, contained a dining room, kitchen, and storerooms. In the spring of 1909, the legislature funded an infirmary and a powerhouse, both built by Dail's company. Pitt County brick composed the core of these structures.

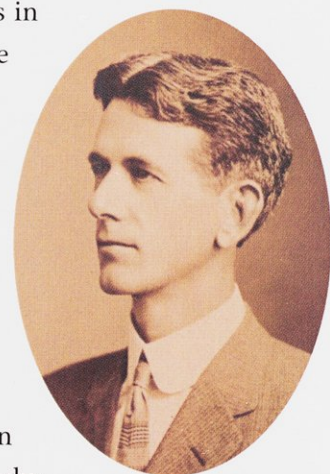
Construction revealed some unexpected surprises. As the pilings were set to support the Administration Building, the contractors discovered a vast residue of black quicksand a few feet beneath the topsoil, and another 150 pilings were necessary. The spring and summer rains produced further problems, as drainage ditches frequently proved inadequate and erosion of pathways became common. The trustees expected the first students in September 1909, but these and other delays moved the school's opening to October. (The autumn quarter in 1910 began in mid-September, setting a standard for years to come.)

The trustees had yet to select a president or hire a faculty. After a year's search and an interview with Jarvis in Norfolk, Virginia, Robert Herring Wright (*right*) became the school's first president on July 1, 1909.

The six-foot-four-inch tall educator with the stride of an athlete came from a Sampson County family noted for its interest in educational reform. He attended Oak Ridge Insti-

tute, spent time teaching school, and graduated from the University of North Carolina at Chapel Hill. Starring on the football team and in the classroom, he won the honor of speaking at the 1897 commencement.

Wright returned to teach at Oak Ridge for three years before entering graduate study in history at Johns Hopkins University. After marriage and with a growing family, he became principal at Eastern High School in Baltimore. His continuing associations among North Carolina educators, however, proved valuable. John Holt, Oak Ridge headmaster and a longtime friend of Wright, had recommended the lanky North Carolinian to Joyner. A close confidant of Holt, School Superintendent Joyner then had urged Jarvis to select Wright for the presidency.



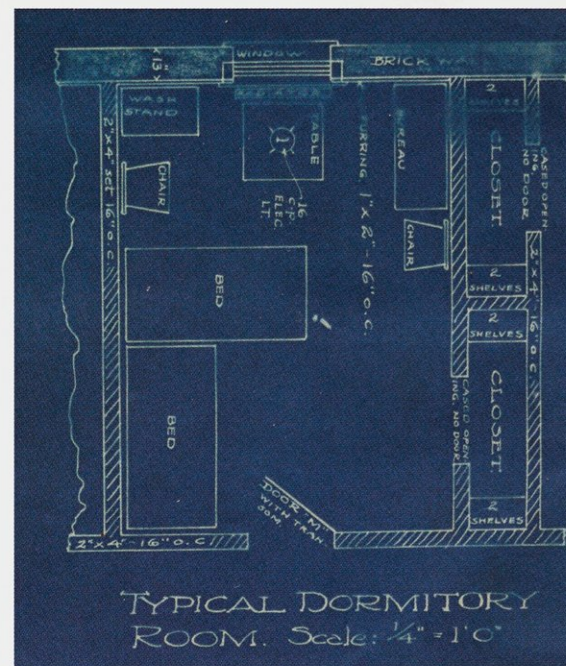
The trustees also chose the first faculty. Jarvis, as advised by Joyner, found three North Carolinians: Sallie Joyner Davis, Joyner's niece and a practiced historian; Maria Daniel Graham, a math teacher well connected to the educational matrix of the state; and Mamie E. Jenkins, an English teacher with excellent credentials. A fourth person, Claude Wayland Wilson, Jarvis handpicked to oversee the pedagogical courses and serve as bursar. Wilson resigned from the trustees to accept this position and continued as the board's secretary.

Wright recruited from Vermont Herbert F. Austin, who became director of the science department at a salary five times that of the English and history teachers. His laboratory would fill a large room in the new Administration Building, which one day would carry his name. Wright took the assignment of overseeing development and behavior of the young men in the Boys' Dormitory, where he and his family lived for several years. He also advised those students not planning to enter teaching.

A Virginian, Kate R. Beckwith (*left*), accepted the office of lady principal. Experienced in the academies of the Carolinas as a teacher and administrator, she worked to instruct the rural daughters of the east in the concept of public service, proper attire, and polite demeanor as drawn from the existing ideal of southern womanhood. Her admonitions included no yelling from dormitory windows, especially if young male visitors were on campus. Each Sunday evening, amid a gathering of the Girls' Dormitory students, she discussed such topics as art, literature, and architecture and their role in her students' futures.



Professional staff came on board. Emma Jones, a former primary teacher in Pitt County, became the first administrative assistant. A dietician and part-time home



First Semester	Second Semester	Third Semester
Math - Alg. or Plane Geometry	Math - Alg. or Plane Geometry	Math - Alg. or Plane Geometry
English - Historical	English - Literature, Composition	English - Literature, Composition
History - Medieval	History - Modern Europe	History - Modern Europe
Science - Chemistry	Science - Chemistry	Science - Chemistry or Physics
Latin	Latin	Latin
Music & Drawing	Music & Drawing	Music and Drawing

Professional Courses		
Junior Year	Senior Year	Senior Year
English - Literature, Reading	English - Literature, Reading	English - Literature, Grammar
History - American and Europe	History - American	History - American with Object
Latin - Elementary	Science - Biology, Zoology	Math - in Science
Science - Biology, Zoology	Science - Zoology	Science - Biology (Optional)
Philosophy - The Teaching Process	Philosophy - The Teaching Process	Philosophy - Ed. Psychology and Child Development
Music & Drawing	Music & Drawing	Music & Drawing

Senior Year		
(1) English - Literature, Composition	English - Literature for Children of	English - Composition, Speech
(2) Math - Elementary, Recitation	Lat. & Spanish	Latin for Elementary schools
(3) Science - Eng. Home Economics	Math - Science with Home Economics	Math - Math in school for school and Home Goals
Philosophy - Ed. Psychology (14)	Science - Eng. Home Economics (1)	Science - Agriculture, Home Economics
Primary Methods (12)	Philosophy - Principles of Teaching in	Philosophy - Ed. Psychology and School Development
Music and Drawing	Primary Methods (2)	Philosophy - School Management, School Hygiene, School Law
	Music & Drawing	Hygiene, School Law
		Music & Drawing

Senior Year - A Class - 1910-1911		
English - Literature, Reading (12)	English - Literature for Int. & Home Eng. - Composition, Speech	English - Composition, Speech for Elementary schools
Science - Eng. Home Economics (8)	Math	Science - Agriculture & Home Economics
Philosophy - Ed. Psychology (12)	Science - Zoology, Home Economics	Philosophy - School Management, School Hygiene, School Law
Primary Methods (12)	Primary Methods	Math - School Math in school for Elementary schools
Music	Music	Music & Drawing

LEFT: The dining hall's kitchen staff no sooner finished one meal than the next required preparation. They worked from early morning to the evening of each day.

TOP: This blueprint from 1909 demonstrated careful, if snug, placement of dormitory furnishings.

ABOVE: In the minutes of a trustees meeting, an early handwritten course of study listed a possible four-year academic experience at ECTS: a two-year preparatory curriculum and two years of courses for a teaching certificate.





TOP: A local physician, Charles O. Laughinghouse, served as East Carolina's first medical director.

MIDDLE: Herbert F. Austin established the first science laboratory. He also formed the school's geography program, which achieved an outstanding rating among teacher's colleges.

BOTTOM: James "Pop" Williams, the school's first security officer, patrolled, usually on foot, from 1917 to 1953. He gained a full-time assistant in 1947.



economics teacher, Jennie M. Ogden, followed Wright's charge to provide wholesome food at the lowest possible price. Dr. Charles O. Laughinghouse, a local Greenville physician, worked with Mittie R. Beaman in overseeing the infirmary. The registrar, Ola Ross, also served as librarian of the school's 1,500-book library. Dozens of other persons, recruited mostly from Greenville and surrounding counties, served as dormitory staff, yard custodians, and dining stewards.

Wright claimed that students at East Carolina Teachers Training School possessed more individual freedom than those at similar institutions. While he complained on occasion that the faculty posed overly strict rules, the president valued collegiality in this undertaking and went along with the majority faculty opinion. At the end of the decade, senior students had, among others, the "privilege of going uptown any day of the week, the privilege of visiting the library at night and access to all the reference books the different teachers see fit for them to use."

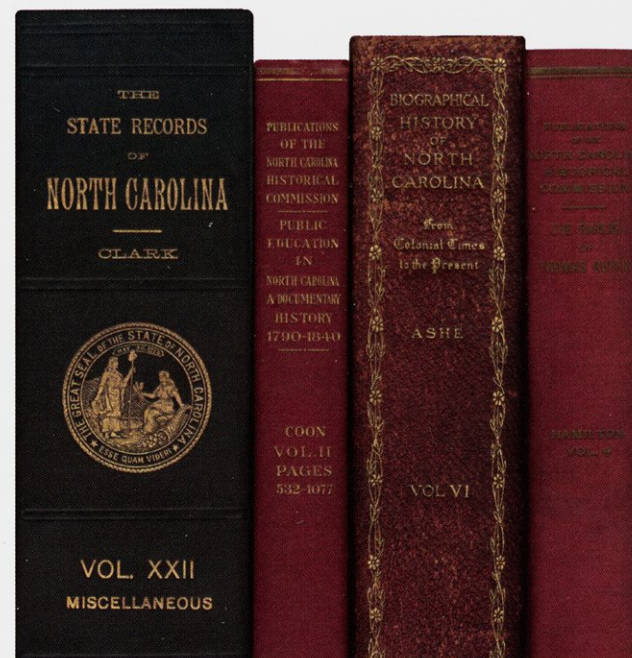
As the first classes opened, the school jitney ran the length of unpaved Dickinson Avenue, transporting students and their belongings from the train station to campus. The hilly road to the new Girls' Dorm was slippery and the yard full of building materials. As the horses strained and the wagon swayed, the excited students feared being dumped into piles of plaster and lumber. The driver won the



day, and their first campus challenge had been overcome. An unintentional tradition had also been born: Through the decades, construction of some sort would always be a feature of campus life. Almost immediately, state appropriations added new wings to the dorms and the Administration Building.

The school's curriculum had taken shape in the late summer of 1909. The founding legislation of 1907 had ordered the new school to offer a four-year curriculum: a one-year course for teachers in rural schools, a preparatory two-year curriculum for youths planning to enter the first-year class at the University of North Carolina, and a two-year program for teacher candidates. Course content came from a combination of Wright's experience at Oak Ridge and Chapel Hill and Joyner's at the Normal School in Greensboro. The new faculty influenced the course of study as well. Students, required to be a minimum age of sixteen, were admitted by either certificate or examination.

Three quarters would form the regular academic year. An annual summer school attracted hundreds of employed teachers, far more than anticipated. The first two years marked boundaries of the preparatory school, while the last two



ABOVE: Books from the library's first collection emphasized that generation's abiding interest in North Carolina, the dear Old North State.

LEFT: Graduates of 1914, in formal white dresses, led by their class president with Wright and Wilson, paraded down the wooden walkway before the Girls' Dormitory. The class of 1915 followed. At the end of the line, the preparatory program graduates gathered near the Administration Building. The sign in the lower left warned: "Private. Trespassing not allowed."



LEFT, BOTTOM: East Carolina's first model school, perched on the edge of the ravine, framed some of the young recipients of the efforts to improve North Carolina's teaching profession. Unfortunately, the school's foundation proved unstable, and it was removed in the 1920s.

OPPOSITE, TOP RIGHT: Seating over two hundred people, the dining hall, with its white tablecloths and electric fans, provided a formal atmosphere for students, faculty, and visitors.

OPPOSITE, BOTTOM RIGHT: This snapshot, taken from a following wagon, left evidence of a primary means of student locomotion other than their feet: mule power. The school obtained its first automobile in 1916.

comprised the professional and advanced content courses. Teacher-training students could also take courses in the first- and second-year preparatory curriculum if they wished or were required to do so. The teaching certification program included requisite courses in Latin, science, math, literature, history, art, music, and principles of teaching.

Over the following years, campus life developed its own rhythms. The rising bell at 6:00 and the breakfast bell at 7:30 began a typical class day. At 10:00 P.M. the dormitory lights blinked to signal its end. Since the standards of the era included athletic exercise, each student was expected to spend "one hour each day in the open air." Many played volleyball, basketball, and tennis between rising and breakfast. The four tennis courts were most popular. Beckwith organized student walking groups. The young men formed a baseball team that played local clubs, marking these games as the school's first competitive off-campus sport. They also contested local clubs and schools in track and field events. The first athletic directors were two students, John I. Rawles, of Gatesville, and E. D. Dodd, of Spring Hope.

BELOW: To offset homesickness and provide ready-made friends for first-year students, Wright instituted county clubs. They also strengthened alumni ties to ECTTS.

RIGHT: One of Beckwith's walking groups returned to the front campus on Fifth Street after treading the paths among the trees along south campus and beyond. After this rigorous exercise, hats made fine fans.





ABOVE: Austin's science lab, carefully organized and with contents cataloged, as it appeared to its first students.

TOP, RIGHT: State law required that persons employed as teachers take a certifying exam given by the local superintendent. Carrie Chapman, one of ECTTS's first graduates, passed the test given her by William Ragsdale with flying colors. Courtesy of John Allen Tucker.

RIGHT: Spread before the front of the Administration Building, the 1915 summer school students posed for the camera. Most enrollees were teachers and principals in the field. The loose-fitting sailor blouse was a popular clothing style, useful in resisting July heat.

TEACHER'S *First* GRADE CERTIFICATE

This Certificate is issued by the County Superintendent according to the provisions of Section 4182 of the Public School Law of North Carolina.

Name of Holder
Miss Carrie Chapman

Date issued *Aug 3, 1912*

Date it expires *1914*

Issued by *W. H. Ragsdale*
County Superintendent

County *Pitt*

EDWARDS & BROWN/TON PRINTING CO., RALEIGH, N. C.

SCHOLARSHIP		CERTIFICATE OF THE COUNTY SUPERINTENDENT	
The following in the grade of scholarship made by the holder of this Certificate, in an examination held on <i>3</i> day of <i>Aug</i> 1912		This Certificate entitles the holder of the same to teach in the Public Schools of <i>Pitt</i> County for the period of <i>Two</i> years from date, and has been issued upon the presentation to me of satisfactory evidence of good moral character and upon the foregoing evidence of mental and professional qualifications, ascertained by an examination as required by Section 4182 of the Public School Law of North Carolina.	
Spelling	100	Signed: <i>W. H. Ragsdale</i> County Superintendent <i>Pitt</i> County	
Reading	95		
Writing	95		
Arithmetic	92		
Drawing	92		
Language Lessons and Composition	95		
English Grammar	95		
Geography	90		
North Carolina History	90		
United States History	90		
Civil Government	92		
Agriculture	94		
Physiology and Hygiene	95		
Theory and Practice of Teaching	95		
Average Grade		A general average of ninety per cent. and over shall entitle the applicant to a First-grade Certificate; a general average of eighty per cent. and less than ninety per cent. shall entitle the applicant to a Second-grade Certificate, and a general average of seventy per cent. and less than eighty per cent. shall entitle applicant to a Third-grade Certificate.—Section 4182, Public School Law.	





Athletic competition tintured each academic year.

ABOVE: Young men in the preparatory classes tested the will of surrounding youth in this track meet. Observers stepped forward to the finish line to applaud the winner, who sped over Harrington Hill next to the Girls' Dormitory.

Intramural games between the classes featured basketball. The victorious class engraved its name on the silver trophies.

TOP LEFT: The 1915 team seemed most pleased with its prize. So too were its sponsors, Herbert Austin and Kate Lewis.

TOP RIGHT: The cups, in retirement, still reflect the glory won for the purple and gold.

Required intramural sports soon became a primary activity. Each class developed a basketball team. During Thanksgiving weekend tournaments, trophies were awarded to winning teams. Each class also selected its colors—not until 1916 did the students standardize Old Gold and Royal Purple as the school colors. The Latin scholars approved of *Servire* as the school motto.

This environment altered the lifestyles of the new students. Away from home and parents, Vera Mae Waters wrote in 1914 that sleep was “perfect bliss,” although the humid heat, coming through open windows, frequently would not allow her “to rest.” She sometimes slept through the early bell and awakened only to the breakfast call. After some quick dressing, she usually made it to the morning meal anyway. And she was lucky. After a short illness and release from the infirmary, the next day she took a math test. To her surprise, instead of a low grade, she achieved a “1.”

Instruction in the fine arts ranked high in priority. Teachers and superintendents often requested that ECTS provide its students the skill to “sight sing.” (A later generation would label that talent sight-reading music.) Wright did not always recruit the appropriate teacher. On one occasion, he dismissed a music instructor whom he claimed could not play the piano, sing on-key, or lead a choir.

When school seniors performed such musicals as *The Mikado*, the eight-hundred-seat auditorium in the Administration Building attracted sellout audiences. After a semester’s study of Shakespeare, students impressed the townsfolk and their classmates with *A Midsummer Night’s Dream*. Art classes produced posters and backdrops. An alumni organization, founded in 1912, presented plays during graduation week. The school’s fine reputation in art, drama, and music grew from these early efforts.

Politics of the day did not escape discussion on Harrington Hill. Bess Doub, president of the class of 1914, proved a firm advocate for enfranchisement of women while burnishing her exceptional debating skills. Many young women joined her crusade, distressing some politicians and townspeople. After graduat-

ing, Doub returned to her home in Wake County, joined women's groups, and later broadened her campaign in the Piedmont precincts. After a few years of teaching, she left, as did many of her colleagues, for supervisory work that provided a higher salary.

During its early years, the school encountered among students what Wright labeled a "high mortality" rate. A more modern age would use such terms as "dropout" and "academic failure." To help prevent homesickness among his young students, Wright fashioned the Poe and Lanier literary societies and active class organizations. Students from the Piedmont and eastern precincts formed county clubs. Speakers used Christian themes at the required weekly assemblies to encourage students to aspire. Visitors included Helen Keller and Secretary of the Navy Josephus Daniels. Frequent appearances by state General Assembly committees, invited educators, and locally and nationally known ministers filled the calendar.

Fire destroyed part of the dining hall, and the huge flood of 1919 created further dismay. Student requests to plant ivy on building walls came to nought after



LEFT: Bess Doub, the tall 1914 class president, proved energetic, articulate, and determined to win the vote for women.

TOP LEFT: Each year, at graduation and other occasions, students presented crowd-pleasing plays. Shakespeare was frequently the playwright of choice. Students from the school's art classes designed this program; they also constructed the sets.

BELOW: In April 1915, fire destroyed the dining hall's roof. Moving quickly, local workers restored its operations within a week. The infirmary, to the right, escaped damage.



The greatest era of change that has ever come over America is ahead of us; different conditions must be faced, and we must know how to adjust ourselves to these changed conditions; there is not a revolution, but there has been a change of ideals and of attitudes; we are not the same we were even twelve months ago. It is of the utmost importance that American young men and women be given right ideals and right training. The responsibility rests on the teachers, and, although it has ever rested on the teacher, today the responsibility is greater than ever before; the whole world is looking to the American teacher. If we are going wrong the whole world will be led astray. It is as much a patriotic duty to educate as it is to produce.

If I could get the ear of every American youth I would say, "Go to school, young man." The world never needed educated young men and women as it will need them from now on. If you want to serve your nation, your State, and your God, prepare for work; then work. Don't be a slacker; be a volunteer.

—Robert Herring Wright, "The Patriotic Teacher,"
Training School Quarterly, Vol. IV, No. 2 (Edwards & Broughton Printing Co., Raleigh, N.C., 1917), 121–22.

The campus has worn off that newness; the back of the campus is now a beautiful, open, well kept stretch of woods, instead of a snaky wilderness; the front campus is a lovely grassy lawn, dotted with shrubs and plants large enough to be decorative, and with trees large enough to attract the birds and to furnish spots of shade. . . .

One thing, above all other, that can be said of the school is that for ten years it has clung tenaciously to the one purpose for which it was established. Not once has its leader, with those associated with him, lost sight of the fact that this school came into being for the special purpose of training teachers to teach in the primary and elementary schools of the State. Ever before us has been the vision of the thousands of children in the rural districts and small towns of North Carolina.

"To serve" was the motto we chose that first year, and we can conscientiously say that we have tried, with all the faith and power that was in us, to live up to it, for the motto gives our sole right to existence.

—Robert Herring Wright, "Ten Years of Service,"
Training School Quarterly, Vol. VI, No. 2 (Edwards & Broughton Printing Co., Raleigh, N.C., 1919), 173–74.



ABOVE: Since most of the young women enrolled at ECTS came from a rural background, raising crops in the school garden came by second nature. When World War I began in April 1917, widespread food shortages made the garden a vital asset for wartime menus in the dining hall.

OPPOSITE, TOP: Although some members of the class of 1918 appeared uninterested in their class picture, they are following the practice of the time in which only a few subjects in a formal picture look directly into the camera. A solemn face also was considered appropriate. For some, however, merriment was difficult to contain. This class graduated into a new world with unexpected challenges.

OPPOSITE, BOTTOM: Inspired by war, the school's Company C drilled in close formation before the young bushes along Fifth Street. Austin, in the front, and Wilson, in the rear, appeared pleased with the result.



As is seen in the act of the General Assembly, section 3, the object of the State in establishing and maintaining the school is to give “to young white men and women such education and training as shall fit and qualify them to teach in the public schools of North Carolina.”

This is a professional school. Its aim is to teach its students not only subject-matter, but also the processes by which the learning-mind acquires knowledge. Its purpose is to give the students:

1. Such knowledge of the studies taught in the public schools as a teacher must have in order to teach them properly.
2. Such knowledge of other studies that are so related to the branches taught in the public schools as will give a proper understanding of the public school branches.
3. A knowledge of the mental and physical powers of the child and their methods of development.
4. A knowledge of the principles of education and methods of teaching, and their application in the actual work of the schoolroom.
5. A knowledge of the methods of organizing and managing schools.
6. A knowledge of the school law of the State.

In brief, this institution aims to prepare teachers both theoretically and practically for teaching in the public schools of North Carolina.

—*Eighth Annual Catalogue of the East Carolina Teachers Training School*
(Edwards & Broughton Printing Co., Raleigh, N.C., 1917), 11–12.

Dr. Laughinghouse warned that mosquitoes and other pests would nest among the vines. Attempts to grow plants on the front lawn met only partial success until 1916, when Jacques Busbee substituted North Carolina species and slowly grass began to take hold.

The class of 1916 boarded the train for a day trip to Raleigh, where Governor Locke Craig welcomed them. After listening to the students’ concerns, Chief Justice Walter Clarke told the young suffragists that he believed women would soon become judges. Upon hearing the Raleigh school superintendent speak, at least one student found teaching in Raleigh quite attractive. The group left on the Norfolk Southern train at 9:39 P.M., reaching Greenville four hours later. Their successors would return in future years both to petition the legislature for funding and to seek teaching positions.

The singular event of the school’s first decade, World War I, absorbed student and faculty attention. This conflict drained the local workforce, many of whom found employment around Norfolk, Virginia. Students helped harvest the area’s cotton crop, a familiar task for many of them. War work included drilling, sewing clothes for the babies of Belgium, and raising money for liberty bonds. Despite students’ expanding their work to include the school’s gardens, food shortages forced revised menus that sometimes produced peculiar combinations. The weekly speakers described the war effort and the postwar trials that would await the students. In 1918 Spanish influenza, emerging from the war fields of Europe, struck half of the student body, but no deaths resulted. Summer school enrollment faltered, “on account of the war and the unsettled educational conditions.”



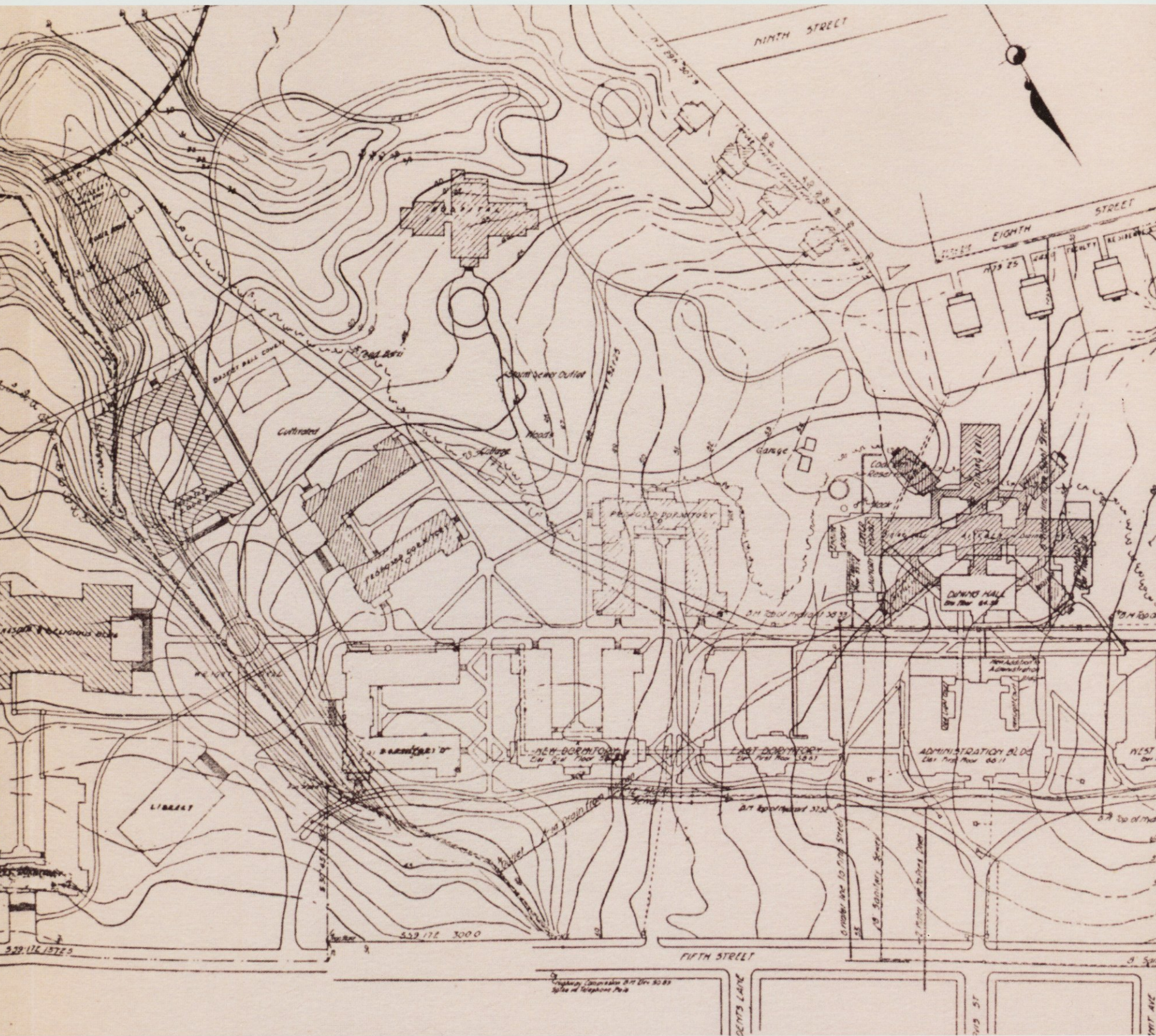
RIGHT: A class, paused in its studies with open books, welcomed other students and faculty for a photograph with President Wright.



These “five friends,” early graduates of East Carolina Teachers Training School, posed formally with Carrie Chapman in the center. Their alma mater had influenced and shaped them for the ups and downs in the years to come. Courtesy of John Allen Tucker.

As the November 1918 armistice ended the warfare, it also presented new problems for Wright and his colleagues in the state Teachers Assembly. The hostilities had disrupted the nation’s teaching corps. Wright estimated that 180,000 teachers over the nation had left schoolrooms for more profitable employment. The same pattern had appeared in eastern North Carolina. When Wright ran a quick survey of graduates, he found that most had taught a few years, then moved to other activities. He also received complaints of “grasshopper teachers,” who annually changed from school to school.

Wright and his collaborators now pushed a scheme to offer higher salaries for those candidates who could earn a four-year teaching degree. They argued that the teaching profession might be stabilized and certification standards improved if the state authorities would approve such a program. Should this campaign prove successful, East Carolina Teachers Training School would enter a new era.



Barely Scratching the Surface

THE GREAT WAR had uncovered serious problems in North Carolina's educational system. The state government discovered physical deficiencies and an appalling illiteracy in its young men. This reinforced the corresponding move to establish more high schools. Now required were not only new teachers but increased skills among the current cadres. Anticipating these developments, President Wright in June 1919 told the trustees that "we are barely scratching the surface of the state's demands." They should "use every effort to have this school enlarged." Each year two hundred young women should graduate with four-year baccalaureate teaching degrees. The existing six-building campus could not sustain such an effort.

In 1919, former Goldsboro school superintendent and Trinity College education professor Eugene Clyde Brooks replaced the retiring James Y. Joyner as state education superintendent. Delighted with his energy and intent to advance state schools and colleges, Wright welcomed Brooks to the chair of the school's Board of Trustees. In the same year, Wright joined an educational-reform movement of prominent faculty members and college presidents, including those from the University of North Carolina, the newly named North Carolina College for Women at Greensboro, and the North Carolina State College of Agriculture and Engineering.

Reminiscent of the 1902 education crusade, this endeavor incorporated local leaders, superintendents, college administrators, faculty committees, newspaper editors, State Federation of Women members, legislators, and other progressive leaders. The General Assembly bowed to this urgency. In 1919–20, it passed uniform teacher certification and standardized salary scale legislation. The level of academic achievement in higher education would now determine individual public school teachers' income. In 1920, a searching report on North Carolina's education complex recommended East Carolina Teachers Training School's elevation to a four-year college to help answer an anticipated demand for teacher bachelor's degrees.

On August 25, 1920, East Carolina trustee and Greenville state senator Fordyce Harding (*right*) introduced legislation for



ABOVE: Robert Wright, now a leader in North Carolina's public education, posed in 1924, confident, at the peak of his influence, at age 54.

OPPOSITE: In the annual report to the trustees for 1923–24, President Wright included a topographical map of the campus. In the upper right were four faculty duplexes along Eighth Street. Others were planned, as indicated, but were not built. The map also displayed the campus's elevation, curves, and hillocks, which created nagging drainage problems.





ABOVE: Claude Wayland Wilson, on board from the beginning, served as the trustees' first secretary, joined the faculty, and laid the foundation for the teacher education curriculum. The former academy director and school superintendent supervised student teaching. He managed the school's first baseball team in its winning 1910 season. Had the title existed, Wilson would have been identified as vice president. After his unexpected death in 1922, one of the new dormitories was given his name.

ABOVE RIGHT: Continuing a tradition of strong class organization, the women of 1921 posed before the cafeteria, with shorter hair than their older alumna sisters. They also donned dark dresses, no doubt to please the photographer, seeking a formal effect. Josie Dorsett, the first student government president, sits second from the left on the first row.



a four-year college at Greenville, which the General Assembly approved. Another part of the reform plan appeared in the autumn, as voters approved a new revenue system based upon an income tax designed to increase the state's revenues.

A statewide coalition now sought legislative appropriations for the requisite facilities. In early December 1920 in Raleigh, seven student leaders gathered to form a "coordinating committee" and circulated a joint statement "to the people of North Carolina." They pulled no punches. Facilities at the state's higher education institutions "were pitifully inadequate." Dormitories, classrooms, and dining halls could not properly house burgeoning student enrollments. Lack of space prevented admission of 2,396 new high school graduates to the state's colleges and university.

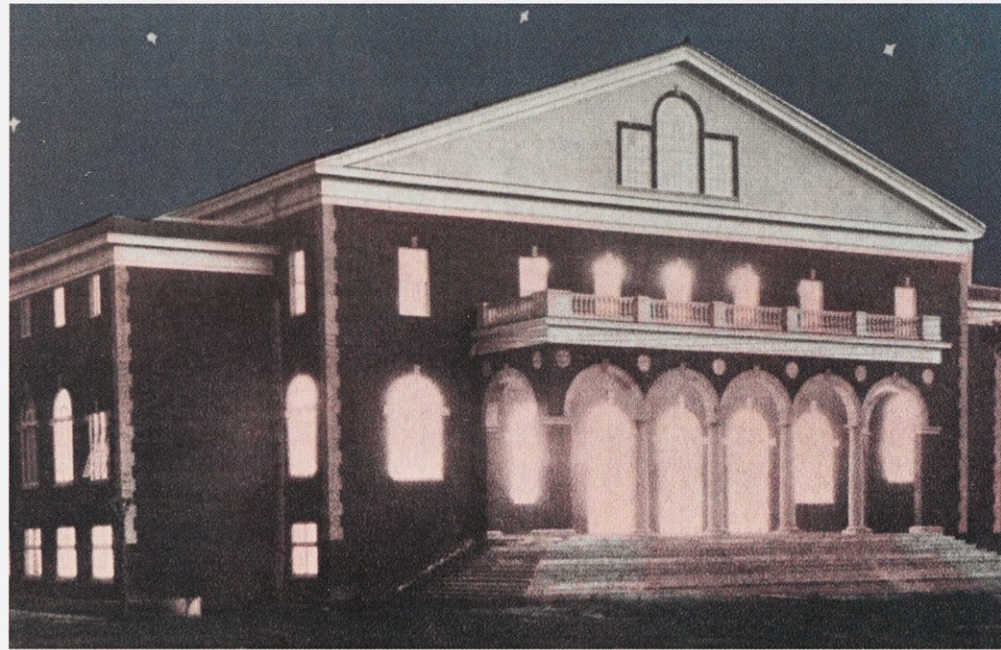
Josie Dorsett, first president of ECTTS's recently framed Student Self-Government Association, took the message to the Greenville campus and region. Aided by administration and faculty, especially Wright and his second in command, pedagogy professor Claude Wayland Wilson, Dorsett used her recognized organizational skills to lead a local improvement committee. She recruited alumni and students in the school's county clubs for a successful letter-writing campaign aimed at the legislature.

These actions occurred during a brief dawn of prosperity in the state's commodity-driven economy. (During and immediately after World War I, crop prices rose.) A class at ECTTS estimated that the war's effects brought an average

\$225-an-acre profit for bright tobacco, which encouraged a rush to wider planting. Much of the state senate's reform energy came from its newcomers.

In 1921, only three members returned from the previous senate's session. In the State House, the first woman elected to a southern legislature, twenty-six-year-old Lillian Exum Clement, of Buncombe County, took her seat. East Carolina's victorious suffragists spread the news over the campus.

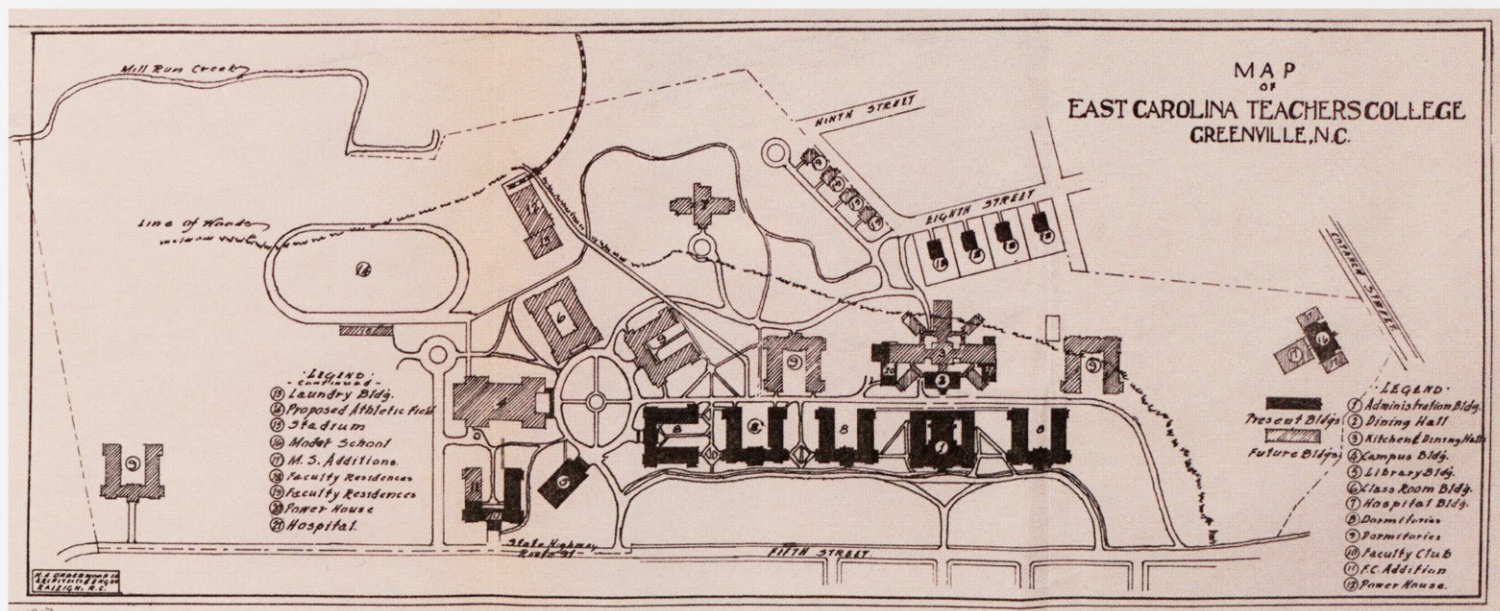
After consultation with the trustee building committee, Wright composed a building schedule that included new wings for existing East and West dormitories, a library building, a female teacher apartment-dormitory, a "social-religious" assembly structure, a classroom building, a larger infirmary, and cottages for



LEFT: The Social-Religious Building, opened in 1925, provided a large auditorium, office space for student organizations, and a site for physical education courses, dances, and athletic events from boxing to basketball. It later would be identified as the Campus Building and would expand its services through additions. This retouched picture captured the prominence it held in campus life, becoming a lustrous, central gathering place in fact and in memory.

BELOW RIGHT: Sallie Southall Cotten Dormitory in 1925. Its namesake, a feminist advocate for women's education, founded the statewide organization of women's clubs. Cotten Dormitory, whose name would be frequently misspelled, also housed on the first floor the headquarters of the dean of women.

BOTTOM: Wright had this "wish list" map composed for planning purposes. Published in 1924, it indicated an intention to construct a compact campus. Some proposed buildings were realized. Time and circumstance prohibited the remainder from being more than blueprints.



I am doing all I can to re-organize this place in such a way as to relieve me of some of the numerous minor details that take so much of my time, and that can be done just as well by another person. I want to stay on this job long enough to plant the teachers college idea in the minds and hearts of the people of North Carolina.

—Robert Wright to Maria D. Graham,
August 9, 1924



ABOVE: Members of the Big Time Club practice their motto “Keep on eating.” This habit was popular with most students through the years.

RIGHT: Lacking electric lights and paved sidewalks, the southern portion of the campus abounded with trees and pathways. Only a few steps would take students and staff into to the natural world. References to the trees, trails, and the habitat filled campus commentaries during the decade.

FAR RIGHT: After many years, a supply track was built in the late 1920s to haul coal to the power plant. There steam was generated for the heating radiators in the college buildings. It connected to the Norfolk Southern tracks to the south. Before this addition, coal was unloaded from railcars and carried by wagon, then later motortruck to the plant and its predecessors. This construction impressed many students, who referred to it as Our Own College Railroad.

married faculty. Four new dormitories, including one for “boys,” were proposed to help house in the future 1,500 anticipated students.

Other projects would enhance the popular domestic science department, fire-proof older buildings, provide new support services, add dining rooms and a kitchen, lay new concrete walkways and roads, perform general grading, and improve the lighting system. Together the cost reached an estimated \$2.105 million. Wright employed again a variety of arguments to support such expansion. In 1927, for example, working to assure more dormitory appropriations, he fashioned for the trustees a report that counted 499 students who roomed in campus dorms and another 237 living in town. Of the latter number, 85 came from their own local homes, and 152 stayed in another 65 Greenville residences. Of that group, 46 boarded in places where the “better people of the town take their meals.” Twenty-four lived alone, eighty-two shared a room, and eighteen endured three in a room. Wright noted that these boarders’ grades were lower than those of dormitory students. The president confessed “no real jurisdiction over the boarding students.” In recommending more campus dormitories, he used the security issue, asking the trustees to “keep in mind . . . that Greenville is a tobacco town.” Even with makeshift accommodations, as many applicants were turned away in the mid-twenties as were admitted.

The problem of where to build was solved in two ways. The school’s earliest buildings faced to the north along Fifth Street. The southern side of the grounds had evolved into a series of pathways through sylvan acres. To avoid disturbing this tract, in 1921 the leadership won from the General Assembly \$325,000 to begin construction on the open, original acres at the eastern end of the campus. The proposal included \$50,000 to purchase a forty-two-acre track further east along Fifth Street. Louis Miller, who thirteen years earlier had designed the current campus, urged the Board of Trustees to accept this decision. The *New Yorker* now posed that the new growth follow the lead of the old. It should move eastward on land not yet acquired and open upon Fifth Street. The planned buildings had a semipublic role to play and needed Fifth Street access. This addition of land would accommodate new buildings, playing fields, gardens, and stables. The wooded southern part of campus must, he insisted, “remain inviolate for the joy and pleasure of the students during recreation hours.”



The trustees agreed, instructed Miller to draw expansion plans, and charged the building committee to realize it. Wright's hand shaped these moves, and, as a member of the building committee, he continued to lead in such key decisions as building placement. Few people, however, influenced the shape and nature of the campus more than architect Miller.

When the trustees attempted to buy the land to fit Miller's plans, however, Governor Cameron Morrison, a lawyer from Charlotte, balked. In July 1921, he refused to take a train to Greenville to inspect this proposed addition to be taken from the Harrington Farm. He saw no reason to invest \$50,000, claiming the legislature did not intend these funds for land purchase. The land, in his mind, was "not worth \$50,000 either."

The doubting chief executive may have recalled that twelve years earlier a similar acreage had sold for one-fifth as much. Greenville's growth and that of its training school had propelled upward the price of real estate. Lots on the north side of Fifth Street now sold for up to \$3,000 each. The city had extended the city limits, paved the street, built





ABOVE: This view students first saw upon entering the new library building. Book stacks, named for James Y. Joyner, were closed, requiring an attendant to carry a desired volume to each student client, waiting before the counter. The portrait next to the stairs was of Joyner. To the right stood a grandfather clock, gift of the 1925 A.B. class.

ABOVE RIGHT: By the close of the decade, the service path behind the original buildings had lengthened into the distance. The constructions, old and new, in order were Wilson, Austin, Jarvis, Fleming, and Cotten. Porches were numbered for easy identification. Wilson's southeast porch was number three, just visible before an Austin window.



concrete walkways (for which it charged the school), and laid more water and sewer lines. As a result, this Harrington plot appeared a bargain to the trustees.

Two years later, in 1923, the state finally released funds to secure the land. Meanwhile, on the original campus, architect H. A. Underwood from Raleigh joined with contractor J. E. Beaman to begin repairs and construct dormitories, a new administration building, and a library. The latter opened on October 15, 1924, and, while its third floor remained unfinished, soon transformed patterns of student daily life. Some facilities were constructed as quickly, but state appropriations were slow in coming.

Bids were not taken until 1929 for a new teacher-training building, a second classroom building, an infirmary, and an administration building. Another Raleigh architect, George Berryman, designed and supervised construction. Wright attempted but failed to gain financing from the state for an extension of the campus across Fifth Street. It marked an opportunity not to return for many years.

As campus structures increased in number, a general lack of formal names for the buildings caused confusion. Wright and the trustees discussed the problem, but not until the student newspaper asked for identifications in March 1927 did the intention mature. By 1930, Wright selected names of original school partisans Sallie Southall Cotten, James L. Fleming, Thomas J. Jarvis, William H. Ragsdale, and Claude Wayland Wilson. The library structure received the name of David J. Whichard, editor of the *Greenville Daily Reflector*, in 1959. Upon Herbert Austin's death in December 1929, the original Administration Building took his name.

The trustees in 1922 permitted the Young Women's Christian Association to sell in the Administration Building's basement what a future age would label snacks. Profits eventually built "a hut in the woods" on the edge of the southern "back" campus. Placed among trees and paths, the "Y-Hut" retreat would, in Wright's words, "draw them [the students] away from Fifth Street." The bungalow became a center for students and the site of alumni meetings. Trustees in 1928 unsuccessfully resisted Standard Oil of New Jersey's acquisition of a Fifth Street lot across from Whichard Building for a service station. The leaders felt maintaining discipline would be made more difficult with the coming and going of automobiles.

The rustic interior of the "Y-Hut" contained wicker chairs, scattered rugs, an upright piano, and a large fireplace. This rustic decor fit the era.



The automobile became a time machine for this generation of students. Much faster than either passenger trains or wagons, in a few minutes it could roll beyond the scrutiny of chaperones. Miles became less a barrier to travel. These young women decorated this speedster, which the Racers Club adopted.

SEEING THE CITY AT NIGHT

Last night at eleven o'clock, I stood on the north porch of the third floor of Cotten Hall. I shall not forget soon the picture that I saw. A dense fog hung over the town, and a steady drip from the roof indicated that it was a wet fog. The darkness would have been as black as midnight but for the reflection of the electric lights. These did not shine brightly, as they do when the air is clear but seemed to be dim circles of illumination. A light at the top of a tower seemed to be a faint star in the lower sky. To the north a bulk rose where a jagged line of trees stands in the day-light. . . .

Cold chills played up and down my spine, and my teeth chattered from the cold. Presently a cock crowed, and he was answered by another, seeming to be an echo. A truck rumbled into town, roughly, as if it would rudely awaken the sleeping town. In the distance I heard the shrill whistle of a train nearing the station, the effect of which was a feeling of loneliness. I could stand still no longer. I turned and ran back into the dormitory.

—R.E.L.

Teco Echo

December 7, 1929



TOP: Clubs continued to serve a social function as well as a cerebral one. Left to right are the pins of Sidney Lanier Society, science and home economics honorary society Phi Epsilon, and Edgar Allan Poe Society.

MIDDLE: Situated in the middle of the Wilson Pergola with the Redhead Club, foreign languages director and club adviser Ralph C. Deal and his charges appear worried, but in fact they are squinting into the noon sun for the photographer. The club's motto, "Toujours Rouge," matched its official flower, the red rose.

BOTTOM: East Carolina always attracted students from Wake County. Members of the 1924 county club are pictured here. Ukuleles frequently accompanied popular songs in these years. In the background, on the far right, the president's home is nestled along Fifth Street.

Other student organizations, the student government, athletics, the literary societies, and the county groups flourished. The Redhead Club suddenly found its membership overflowing. Henna hair coloring artificially caused this influx. The *Teco Echo* observed that the new redheads caused "untold commotion as they nonchalantly appear in public the first time."

More permanent changes followed. In 1922, without dissent the faculty had endorsed the idea of a four-year college, and the trustees agreed. After discussion, the trustees found the name East Carolina Teachers College (ECTC) most suitable, although the president and faculty preferred North Carolina Teachers College. The name reflected the institution's continuing charge to educate teachers.

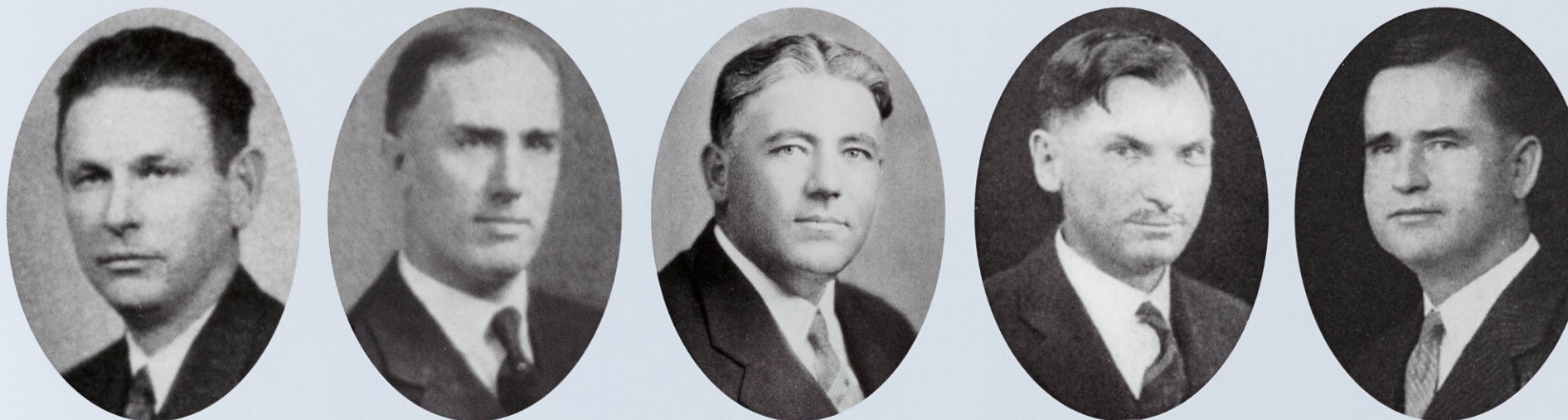
Some two-year-certificate students transferred into the content-based upper-level courses. Gertrude Chamberlain and Virginia Pigford, in August 1922, secured the first bachelor of arts teaching degrees. The title corresponded to Wright's belief that teaching was an art, rather than a science.

This four-year program contained courses to meet the reformed high school curricula. Newer faculty recruited to answer this need provided alternative suggestions. It was not an easy transition. Growth inspired different points of view. Some of the newcomers thought the college should become a liberal arts school and drop "teacher" from its name. Its sister institution in Greensboro had, and North Carolina State College planned to abandon the terms *Agriculture* and *Engineering*.

Other faculty members preferred structuring departments based upon their disciplines. Wright did not care for this "liberal arts college view point," with a dean and many departments. He preferred a single group of colleagues with directors leading "the so-called departments," working together with the president. Freestanding academic units, he suspected, "would naturally try" to expand to create accomplished departments and academic programs beyond a teachers college's requirements.

In this decade, the college attracted professors with more advanced degrees or intentions to obtain them. Most of these degree holders were men. Wright counseled his faculty to complete their advanced degrees, and the trustees allowed leaves of absence for that purpose. Some faculty, such as Beecher Flanagan and E. L. Henderson, would win Ph.D.s in the next decade by gradually accumulating credits in the 1920s.

Most of these candidates received degrees that, while emphasizing teacher education, were sufficiently broad to allow their holders to instruct in various disciplines. Ronald Slay, writing a



dissertation on the teaching of agriculture in Mississippi for his degree from Columbia University, became the college's bellwether science professor. Other recent arrivals drew Wright's notice for their administrative potential. These included mathematician Herbert ReBarker and psychologist Howard McGinnis, who became registrar in 1927. The great majority, whatever their ambitions for the future, possessed only master's degrees. They and their specialties reflected Wright's determination that the college remain geared to educating public school teachers.

The unexpected death of popular professor Claude Wilson in 1922 multiplied the urgency for a revamped administrative structure. Alumni collected contributions to place a pergola in 1926 on the front campus across from Wilson's home on Fifth Street. The structure became a symbol of the college and a frequent backdrop for photographers.

Since his first days as the college's president, Wright had practiced what he called the "one-man idea" of college leadership. Now, completely "swamped with minor details," Wright, who previously had had a hand in every decision made about the school, redesigned the decision processes so that he might have more time to boost the college beyond the campus. Leon Renfroe Meadows assumed responsibility for the summer school, was appointed secretary of the Board of Trustees, and became director of English as well. Austin inherited another of Wilson's assignments: placement of students and scheduling their courses.

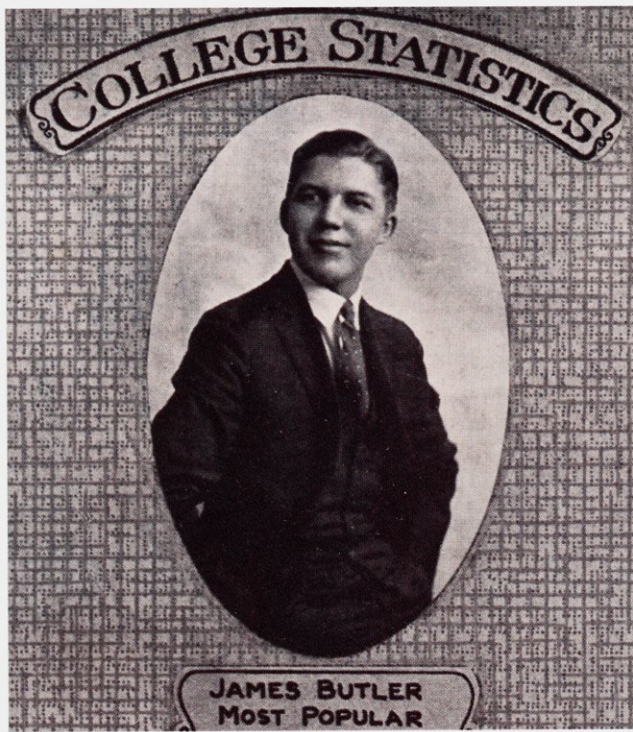
Within a few quarters, English, science, and other content disciplines received directors. Wright formed the Academic Council, which assumed the planning and curricula role of the earlier faculty meetings. The close collegiality of the early years subsided, and general faculty meetings declined as the decade continued. Its agendas included more disciplinary actions and debates over recommendations from the Student Government Association (SGA).

Wright presided over and appointed members to seventeen standing

ABOVE: left to right, Herbert ReBarker, Howard McGinnis, Ronald Slay, E. L. Henderson, and Leon Renfroe Meadows.

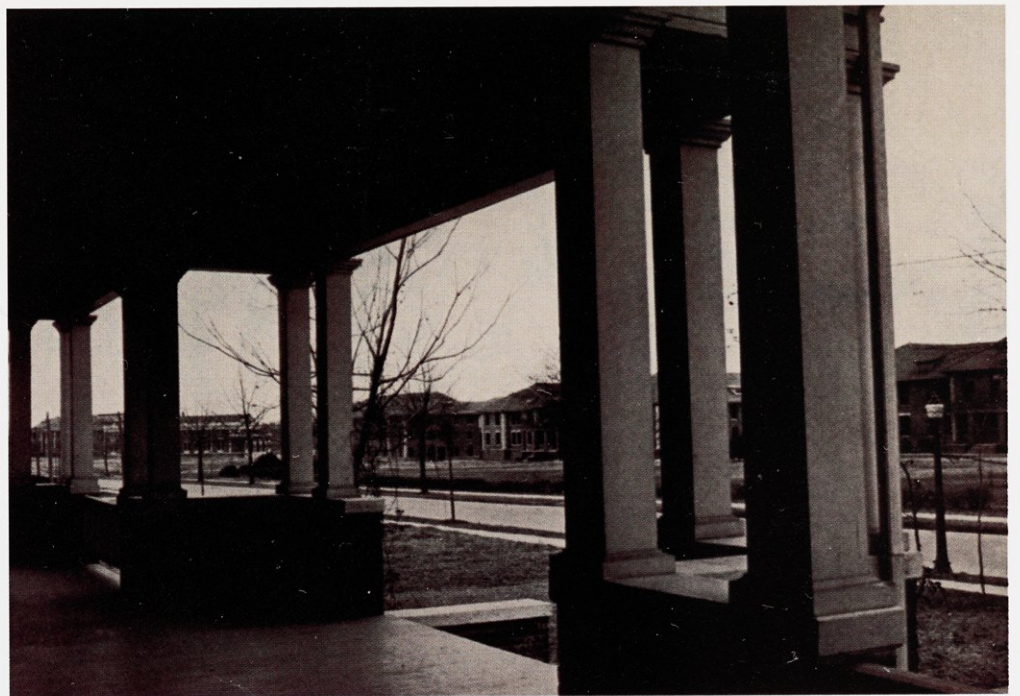
BELOW: The Wilson Pergola, in the distance, gave the campus a semiclassical accent with a hint of vine-clad bowers and wood nymphs. It would be removed in the mid-fifties, making room for new campus buildings.





ABOVE: As the only male enrolled full-time in 1923–24, James Butler easily made the yearbook's superlative list.

ABOVE RIGHT: Each workday morning in the 1920s, as he stepped from his front door, President Wright could observe the expanding campus horizon. He then usually crossed Fifth Street to his office in the Administration Building. Surrounding new plantings would eventually fashion a shady green tunnel for the street in the summers to come.



committees. Other groups soon emerged. Newly arrived history professor A. D. Frank established a men's faculty club that met in the new Rotary Building in the rapidly developing neighborhood two blocks north of campus. A hospital and doctors' offices appeared in the area as well.

In 1923 and 1924, degrees became more specialized. Each freshman was assigned basic courses, later cataloged as the general education requirement. The four-year curriculum packaged different disciplines: An English major was linked to a French minor that would eventually replace Latin, no longer required in high schools. Mathematics teacher candidates could expect to pursue a minor in science. A history major was hitched to a geography minor. Home economics became a four-year degree. Sociology appeared as an academic concentration, as did psychology, industrial arts, music, foreign languages, education (replacing the term *pedagogy*), and eventually physical education. By 1929, teacher candidates enrolled in the high school curricula were identified by their academic discipline.

Seven of the twenty-four students who entered the two-year certificate program in 1920 enrolled as four-year students. In 1924, they became the first four-year senior class to receive the baccalaureate degree. With more students and more courses, Austin found it more difficult to find courses and instructors for his young charges. Wright reported that instructors, including the first Ph.D. holders on the faculty, were teaching 40 percent more than normal.

Augusta Woodward (*right*), Student Government Association president, was part of the small but determined 1924 class. A course with only a few eager scholars was frequently sacrificed to larger, lower-level classes that needed instructors. The Cary native described



SCHOOL HOURS

Rising Bell—6:30 A.M.

Breakfast—8:35 A.M.

Lunch—12:50, except Sunday, 1:00 P.M.

Dinner—5:55 P.M.

Recitations begin at 8:35 A.M. and close at 12:30 P.M.

Recitations begin at 1:50 P.M. and close at 3:30 P.M.

No students shall leave the dormitory before 6:30 A.M.

Study periods shall be kept in dormitories by students

who are not in classes from 8:35 A.M. and 12:30 P.M.

and from 1:30 P.M. to 3:30 P.M.

—*Hand Book of East Carolina Teachers College,*
1926–27

her junior year as one “crowded with hardships.” It took three weeks to secure classes, as faculty and students scrambled to fill bachelor’s degree guidelines. In 1925, to provide more options in the schedule, the college adopted a six-day week, with half days on Saturday and Monday.

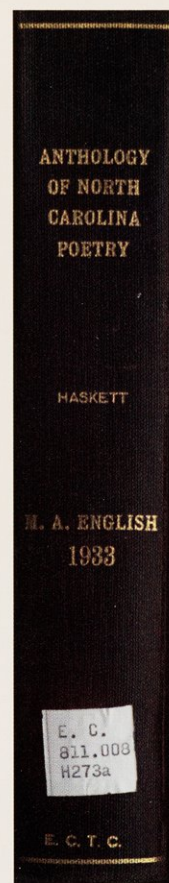
Despite missing some courses, Woodward thought her 1924 class “entered heartily into the spirit of our College.” They found “something of indefinable sweetness and strength” and discovered “valor and honor, love and loyalty” within these college years. Woodward judged that with this transition ECTC taught students “an appreciation of its growth and development” from the past. This graduating senior also found “sadness as we part from one another and from our dear Alma Mater.” She would remember especially the dogwoods in the spring.

As the General Assembly gradually appropriated funds for authorized buildings, it hedged on operating funds for the growing college. As commodity prices fell, property values and incomes did also. State revenues followed suit. The trustees, on occasion, fearing loss of newly appointed faculty, borrowed funds to increase their salaries while waiting for laggard state appropriations. Trustees increased student fees, which had long been used to operate areas of the campus, to cover deficits. The slide toward the Great Depression had begun.

Wright insisted on one item: funding for the library. The new library building swallowed the few hundred books of the Joyner Library collection, and \$10,000 was set aside each year to fill the empty shelves. Not only would students use them, but, Wright warned, the Southern Association of Colleges and Schools’ certification depended upon an adequate library. In 1928, the association granted the college full membership, and the American Association of Teachers Colleges awarded ECTC its highest ranking, finding the school prepared to offer graduate work. This came as no surprise to Wright, who had served as the association’s president. The 1928 summer school enrolled fourteen students into the college’s first graduate classes.

As the college evolved during the decade, so did student culture. Wright observed that World War I had “smashed all of civilization’s traditions” and liberated youth from the hand of the past. Technology fueled this transformation. Radios, automobiles, and motion pictures nurtured new clothing styles, slang, and demeanor. Nearby movie houses, such as the favorite White’s in downtown Greenville, only partially slaked student thirst for the glittering images of Hollywood and New York.

Women’s hairstyles progressed from sedate bun to



Deanie Boone Haskett, an undergraduate from Greenville, gained a degree in English and French in 1926. After teaching in the area for the next few years, she also enrolled in graduate classes and in 1933 became the first person at East Carolina to receive the master of arts.

**EAST CAROLINA TEACHERS COLLEGE
GREENVILLE, N. C.**

The Social Activities Committee submits the following report for the college year 1925-1926.

The social events which have occurred in the college this year are as follows:

Fall Term -

Oct. 9 - An operetta - The Chimes of Normandy - D class entertainment.

Nov. 13 - The University Glee Club - Poe Society.

Dec. 4~~8~~ - A recital by the students of the Music Department.

Dec. 10 - The Senior class play - The Truth, by Clyde Fitch.

Dec. 13 - A series of lectures by Dr. Kesler of Vanderbilt University- Y. W. C. A.

Winter Term -

Jan. 15 - Mrs. Katherine Fahnestock Miller - Reader - Y. W. C. A.

Feb. 2 - The Tollefsen Trio - C Class.

Feb. 20 - The Carolina Playmakers - Sophomore Class.

Feb. 26 - Junior class play - Sherwood, by Alfred Noyes.

March 5 - The Wake Forest Glee Club - Junior class.

March 13 - The annual debate by the Literary Societies.

March 16 - The Ongawa Players - College.

March 27 - The State College Band - Student Government Association.

Spring Term -

April 29 - Edgar Schofield - Baritone - Senior Class.

May 1 - The May Festival by the Physical Education Department.

May 4 - The Gamble Concert Party - College.

May 8 - The Junior-Senior banquet.

May 11 - The D Class play - Come Out of the Kitchen.

May 13 - Waldemar Gelitch, Violinist, College -

May 15 - The C Class gave a party to the D Class.

May 21 - A lecture by Hon. R. O. Everett of Durham - College.

June 5 - Recital by students of the Music Department.

June 7 - William Clegg Monroe - Baritone - The Alumnae Association.

BELOW: The back seats of autos traveling on holidays and weekends usually were crowded. Given their smiles, occupants of this Chevrolet were leaving campus for an anticipated entertaining visit elsewhere.



BOTTOM RIGHT: In this posed photograph, students relish this favorite spot on campus, the post office. Mailboxes would open and close many times and keys would grow worn before it moved from the Administration Building to a flank of the dining hall.

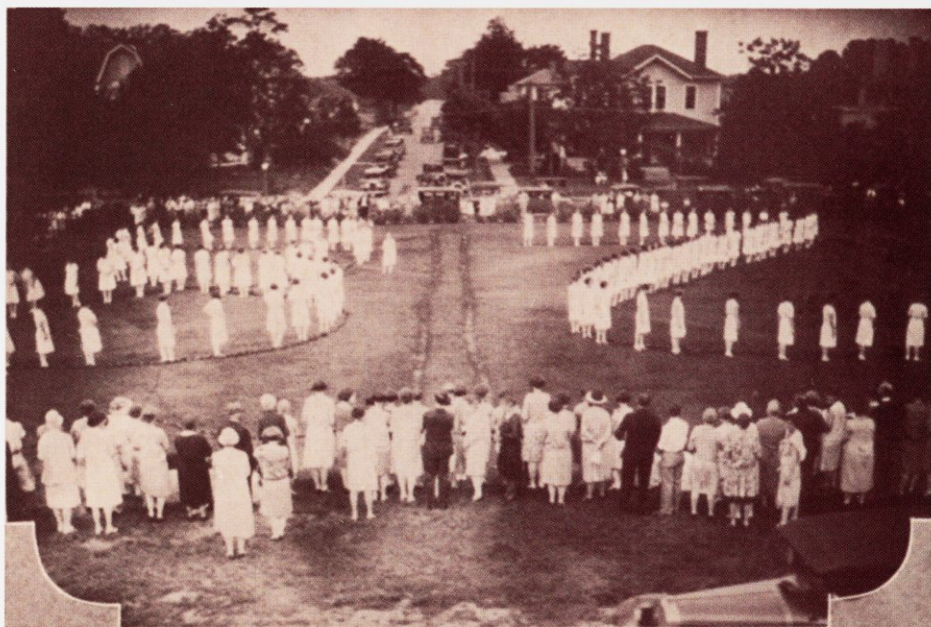


jaunty bob to carefully coifed “permanent wave” styles. In mid-decade, a student, Zilpah Frisbie (*left*), assumed a celebrated role as college barber. Her clients from the rural world abandoned their long tresses for short hair to match the current city fashion. As seniors, however, interviewing with school superintendents for teaching positions, they combed their bobbed locks as long as possible. They also appeared deathly pale to their undergraduate friends, as in their interviews these seniors avoided culturally controversial rouge and lipstick. In the spring, they nervously trooped to the college post office, amid homesick freshmen awaiting letters, to discover if a job offer or a rejection had arrived.

While the prospect of becoming a professional teacher led students to achieve academic success, matrimony was a goal that consistently filled conversations. One intentionally humorous ad in *The Training School Quarterly* combined the two: “A tall girl with black hair desires a position as teacher of 3d grade, with single professor as principal. Town must have a picture show, and roads leading from town must be paved.”

Women students’ fashionable attire, chiefly short skirts, created misgivings in their elders. The practice of rolling the top of stockings to the knee required a ruling from the SGA, responsible for student behavior. It issued a statement proclaiming that it was “all right to wear short skirts and rolled hose,” so long as “they make a connection.” The new style created its own jargon. “Leggers” applied to those students who sat on the front row to attract attention and appear more interested in class discussion. They tended to monopolize time in the class, complained the college newspaper, the *Teco Echo*, which opined that “it is decid-





edly better to sit in the back seats and really be interested.” “Legging” continued, nonetheless.

The athletic bent of the early years endured. “Teachers” basketball and baseball teams visited towns in the vicinity to contest the locals. College teams used the gym of a new Greenville high school constructed near the diminishing ravine on Fifth Street. In the mid-twenties, the student newspaper urged “more money for athletics,” meaning, in effect, more facilities, especially an authentic gym.

Given the few weekend traveling privileges allowed women students, parents, relatives, and friends made ECTC a popular visiting place. Elaborate May Day celebrations attracted alumni, townsfolk, and other visitors to campus. Frequently, glee clubs, bands, and choral groups from Piedmont schools visited to large audiences. Individuals from these schools made their way to ECTC over the growing state highway system.

Both new and renovated dormitories featured lobbies and parlors where the women might welcome their visitors. In 1926, the SGA adopted N.C. State, the closest state school, as its “brother college.” Delegations appeared frequently to visit their “sisters.”

Dean of Women Kate R. Beckwith and her successor in 1925, Annie Morton (*right*), from Beaufort, issued permits for any off-campus visit from their offices in the new three-story dormitory. Upperclasswomen had fewer restraints. In 1928, seniors might attend “the picture show two afternoons or evenings a week, provided they go in groups of twos.” The shows must be approved, and the seniors must return to campus “within thirty minutes after the first evening show” ended. Visiting town stores was frequent, creating the term “Fifth Street Walkers.” Riding in an automobile, on any day, was carefully regulated. Administrators and dormitory matrons reported, however, that students often claimed they were “lonely.”

ABOVE: The class of 1928 filed through this graduation ritual that started on Fridays. Fifth Street had matured, farmland had retreated, and houses had appeared. The crowd on both sides of the graduates included many pleased parents.

ABOVE RIGHT: These women wear letters won for activities on campus. A complicated point system for various offices and responsibilities determined recipients. From student government president to a member of the year-book staff, the points quantified achievement.



In 1925, ill health required early retirement of dean of women Kate Beckwith. Of her replacement, Annie Morton, Wright expected “a new type of woman” who would “get down to real problems of living here in this institution.”



TOP: A *Tecoan* caption in 1927 praised this group of dormitory service staff: “We couldn’t do it without them.” While students were expected to make their beds and keep their rooms in order, many chores fell to the female service staff. As from the beginning of East Carolina, African Americans contributed to effective functioning of the college each day.

ABOVE: Dining hall employees grew in number with the college student population. In the back row are food servers and in front kitchen personnel. The butcher on the right, in the midst of food preparation, held his knife in his hand. The task required heavy physical labor, as prepared food was not yet commonly available from food wholesalers. These employees also reflected the divided society of eastern North Carolina at the time. Work tasks were assigned by race, for the most part. It would be years before these workers’ grandsons and granddaughters would study in the classrooms and eat in the dining halls that this earlier generation husbanded. The college did provide continuing employment, unusual in this generally rural society. In tobacco season, administrators frequently met labor shortages, as wages were higher in that seasonal industry.



Wright understood the mood. Technology had fueled a transformation. Radios, automobiles, and motion pictures nurtured new clothing styles and slang. The college began showing its own films on campus on Saturday evenings. Students said, “[Let’s] go somewhere, let’s do something, let’s ride up and down Main Street, let’s go where folks are.” In the evening, motion pictures and listening to the radio kept entertainment on the front burner, sometimes to the detriment of the more sedate and singular life of formal learning and recitation.

Wright suggested that fulfilling personal and career goals would replace these lonesome moments. “A deep-seated purpose in life” would take the place of the loneliness “that comes so often to all of you.” Such goals gave purpose and structure, he thought, to each daily agenda. Wright found service commitments especially fitting as students prepared to become professional teachers. Christian themes continued as a part of the college’s programs.

The administration gave the YWCA constant support, and its members in turn served as counselors and mentors for the younger classes. Each college yearbook published a favorite song of the decade—“Follow the Gleam”—that fit Wright’s intention well. Students, however, also adopted the faddish yo-yo in profuse numbers, and hand-cranked phonograph players provided alternate entertainment.

The world war and its residue had also broadened student and faculty discussion topics. In A. D. Frank’s sociology class, debate covered abolition of the death penalty, a state smallpox vaccination law, and abolishment of divorce. Students discussed whether African Americans should be given both equal opportunity in education and equal treatment before the

law and debated the institution of government-owned forests, coal mines, reservoirs, and oil fields. The debate over unrestricted immigration reflected national currents, as did that of U.S. entry into the World Court. The popularity of the latter discussion surprised *Teco Echo* editor Zilpah Frisbie, who had first estimated it would only attract history majors.

Vera Marshall Wester (*left*), class of 1928 and president of the Poe Society, considered gaining votes for women insufficient, arguing instead the larger issue of “feminism.” She proposed that careers be more open to women and that each should de-



LEFT: Physical education had provided a foundation for the early student curriculum. This intention continued. East Carolina emphasized educating the complete person. In the 1920s, synchronized dancing and exercise enticed many students. The Campus Building provided a wide, even floor for these presentations and a balcony for observers to view complex patterns of movement.

BELOW: These large baskets carried debris from a single residence hall. Most of the contents were paper. Plastic articles and the throwaway society had not yet arrived. This 1928 scene also foretold the immediate future: the 1920s party would soon be over.

termine her own. “Birth Control,” she claimed, stalled as “folkways still prevented its easy acceptance.” Surely, the Franklinton native answered opponents, its practice would not foster “race suicide,” prompt submersion to waves of prolific foreigners, or cause mental illness. As for men, she felt they should be lifted from “the mire of politics” to more wholesome activities.

Opposed to the evolutionary theories of Charles Darwin, church groups and individuals campaigned throughout the decade to forbid any state college from teaching Darwinian conjectures. Wright, an active Methodist, turned aside their petitions in a series of chapel speeches in October 1925, underscoring that Darwin had proposed a theory of the genesis of the physical world. No one, he believed, should adopt “the kind of religion that can be destroyed by finding the truth.” The Bible was not composed “to teach us science or geography.” In 1927, the era’s last public strike at evolutionary theory failed. Wright invited to campus the former Wake Forest College president, biologist William Poteat. As a major player in defending academic enquiry, he spoke to the students concerning the pursuit of truth and understanding.

The *Teco Echo* advised students not to worry about it. Folks at home may think “we are fed daily with ‘evolution,’” but it was not heatedly debated around campus. How many absences a student might be allowed from class achieved greater circulation and controversy in what the newspaper called our “little community.” It did adopt new musical beats and dance steps that outbid evolution in notoriety—at least as far as the older generation saw it.

In 1928, the East Carolina Teachers College graduated 259 students; the next year the largest number yet of baccalaureates, 57, joined them. While still aiming at decade’s end for a 1,500-student enrollment, ECTC fell unexpectedly upon outside events that produced contrary results. The young college would be tested as never before.









Acres to the east and north of the East Carolina Teachers College campus filled by 1930 with residential lots and houses. The college had begun to extend to the southeast.

Survive and Advance

THE GREAT DEPRESSION approached slowly. Not until 1931 did Greenville leaders, such as East Carolina Teachers College's president Robert Wright, realize that this economic turbulence was more than a short recession. At first, it seemed separate from present surroundings and activities. College trustees, however, many absorbed in commodity production, had endured for several years a downturn in prices and profits. Merchants and professionals—physicians, lawyers, teachers—suffered major reductions in income. Tenancy or worse awaited many farmers. The Greenville *Daily Reflector's* pages published long lists of sheriff's property sales, one bitter effect of unpaid property taxes. Banks foreclosed on loans, and then many of them closed all together. Credit became scarce. Income taxes, the major source of the state revenue stream, withered.

Students at East Carolina heard from home of this spreading economic peril. They felt its presence when it became difficult to pay college accounts. In April 1933, fees for student teachers, set at \$77.50 a quarter, including \$12.50 for tuition, were 50 percent in arrears. Some debts were deferred, but no one graduated without full payment. Wright reported the college in "extreme distress." He lowered from five to three dollars the quarterly student entertainment fee. Student Government Association members dissented. They preferred the higher amount, which could obtain "better entertainers." In 1934, this figure increased, with student approval, to \$7.50 to buy athletic uniforms. These diversions included more than big bands and college dances. Such celebrities as Will Durant, Carl Sandburg, Dale Carnegie, and Amelia Earhart drew townsfolk and students during the 1930s to the assembly hall.

East Carolina's student loan funds—accumulated through donations, interest payments, and ticket sales—provided career-saving support. Hard-pressed students considered them primary aids in their education. No student might borrow more than \$250. Collecting past and present loans, however, posed a difficult chore for the treasurer. In 1935, of nearly \$24,000 available, \$20,000 had been borrowed.

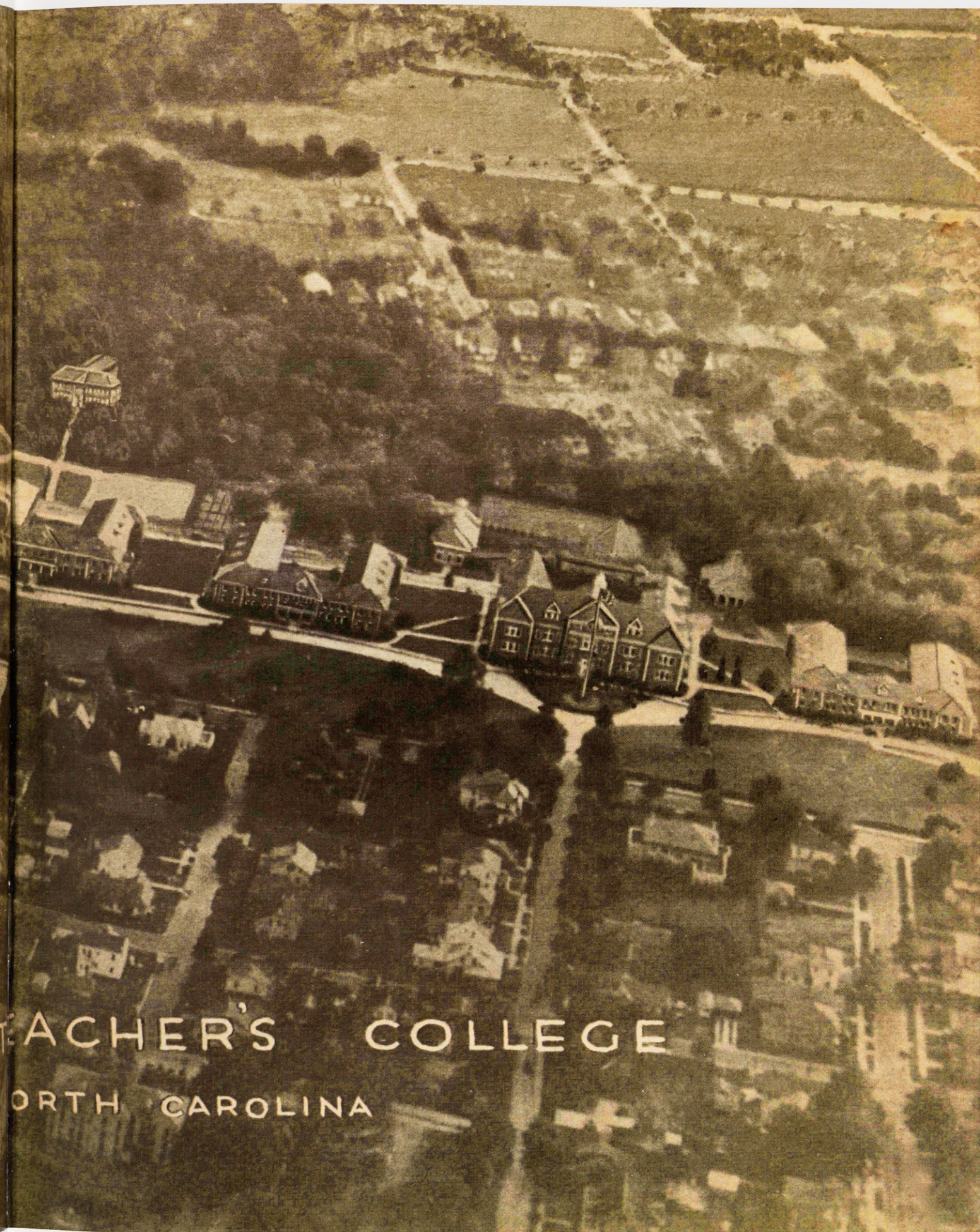
East Carolina trustees, such as Henry C. Bridgers, of Tarboro, Mrs. Charles Forbes, of Greenville, O. P. Makepeace, of Sanford, A. B. Andrews, of Raleigh, and Mrs. W. B. Murphy, of Snow Hill, worked with superintendent of public schools and trustee chair Arch T. Allen and his successor Clyde A. Erwin. Against tidal cultural and economic change, the board, their friends, and college alumni



Dormitory parlors were busy places on weekends. Parents met their children, couples were reunited, and blind dates encountered reality. The administration had good reason to enhance these reception areas, refurbishing them every four or five years.

This 1934 retouched aerial photograph delineated the new campus. Stretching from the training school to the left past Ragsdale Hall and the new administration building, it incorporated the older construction, now twenty-five years old, along Fifth Street. A baseball diamond south of Cotten attracted large numbers of fans. The college's new lake, formed in 1931, is also visible in the upper left.

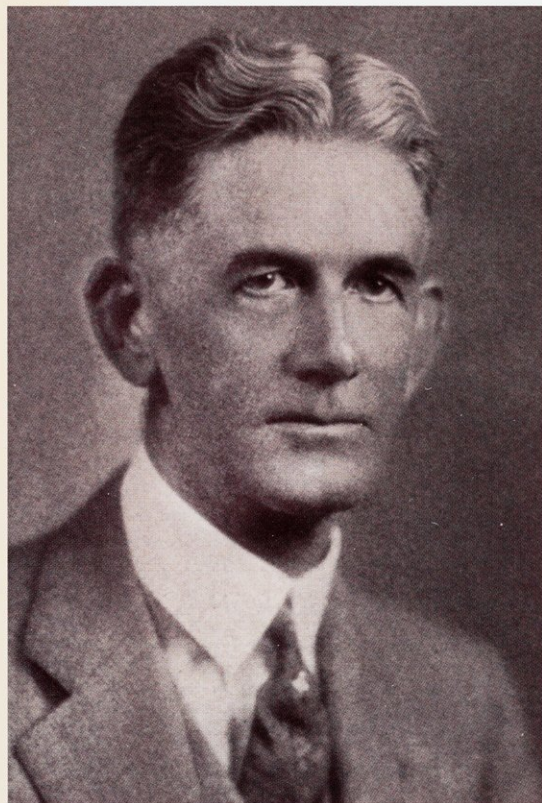
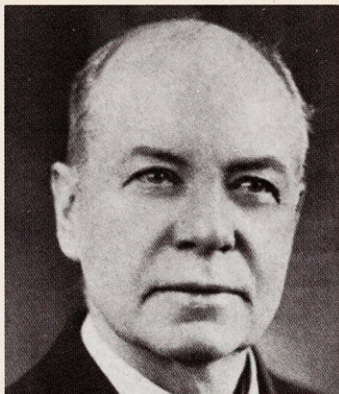




TEACHERS' COLLEGE
NORTH CAROLINA

RIGHT: President Wright had entered his sixties in 1930. This 1932 portrait reflected the determination and energy of earlier years. He expanded administration personnel, removing many small, worrisome details from his desk. Wright and some friends had acquired a vacation house at Atlantic Beach in the 1920s. This diversion for rest and recreation on Morehead City's sands would be a common practice among future college leaders as well.

BELOW: John B. Spilman, an easterner from Halifax County, became treasurer in 1912, after graduating from Wake Forest College and serving as a school superintendent in several systems. He gave close attention to the books yet worked carefully with students to handle their Depression-ravaged finances.



formed a defensive network. Together they campaigned for additional loan fund contributions and state support.

Some trustees served in the General Assembly. Greenville's Edward G. Flanagan, a state representative, guarded, in the early 1930s, the last allotments for the long-planned campus buildings. All were complete by 1932, a feat that further altered the campus. Some students asked that ivy be planted to grow upon the walls. Wright suggested that the bricks and mortar were too new and ivy would not hold.

On one occasion, Flanagan discovered budget bureau recommendations unfair to East Carolina. Designed to adjust legislative appropriations if revenues fluctuated, the bureau had increased operating funds for the three primary Piedmont

schools but not East Carolina. Flanagan accused the bureau of playing fast and loose with the Greenville college.

In April 1931, he recovered \$180,000. The representative found this "the hardest work I have done" in a cash-short legislature. Going over the bureau's head, he secured this financing on the floor of the House of Representatives, despite "lots of opposition against it."

Other budget bureau reductions hammered President Wright. Entering his third decade at the college, he saw operating allocations reduced 25 percent in 1930 and 20 percent in 1931. The salary line had decreased 13 percent in 1931-32. The trustees in June 1932 accepted more salary cuts voluntarily offered by the faculty and staff.

In March 1932, at Wright's request, the budget bureau estimated available revenues for the next fiscal year would equal only 70 percent of General Assembly authorization. Wright heard predictions that probably only 65 percent would be accessible. To meet the college's share of that reduction, an additional 5 percent would need to come from faculty and staff salaries, recently lowered by 15 percent upon East Carolina's trustees' acceptance of the faculty and staff contributions.

Wright outflanked the budget bureau. In May 1931, the legislature limited by law public school salary decreases to 10 percent. Wright reported to the trustees that he and college treasurer and de facto business manager John B. Spilman had submitted a reduced proposed budget, conforming to the bureau's wishes. At the same time, given the above legislation, the two administrators claimed the law also covered college faculty and staff. They suggested the bureau's proposals, if pursued, would amount to illegal actions.

HEALTH

There is a central heating and lighting plant that provides steam heat and electric lights for all buildings. A modern system of ventilation is installed. The plumbing, draining, and all those things necessary for good sanitary conditions are of the best type procurable. The College gets its water from the town of Greenville. The town owns its waterworks and has the water examined frequently, thus insuring its purity. In short, the College life of each student is made as comfortable as can be.

CULINARY DEPARTMENT

The College dining hall is one of the most attractive buildings of the institution. The equipment in the kitchen is modern in every sense. For the preservation of meats, vegetable, and other food stuffs, the College has a refrigerating plant of the best type. The matron is a trained dietician and each menu is made out with much care—the object being to provide for the student body the most wholesome food and to see that this food is prepared in the best way possible.

—*Twenty-Third Annual Catalog of East Carolina Teachers College, 1933-34*

Governor O. Max Gardner bowed to the general outcry from public colleges and university presidents. No further salary cuts would be made, and the 1933–34 appropriations would be 70 percent of those approved earlier. At East Carolina, the lower June salaries would remain, however. This decision, Wright complained, was “a very poor way to reward people who make sacrifices for the common good.” During the 1930s, half of the college’s financial resources usually came from state appropriated funds. Student fees and sales and federal grants comprised the remainder.

To soften these blows, Wright reduced faculty meal tickets from \$100 to \$80 a quarter. Faculty rent for college houses on Eighth Street was lowered from \$45 a month to \$30. With trustee approval, he purposely reduced by a larger percentage the higher salaries among the college’s 175 faculty and staff. This included his own. Those with long employment records and lower incomes escaped full reductions. Some backhanded benefit came from the Depression, as the significant decline in living costs made dollars go farther. By 1939, the college’s operations budget equaled that of ten years earlier. Salaries, however, remained lower.

Amid dwindling revenues, Governor Gardner accepted recommendations in 1931 from a Brookings Institute report that would combine the Piedmont schools—Chapel Hill’s University of North Carolina, Raleigh’s State College, and Greensboro’s College for Women—into one institution. The legislature agreed. Following pitched battles between State and Carolina over which institution would obtain what programs, years passed before realization of this consolidation. This Depression-born founding would eventually hold major consequence for East Carolina Teachers College.

Proposals for merging the three white teachers colleges in Cullowhee, Boone, and Greenville also came from Depression-battered legislators. Wright responded that this second consolidation could not “be done without considerable cost to the state.” A centralized administration would consume additional state funds. Given the current unseemly unification struggle in the Piedmont, a similar reform for the teachers colleges, separated by greater distances, would deliver even greater disputes.

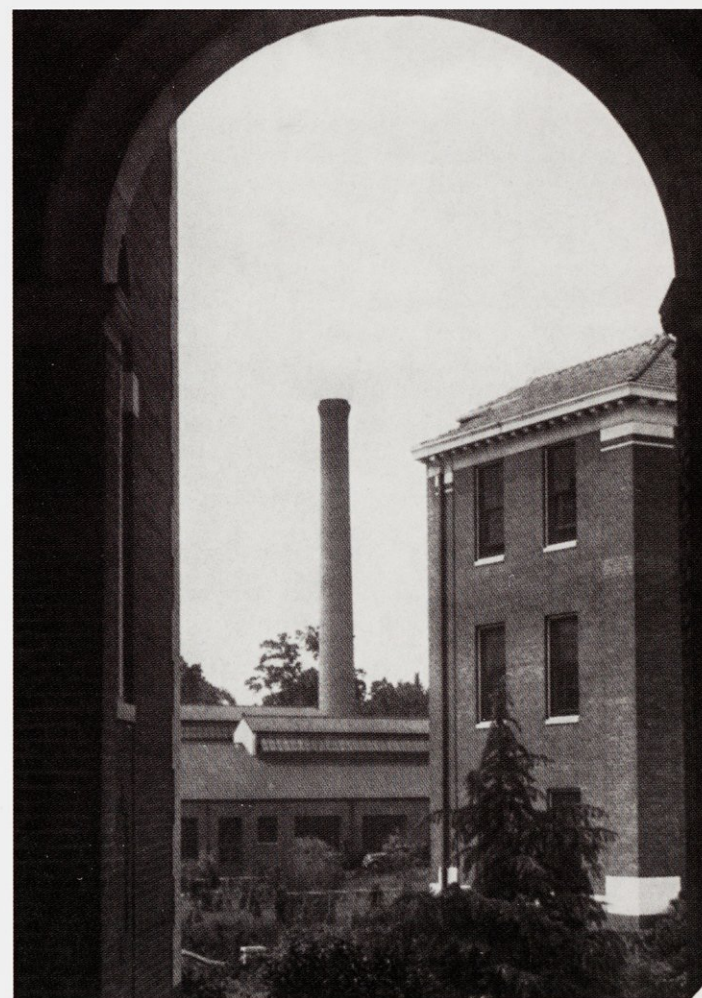
And the three schools rarely saw eye to eye on state funding. Appalachian State Teachers College (ASTC) president B. B. Dougherty claimed before legislative appropriations committees that, as ASTC contained more “highly trained teachers,” it deserved more funds. Wright answered tartly that the mountain school had two gymnasiums and “we can’t get one in Greenville.”

Another Depression-born event fostered unintended change. Since its founding, East Carolina had allowed students tuition remissions if they signed agreements to become teachers. In 1933, the General Assembly insisted that each student pay the total academic charge. The new students, while earning a teaching degree, no longer need pledge to teach.

East Carolina normally conducted three regular quarters and a summer school, divided in 1931 into two six-week sessions. In 1933, a special six-week session during the spring quarter opened to benefit employed educators. The next



LEFT: Millie Moore of Battleboro, an elementary education major, continued the long line of capable women student government presidents. The Depression decimated her 1932 class, however. One classmate, scheduled to graduate, did not do so until 1938, working and attending summer school to obtain his degree. The Depression deferred many personal plans and altered other completely.



The power plant, viewed through an arch of the Campus Building, dominated the surroundings from its construction in 1928 until the 1960s. Given different names—the steam and electric plant, the heating plant—it also earned other epithets when its coal-fired boiler scattered soot over newly washed laundry on neighborhood clotheslines.



ABOVE: Dormitory rooms in the older buildings were designed for two occupants in a minimum of space with Spartan furnishings. Electric extension cords helped answer increasing calls for electricity. Connected to the overhead light, a cord traveled down the wall to illuminate this student's study lamp.

ABOVE RIGHT: In its second year, the men's basketball team in 1933 won what the *Teco Echo* considered "a large percentage of its games" and attracted "press coverage around the state." In the upper center, on the back row, wearing a white shirt, stood football coach Kenneth Beatty, who had volunteered to lead the basketball team. The team drew large crowds to its games in the Campus Building.



year, federal relief funds provided unemployed teachers a chance to return to the college and enhance their skills. When the administration published annual registrations, it counted once each student who had enrolled in the nine-month cycle.

In the first three academic years of the 1930s, students numbered in the autumn quarter 882, 922, and 893. In 1932, only 642 registered for the spring quarter. Wright judged that many "did not return on account of the financial depression." He found similar shocking figures at other teachers colleges. A full enrollment was necessary, as the General Assembly kept close tabs on student numbers and empty dormitory beds. The decline in students would reduce funding.

As an aid to increased enrollments, the president, while not abandoning a teacher certification emphasis, now suggested that prospective students need not intend to be teachers. He proposed that those planning to become homemakers would profit from a teaching degree. The heavily enrolled home economics courses grew larger. Dance and physical education concentrations grew in favor. Sarah Summerville, the physical education director, offered a well-filled course in "natural dancing." An increase in demand for high school football coaches buoyed the physical education concentration to one of the most popular in the curriculum.

By mid-decade, new tracks in the business education curriculum emerged, promoted by West Virginian Elmer R. Browning (*left*), the program's new director. In the program, students frequently selected office practice, shorthand, typing, and accounting.

Among some faculty, the desire to become a liberal arts college reappeared. A new argument—that more degree programs would attract more students—held merit. By decade's end, for example, only half of the men students pursued teaching positions.

Whether to meet the needed enrollment increases or in response to stu-



dent calls for intercollegiate athletics, in October 1931 a larger number of young men came to the college. From the beginning, except in 1927, each academic year had included at least one male student. In the 1931–32 session, the number of “co-eds,” a term used by the *Teco Echo*, increased to fifty. Twenty joined the Co-Ed Club, a rudimentary fraternity.

On January 12, 1932, the first ECTC men’s basketball team upset Campbell College, of the Little Seven Conference. For years, female students had relished the sport, enjoying intramural basketball, competing with area squads, and, in 1933, playing their first intercollegiate game. A. D. Frank coached the team, facing such squads as Wingate, Chowan, and Rocky Mount High School. In the spring of 1932, men’s baseball also reappeared.

In the following golden autumn, the first football game, on October 29, found the team wanting: ECTC lost to Presbyterian Junior College, 32–0. While the team had sufficient speed, its line lacked size to block and tackle. Foreign language professor Ralph C. Deal, chair of the athletic committee, predicted better results for the future. The teams traveled in a 1929 Chevrolet bus as far away as Boone, in the mountains.

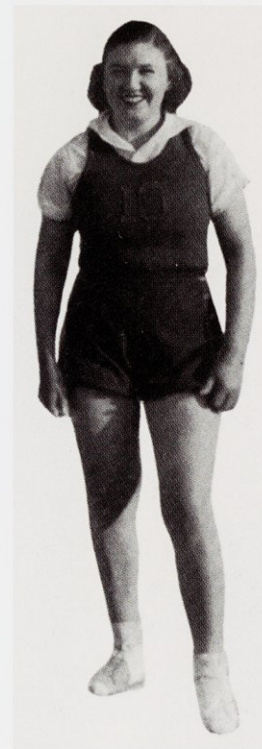
In February 1934, the Pirates became the official name for the college’s sports teams. Some years would pass, however, before the more familiar “Teachers” logo disappeared from uniforms or newspaper reports. After 1932, considerable funding for these teams came from those New Deal relief programs designed to help students. By the 1938 season, the entertainment value of college sports teams seemed assured. Baseball, for example, attracted 2,400 fans to its games.

Arrival of these men altered the college environment. Anticipation of games filled the *Teco Echo*’s pages and student conversations. Game

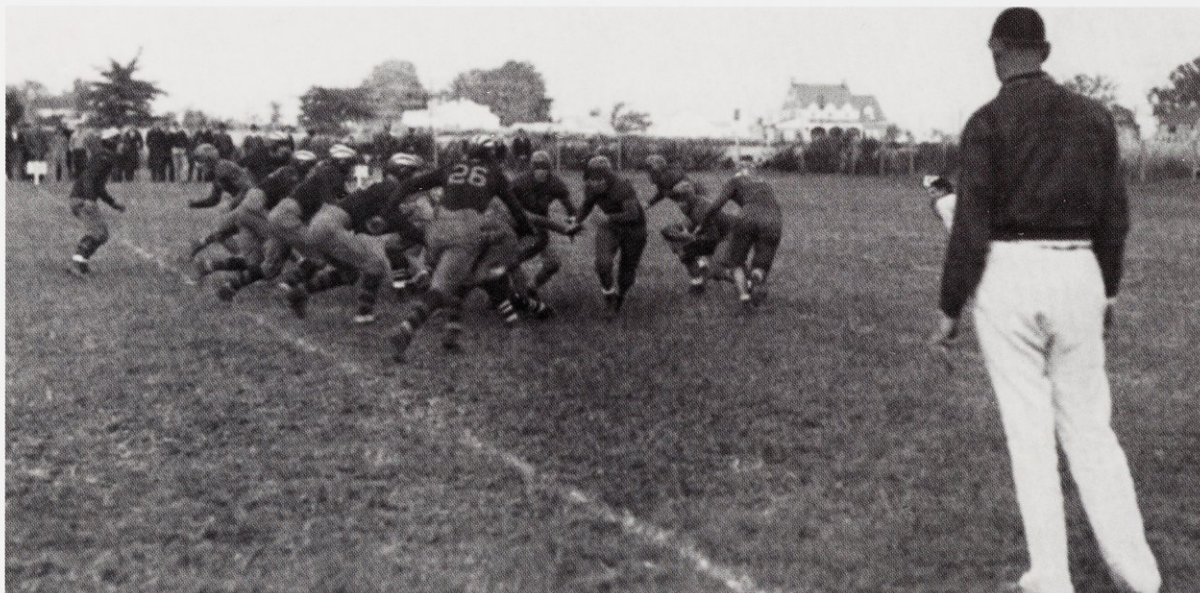


LEFT: This beady-eyed pirate is one of the first renderings of the new East Carolina athletic namesake. Drawn in 1934, the pirate emerged from stories of Black Beard and his coastal swag-hungry marauders.

RIGHT: Wadesboro junior elementary education major Margaret Trexler helped lead the 1938 women’s team. Although some debate had emerged earlier in the decade over the physical dangers that might await women athletes, this team proved a hardy opponent. They played, for example, Wingate and Chowan. For a few seasons they bore the name Panthers.



BOTTOM: East Carolina football began to take hold in the late 1930s, aspiring to match the successful teams of the Piedmont colleges. The 1937 team played its games east of the training school along Fifth Street, whose houses peer over a hedge and fence. Federal relief funds had helped level the field. Using a formation known as the single wing, the Pirates depended upon deception and deft blocking in the line. In this photo, the tailback has the ball and prepares to lateral to the halfback, pass the ball, or run. The play appears to be headed toward the close sideline. The “pulling guard” aimed to block number 26. If successful, a long “gainer” might occur. Spectators scattered along the far sideline in anticipation. The official in white pants, dark shirt, and cap, whom later fans would identify as the head linesman, enforced the rules.



RIGHT: G. L. "Doc" Mathis took the football reins for the 1935 autumn season. The Davidson College all-star proved more successful, on one occasion defeating Chowan College 46-0. Mathis exerted control over team members and regimented their activities on and off campus.



FAR RIGHT: Wearing purple and gold letters, cheerleaders distributed printed cheers before each game. This allowed time for practice and added to the excitement of the game. In the twenties, before arrival of intercollegiate teams, students had cheered the intense intramural games between women dormitory squads.



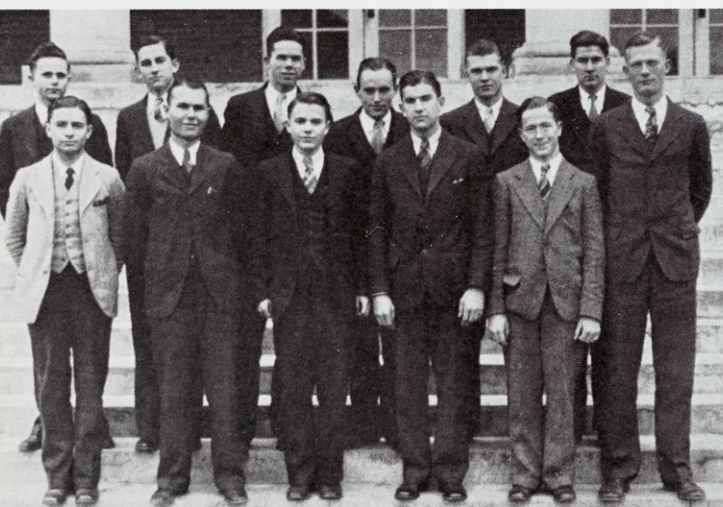
days churned unusual excitement, spurred by campus visitors, appealing dates, and antics of the Cheerios, a club that supported sports. The college cheerleaders found students difficult to lead in organized cheering. The spontaneous Pirate howl proved more easily achieved. More than one female student wondered, however, about the men, "all of whom were going nuts over football."

Some players and other men had transferred from other schools, including Elon College, Duke University, Wake Forest College, and Virginia Polytechnic Institute. A star male athlete of the decade, Lester Ridenhour (*right*), from Cooleme, captained the football, basketball, and baseball teams. He also served as a student officer.



Male enrollees lacked dormitory rooms. Eventually, although unable to obtain funding for a new boys' dorm, for their use the administration set aside Ragsdale Dormitory's basement. Football coach G. L. "Doc" Mathis championed this decision, preferring the team bunk together in a controlled environment rather than be scattered over town. Other male students roomed in the community, an economic benefit to local realtors and landowners. Some men and women commuted from surrounding towns as far away as New Bern, Washington, and Kinston. Each school day, for example, Rosalind Branch, class of 1941, drove from her home on the Ayden highway to park at Austin Building. In the afternoon, she returned home to her farm chores. Employed teachers also attended evening classes.

As coordinator and then as dean of men, Herbert ReBarker led in devising a men's student government. Men elected their officers and the women theirs. The total student body chose, in "mass meetings," SGA leaders, editors of the yearbook and the newspaper, cheerleaders, and dormitory presidents. By the



ABOVE: Men had enrolled in expanding numbers in the early thirties, so much so that in 1931 twenty organized this "Co-Ed Club." They published their own mimeographed newspaper and covered events on campus. Well-attired, they reflected the original formality on campus that greeted their advent. Ratio of women to men, one careful mathematician estimated, was 9.4 to 1 in 1935.

RIGHT: Lester Ridenhour, along with Ruth Parker and Earl Smith, won top athletic awards in the 1939 class. Ridenhour marked the arrival of the athlete-student leader. Not only did he captain teams, he gained support of his classmates to win student office.

end of the decade, men were elected to some of these positions as officers.

Student humor carried a large dose of reality. Edna Thomas West, class of 1931, warned students not to hold their breath until “Dr. ReBarker gives an ‘A’ in math,” or psychology becomes a “crip,” or when “we can leave for a week-end without producing a birth certificate and full pedigree,” or “girls can smoke on campus,” or the front walks are paved. A classmate, speculating upon writing a novel about college life, proposed an opening sentence: “A small coupe drew up in front of the dormitory and twelve passengers alighted.”

An earlier attraction for student musical performances lessened before the onslaught of technology. Radios spread through dormitories, carrying current popular songs. Phonographs multiplied. The more studious residents complained that “radio hours” had been loudly exceeded. Slamming doors and other noisy dormitory pranks—including exploding firecrackers—earned their rebuke as well. Complaints accumulated in the SGA offices.

The old order of things attempted to staunch the new. In concert with the dean of women, Annie Morton, the women’s SGA enforced earlier drafted conduct rules. As men registered in larger numbers, authorities insisted that women students not loiter or hobnob on campus with the newcomers. In class, at the library or the dining hall, and on official dates, conversation abounded.

The women’s SGA council in February 1939 observed that the “unsatisfactory conditions developing on Campus” came directly from too many “boys and girls walking and riding on Campus without filing” date forms. Long strolls by couples around the new college lake bothered the council as well. The lake, created in 1931 by damming Green Mill Run, had become a favored spot. A place for



LEFT: This 1937 snowfall caught automobiles of commuting students and staff parked behind Austin, before the dining hall steps. On occasion, a nor'easter, arriving from the ocean, brought heavy drafts of snow that immobilized the campus and town.

ABOVE: In the mid-thirties, the college lake had matured and, with its attendant arboretum, presented an idealized bucolic vista. The forest paths of earlier days yielded in this instance. The lake and its arboretum lasted but a decade before growth and change occurred.

I think it would be a very good thing to allow students' friends to talk with them on campus, to "date" on the campus if you understand that term better, but if you are going to have your boy friends from in town come up here and have dates with them on campus, then, young friends, we can't simply give you that privilege. I want you to thoroughly understand this morning that your college is ready and waiting to remove a lot of rules and regulations now in the handbook, if you can stand it, but you must demonstrate that you are ready for it. I heard the other day that two students were lying down on campus. You may think that was all right, but I don't and the general public that goes by our college doesn't think so.

—Robert Wright
Chapel
March 20, 1934

In the building of the College, President Wright was the outstanding figure.

The Board, inspired by [his] vision of what the College should be, and having great confidence in his splendid business ability, followed his leadership in guiding and shaping the affairs of the institution. The result is that the College stands today as a monument to his loyal, efficient and unselfish service to the childhood and youth of North Carolina.

—Minutes
Board of Trustees
May 31, 1934

LETTERS TO THE EDITOR

It seems a clear matter that there should be adequate quarters for male students of our great college. . . . It is our sincere belief that one of the reasons for the proportionately small amount of boys at our college is due to a lack of sufficient rooming quarters. We, personally, know many boys who would come to our school if it were not for the inglorious fact that there are no rooming quarters for them.

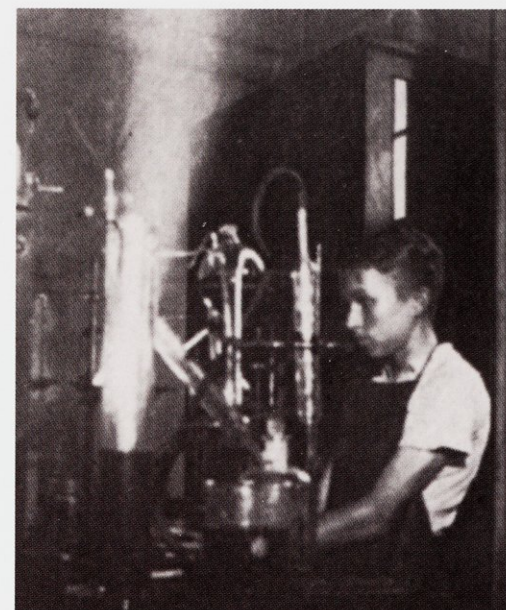
—*Pieces of Eight*
October 1939

outdoor drama and vespers, it replaced the remains of the college pig farm on the southeastern side of campus. Four years later, its two acres and the surrounding trees were named the Sallie Joyner Davis Arboretum. Admired by her student charges over the years, Davis, an original faculty member, had chaired the first landscape committee. The water also displaced the old college baseball diamond.

Extension of Tenth Street in 1939 required that the lake be drained and Green Mill Run rerouted. The need to even the college's southern property line with the new street required the purchase of expensive slivers of property. Flooding increased, however, and, in heavy rains, new storm drains erupted, as if nature sought revenge.

Students who shared the lakeshore's shady graces and stayed beyond allotted time could be "written up." Others, such as a scoundrel "improperly dressed" in the dining room, might be awarded "call downs." The SGA could sentence offenders to a dormitory restriction lasting from a few days to weeks. The SGA recommended to the faculty discipline committee "shipping," expulsion from school, for those considered guilty of outrageous behavior.





Austin and the Campus Building (originally named Social-Religious) were, in the mid-thirties, closed at 7:25 P.M., save for meetings and athletic and theatrical practices and events. The *Teco Echo* helped prompt such action.

In a February 1934 editorial, editor Frances Harvey grumbled that the Campus Building's interior corners were full of dating couples. "It is disgusting to go in and see someone stuck in every corner of the building." The practice of sitting on dormitory steps "with a boy" or upon the shoulders of the new granite gates also flaunted existing rules and exasperated the senior.

Wright had warned in his weekly chapel talks against these and similar practices. He worried about public complaints over student behavior and disliked use of the campus as "a place to joy ride" in automobiles. He would accept reduced regulations in the student handbook. The students, however, needed to "demonstrate that you are ready for that."

Regulations stretched to cover deportment in "uptown" Greenville stores, soda shops, and motion-picture theaters. There, in the early thirties, women were expected to dress formally, including hats and hose. Substituting the new-fangled "anklets" (socks) for stockings caused the SGA much anguish and a judicial hearing for the wearer. One unfortunate woman was reported as having "smoked in Bissette's last Saturday night."

Rules were not inflexible. Charges were dropped against thirteen women who returned late to their dormitories after the East Carolina-Guilford football game. School spirit had its way on this occasion. Conduct rules, for the most part, resembled those in effect in schools and colleges across the nation.

Defending the decade's students, Professor Deal considered it unjustified to weigh student morals against those of an earlier generation. General behavior had not changed, he estimated. "The world we live in" sponsored cigarette smoking and snappy dancing. He found teacher-student relationships "more pleasant," the students more mature and ambitious, and formality fading.

OPPOSITE: The Campus Building served as an assembly point for class junkets, weekends, and holidays. In the late 1930s, spring break took place the second week of April each year. This group appears ready, with bags, coats, and other attire. The lone pedestrian seems to have turned to gawk at one young woman who donned shorts for her trip.

ABOVE LEFT: Greenville merchants persisted in plying their merchandise. While townsfolk benefited from their entrepreneurship, students were their chief target. Lined along the main street, a typical emporium, with narrow front but deep layout, sold the latest. "Kiss-proof" lipstick that was not necessarily intended for the town's matrons. Hill Hornes Drug Store, at 424 Evans Street, with its entrance flanked by red Lifebuoy soap and yellow Schaeffer candy boxes, offered the customary and enticing soda counter, not to mention a neon-garnished clock.

ABOVE RIGHT: Operating expenses included the cost of chemistry laboratories. While still hitched to teacher education programs, natural science courses, in the thirties, nested in the recently built Science Building, next to the Campus Building. This lab experiment may well have gone awry in time for the photographer to record it and the student's surprise.

Registrar Howard McGinnis, collating student questionnaires, discovered the “typical” female student to be nineteen years old. She weighed 123 pounds, stood five feet, three inches tall, had brown hair, blue eyes, and wore size 6 AA shoes. She had not worked for a salary, was able to fire a gun, and played a musical instrument. She fancied movies and dancing. Her favorite foods were chicken, steak, vegetables, and oysters. She greatly preferred ice cream to asparagus, spinach, carrots, onions, or okra. Her given reason for attending college was to find a husband. She expected to have four children.

The poll results from the men differed a bit. Twenty years old, with brown hair and eyes, the typical male student weighed 148 pounds. At 5 feet, 10 inches, he wore an 8½ shoe and favored baseball over all other sports. For recreation, he also enjoyed dancing and movies. He would select steak over any food and immensely disliked asparagus, cabbage, and liver. He anticipated, when married, having two children.

Some of the earlier generation of students to which Deal referred returned as hundreds of alumni during the decade to enjoy participating in June graduations and “Founders Day,” first begun in 1928. In May 1932, changes in the campus startled a gathering of the class of 1922. To them, East Carolina now resembled a small town. As for Greenville, new and expanded stores filled the main street to offer goods and services to the current ECTC students and surrounding population. At Lautares, stopping for a soft drink, reunion members regretted that the electric piano with the red lights was no more and sighed that the candy counter had given way to boxes of face powder and necklaces. Former dean of women

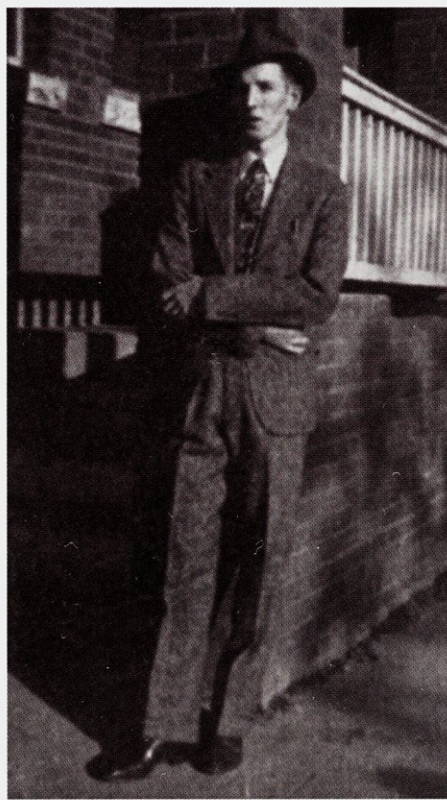
Kate Beckwith returned to alumni applause and participated in the naming of the Beckwith Gate on Fifth Street.

On a spring morning in April 1934, the president walked across Fifth Street from his home to his office in the new administration building. Sitting at his desk, sorting reports and letters, aware of plans to celebrate the college’s approaching twenty-fifth anniversary, he suffered a heart attack. Two days later, on April 25, the sixty-four-year-old educator died.

The passing of this tall man evoked memories of his effective leadership, both at the college level and for North Carolina. He despised losing, whether in promoting East Carolina or playing bridge. His funeral service in the Campus Building, which two years later would bear his name, attracted representatives from the state’s educational and political establishments. In the autumn, a memorial service featured the president of the University of North Carolina, Frank Graham, as the main speaker. Wright’s abounding public accomplishments were innumerable and abiding.

LEFT: While students talked of equality and democracy in this decade, they still singled out individuals for authority, influence, or praise. In 1938, grammar-grade teacher candidate Jessie Ward Hall, a senior from Wallace, was selected as “best all around.”

RIGHT: Definitions of the male student at East Carolina continued to evolve. Bellhaven native Chauncey Calfee, a social science and history major, played basketball for three seasons. In his senior year in 1938, he gained the title of “most handsome” in the yearbook.



Trustees selected Leon Renfroe Meadows as interim administrator. Meadows had joined the faculty in 1910. A favorite English teacher—students had crowded his classes—he also directed the summer school. In 1928, he obtained a doctorate emphasizing teaching composition from Columbia University. As secretary to the Board of Trustees for twelve years, he came in contact with its members as no other faculty member did.

In October 1934, after reviewing possible candidates, a panel of trustees, Flanagan, Bridgers, and Makepeace, recommended the fifty-one-year-old Meadows as Wright's presidential successor. Meadows endorsed Wright's existing plans for the college and recommitted the institution to teacher education while continuing through 1939 as head of the English curriculum.

The trustees wanted more professors with advanced degrees. The Southern Association of Colleges and Schools, on its second inspection, agreed. The visitors also recommended that the Joyner collection acquire more books. Meadows set to work.

The new president, facing proposals for a more diverse liberal arts curriculum, insisted East Carolina must remain a teachers college. In 1937, however, the two-year teaching certificate passed into history. Meadows continued to deflect a growing insistence for change. He questioned whether a liberal arts degree, mixed with teacher certification, "would be wise." In 1939, however, as an addition to the course of study, faculty drafted an A.B. liberal arts curriculum.

Small things also revealed alterations. Female students, in 1939, were allowed to wear anklets, save on Sundays and the formal dinners on Thursday evenings. Slacks became an advanced fashion statement. Radios could play at any hour, if no complaints sounded. The number of dates would not be counted as long as one's grades held steady.

Following treasurer John B. Spilman's death in 1937, the president and Spilman's successor, Fitzhugh Duncan, followed the tradition of traveling to Raleigh to plead for funding. The new administration building would soon carry Spilman's name, a memorial for twenty-three years of service, resolute and faithful.

Fortunately, federal aid made financing the college activities easier. Relief agencies supplied funds for student employment. The National Youth Administration, for example, hired seventy students as teacher aides, clerks, library assistants, and dormitory proctors. A federal fine arts initiative subsidized student and faculty theatrical performances. By 1939, nearly half the student body had secured assistance of some sort or another.

A second area of federal involvement financed repairs and painting of older



LEFT: Fitzhugh Duncan became part of the second generation of East Carolina administrative leaders. A native of Rutherford County, he earned a commerce degree at the University of North Carolina and was admitted to the bar in 1927. In 1928, he joined the state board of education in finance and auditing. In 1937, he became financial officer at East Carolina.

ABOVE: President Leon Meadows had been close to the original faculty and staff. Upon Spilman's death in 1937, he was one of a few remaining. Slow to accept change, he did invest in the local economy. He was well known by the area's gentry and belonged to the country club. Meadows acquired 3,500 acres in Carteret and Craven counties. He also had homes for African Americans built in Greenville. A New Deal administrator praised these structures for their well-lighted interiors, brightly painted plaster walls, running water, and "curbed and shrubed" grounds.



Louise Williams, from Kentucky, joined the faculty in 1930 and became a bell-wether math professor. A favorite instructional instrument was a piece of string tied around chalk.



James R. Gullidge brought to the campus a thorough knowledge of libraries, having worked at several. A Duke University and University of Illinois graduate, he insisted the "next move for expansion must be a new building." He died in August 1940.



During the thirties, turnover of faculty occurred more frequently. Some took positions only temporarily. Others moved as opportunities occurred. Dr. Helen Spangler, a science professor, stayed but briefly. She and Louise Williams did, however, give their students the idea that women could be professors.



ABOVE: The campus revived in the decade with a well-plotted, curbed set of hardtop roadways. This crew is laying concrete behind Austin and neighboring residence halls. Works Progress Administration funds from the New Deal made the improvement possible.



LEFT: In 1938, the student bookstore, for a price, furnished its customers with the instruments of scholarship: pencils, fountain pens, ink, paper, notebooks, erasers, stationery, art supplies, and remaining bits and pieces of the formal academic life. Textbooks were included in tuition, and students were assigned appropriate volumes. In ten years, the store would begin to sell them instead.

buildings. New concrete streets and sidewalks also came from this largesse. New clay tennis courts were built behind the dormitories. The college's first elevator, which the students christened "Nellie," was installed in four-story Austin.

Federal grants financed campuswide "beautification" projects. Faculty member Martin L. Wright drafted the projects' blueprints. In the east end of the campus, he planted trees and bushes to enhance the playing fields. Local Works Progress Administration workers also joined these ventures, overseen by grounds superintendent William McHenry. Profits from the stationery store and the college soda shop, which had absorbed the Y Store, aided this work.

A third and most impressive federal contribution came in the substantial form of a new classroom building. Despite earlier failures, in 1938 Meadows and the trustees obtained approximately half of its expected cost from the Public Works Administration. The state treasury absorbed the balance. Following discussion with the faculty, it was placed between Graham and the new infirmary. On De-

cember 1, 1938, Gregory Construction of Raleigh began building the large neo-colonial structure with a red tile roof.

Meadows approved naming the new building for Edward Flanagan, the long-time trustee and state representative, but despite the formal name, students still referred to it as “the new classroom building.” Occupied in the winter quarter of 1939–40, the three-story structure housed the home economics, science, and business commercial departments. Guy Smith Stadium, a federal project built for the city along Memorial Drive in west Greenville, became a site for college intercollegiate games. ECTC students were bussed to and from these events.

In the autumn of 1939, 1,200 students enrolled, allaying fears of declining numbers. An aggressive recruitment campaign, featured by spring visits of two to three thousand high school seniors, had helped the cause. Available student loans and part-time jobs served to reduce financial anxieties among prospective freshmen. Collegiate sports and increased numbers of men diversified and strengthened campus attractions.

A phenomenon peculiar to economic downturns had an effect. With fewer jobs available, more young people attended college to improve their marketability. In addition, the higher postwar birthrates two decades earlier increased the pool of applicants. Classes were crowded. The dining hall adopted two shifts for mealtimes, and full dormitories created special problems for admissions officers.

The outside world intruded throughout the 1930s. In 1932, the question



LEFT: Earl Smith, a stellar baseball player in 1938, became a sports legend at East Carolina. In a decade, he would coach its basketball and baseball teams and accumulate championships. “Teachers” still identified the team. New uniforms were hard to acquire in these Depression years.

BELOW: New construction on campus in 1939 linked the science building and infirmary by means of this large classroom building, named for Edward Flanagan. At its formal dedication, the governor spoke, representatives from other colleges attended, and the faculty and students paraded. The band also lifted spirits on this occasion. In 1950, trustees would recertify it as the Flanagan Building.





ABOVE: While two student government organizations existed, the classes elected for the first time two men as presidents. Roy Barrow, a math and science major from La Grange, led the 1938 men's class. Its activities featured dances, a senior prom, and a play. In 1942, in the war to come, he would join the Army Signal Corps and serve twenty months in the European theater.

RIGHT: One might have expected a dreary, worn campus during the era's depressed state funding. Instead, the campus sparkled with the application of federal work relief funds. Dormitories stood freshly painted. Window screens were in place. Streets were repaved. Robust plants and trees dotted the campus. Grass grew well in the newly plowed and reworked lawns. The bright sky, too, seemed to indicate a lifting of the stormy economic weather.



"Should an army and navy larger than necessary to uphold the law be maintained?" became a topic for the college's debating team. Franklin Roosevelt came through the state in the autumn presidential campaign. A carload of East Carolina students "in a Ford roaster took off for Henderson" to hear him. Discussion followed over the New Deal's farm policies. Women discussed the "growth in the feminist movement." Using Eleanor Roosevelt and Amelia Earhart as examples, they speculated upon entering business and public life rather than homemaking and teaching.

The *Teco Echo* questioned again capital punishment. In November 1935, the SGA, with administrative approval, sent three delegates to a state peace conference of college students. One catalyst for concern came from the Italian dictator, Mussolini, and his invasion of Ethiopia. In chapel, A. D. Frank discussed the Spanish civil war and its threat to world peace.

On the twentieth anniversary of the nation's entry into the Great War, President Meadows, recounting its horrors, told the student body that "we do not want another war." A student columnist, C. Ray Pruette, however, urged, in February 1939, the arming of Guam Island in the Pacific. This would let warring "Japan know that we are one of the three great democracies, partial to no totali-



tarian state.” He also worried that Roosevelt’s New Deal had placed the federal government too deeply in debt. In September 1939, the campus community was stunned at the beginning of another war in Europe.

While students were aware of momentous events on the other side of the horizon, the nearer world on Harrington Hill captured their attention. At the decade’s closing, they saluted new purple-and-gold concert band uniforms and protested proposed tuition increases. Joyner lent seven hundred books a day from its cache of thirty thousand. President Meadows promised a perturbed SGA he would investigate food preparation in the dining hall. Students petitioned for permission to dance in newly named Wright Building six evenings a week rather than the assigned three. The faculty complained about the poor quality of student spelling. After a long controversy, students could now smoke cigarettes on campus and in their rooms.

And the eastern North Carolina weather? A bedraggled first-year student sighed: “Rain one day, bright sunshine the next, and snow the next.”

In the autumn of 1939, the one-year-old concert marching band posed in its new purple and gold uniforms. Its director and founder Dean Tabor (second row from the top, beneath the bass) had proven so popular that he adopted a waiting list.



Wars

WORLD WAR II arrived early at East Carolina Teachers College. The fall of France and the German air attack upon Great Britain in 1940 led Congress, after a season of debate, to approve the Selective Service Act. In September, President Franklin Roosevelt signed it, initiating the first peacetime compulsory draft. He then called one million national guardsmen to active duty. The effects of world events broke upon the college and changed it forever.

Once registered at their local draft boards, East Carolina's young men were subject to conscription. Others volunteered. Students surrendered brothers and other kin to the military also. *Teco Echo* editor James "Jimmie" Whitfield left campus in October 1941. In a sentimental farewell, the Greenville recruit declared he would remember the campus buildings, the crowd at the soda shop, hours spent preparing the *Teco Echo*, "and Ann." Following December 7, 1941, calls to arms surged from a trickle to a flood. Over five hundred East Carolina students eventually served in the armed services. If any inductee withdrew during a quarter, the faculty gave him credit for the full quarter.

As they left the campus, their comrades in uniform replaced them, at least on weekends. From nearby coastal military camps—the marines' Lejeune and the army's Davis—Fayetteville's Fort Bragg, and the Elizabeth City Coast Guard base, the Greenville college became a target for uniformed young men.

How would the campus receive these visitors? President Leon Meadows, with faculty in agreement, admitted them to the Saturday dances in Wright Building. The Greenville Woman's Club became another site for the swing bands of the era. Music from local groups and 78-rpm record renditions from Glenn Miller and Tommy Dorsey set the mood.

During three weekends in September 1943, over 1,200 young men visited the river city. With few places to go, callers crowded into dormitory parlors. Often nothing more profound than conversations followed. Many wartime marriages did ensue, however, "Mrs." displacing "Miss" as the term of address for ECTC students. Dean of Men Herbert ReBarker, finding his chores greatly ex-



LEFT: The ratio of servicemen to women students, at least on the weekends, was greater than two to one, as shown in 1944.

OPPOSITE: This 1948 aerial view of campus shows the postwar campus and the spread of Greenville neighborhoods around the campus. Fifth Street divided the upper third of the photograph.



ABOVE: Roller skates were tied to each foot with a small belt and, on either side of the toes, braces, tightened by a metal key. If the skates slipped, the skater went with them. The skates, a popular gift, frequently appeared on sidewalks after Christmas.

RIGHT: These 1940 candid shots on campus indexed student clothing styles, hairstyles, and friends. The era's handy inexpensive cameras made campus snapshots common. Local drugstores and mail-order companies quickly developed film. A favorite postal source was Jack Rabbit Photos, in Greenville, South Carolina—which gave another reason to check the mail.



panded, complained that the president should not have been so generous with his invitation.

Greenville, as a merchant city, gladly welcomed the callers. Hope of profits, however, led owners of the Old Towne Inn, a local restaurant, to advertise at Lejuene and Davis: "Come to Greenville (The City Beautiful). 2000 Beautiful Girls awaiting you with open arms. For real Southern Hospitality, visit the Marine Room at Old Towne Inn." Outraged women student leaders boycotted the inn until the manager changed his ways.

Wartime-sponsored jobs and a generally booming economy attracted both class members from campus and would-be first-year students. In the autumn quarter of 1942, 216 fewer registrations occurred than the previous year. The state then curtailed college allotments by \$32,000. Given the unpaid fees and unfilled dormitories, the occurrence marked a crisis similar to the earlier years of the Depression. Meadows received trustee instructions to economize wherever possible. The trustees asked faculty members to list additional courses that they might teach in an emergency. Retirement age was stretched to sixty-eight.

Fear of air attacks, as displayed in film at local theaters, assisted local defense measures. To avert the impact of incendiary bombs, yellow buckets filled with sand were placed throughout the dormitories. The campus population practiced blackouts to avoid being visible targets for night-flying enemy bombers. Special daily classes on civilian defense offered more advice. Students gathered items for "Bundles to Britain" to aid the people of the battered island nation. Faculty agreed to purchase war bonds and stamps at Meadows's request.

Food and gasoline rationing made dining hall menus lean and travel rare. In 1942, the Office of Defense Transportation suspended travel on school holidays, save Christmas, to conserve gasoline. College sports teams could find only a few opponents, and, when they did, a tire shortage kept them home. These contests were postponed for the "duration." Intramural games boomed, as in earlier days. In 1943, Thanksgiving travel was restored, as was Easter travel the next year.

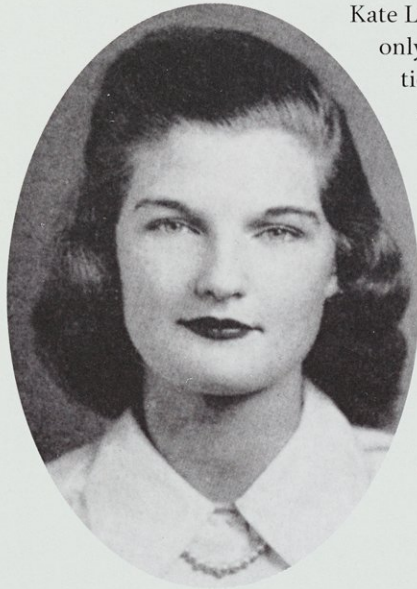
During the conflict, concern that such a holocaust might happen again led both student governments and the faculty to endorse the democratic World Fed-



BELOW LEFT: This cartoon's caption in *Pieces of Eight*, May 1943, read, "Report to your local draft board." Wartime humor seemed funny to many people at the time.

BELOW: These men, another 1944 group, came from the coast, from Hampton Roads, Elizabeth City, Wilmington, and places in between.





Kate Lewis served not only on the constitutional committee but also on the *Pieces of Eight* staff and as president of the college's Future Teachers of America, which in her senior year gave her membership on the esteemed president's committee.

The Spirit of Democracy demands that youth be given an opportunity to self-expression in governmental affairs. No democratic institution or form of government can long endure with its youth regimented from above. A government of youth, by adults, for youth violates the very essence of democracy. The democratic way of life for youth, all too often, is comprehended in the phrase, "Might makes right."

—Herbert ReBarker

eration. An earlier interchange over war or peace between interventionists and noninterventionists had sporadically included comparisons of democratic and totalitarian states. The war appeared as a struggle for freedom against dictators. American allies were described as the "Democracies." Senior Kate Lewis, from Wilmington, half-humorously conceded she favored democracy but wondered just what might it be.

Her remark referred to the flourishing tiffs over the struggle to join both men's and women's student governments. A member of the constitution revision committee, Lewis mirrored the sometimes intense exchanges over application of democracy in the new student government. Details, as usual, proved a basis of disagreement. Traditions ran deep. Since the college's earliest days, then-president Robert Wright had promoted student self-expression. For three years, 1939 to 1941, Lewis and her associates pondered paths to take. But then they graduated, leaving only bits of a draft constitution.

A student mass meeting, in December 1942, started again composing a constitution. Two judiciaries, a women's and a men's, would function under one combined student government, called the Student Cooperative Government Association (SCGA). The Cooperative Council formed the heart of this new organization, while "mass meetings" continued to furnish the main highway to a direct student democracy.

Three areas formed the core of student governance. The budget/appropriation committees would continue to collect student fees and allocate monies for the *Teco Echo* and other student activities. These included a new humor-literary magazine, *Pieces of Eight*, begun in 1939. A board fashioned of students and student-elected faculty advisers oversaw publications. The faculty surrendered its role on the entertainment committee to students, using funds for speakers, entertainers, and musical groups.



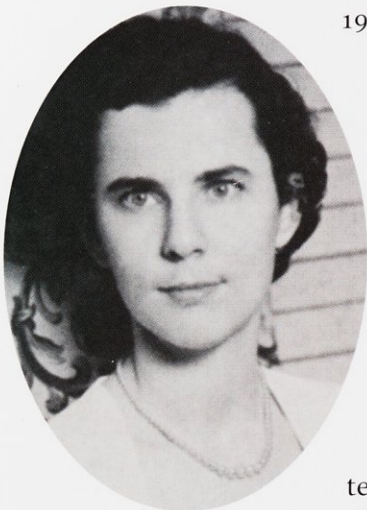


ABOVE: Taking it as a team project, here members of the football team registered in 1941 for the next quarter's courses.

OPPOSITE: This 1942 dance on Wright Auditorium's floor accommodated the different intentions of different people. Dancing was the major social affair of the times.

LEFT: The 1943 *Tecoan* listed Bessie Faye Hunt as the outstanding senior.

Significantly, the document installed a summer school student government. Three months later, led by Bessie Faye Hunt, a Wilmington math, commerce, and English major, students accepted the constitution and its bylaws. Meadows and the trustees approved the entire proposal in February 1943. Selective Service called the first elected SCGA president, Carlyle Cox, and he yielded his office to Vice President Dorothy Lewis in the summer of 1943.



The student body had changed. By 1940–41, students who successfully fulfilled their class work spent four years on campus. Many transfers, entering after one or more years at other schools, also gave new maturity to classes and playing fields. The graduating age had crossed into the twenties. Many of these future teachers mastered self-confidence, public speaking, and competent composition. Student officers and representatives in their councils and “mass meetings” displayed formidable talents, as exhibited in Bessie Faye Hunt’s work to drive the constitutional draft to approval.

This comber of reform also carried a flood that focused upon student conduct codes. Before use of the cooperative constitution, student complaints increased

Harmony, cooperation, and efficient coordination require open-minded conference of equals, a willingness to yield a point at least occasionally, when honor and integrity are not involved. A modern college can hardly exist by merely carrying on routines. Education by its very nature must be progressive. Some of our problems here today are routine, some educational. We cannot afford to drift a single month and expect to maintain either our self respect or hold the respect of others.

—Howard McGinnis

over the regulations. Chatter over who had to stand before the Cooperative Council infiltrated the campus. Behavioral standards for men seemed less demanding than those for women, yet this was a general practice at the time among colleges and universities.

Student government approved each regulatory sentence. Inconsistent interpretations were frequent, as committee membership rotated. One student griped in 1942 that he and his comrades expected to confront war over the globe. To him, these existing regulations appeared overbearing and childish.

Required attendance at chapel and assembly and tightened class attendance policies further stressed students. Each seat was checked and noted, each absentee called to task. For young adults inclined to assert their personal independence with war in the background, the rules became more unbearable. Food quality in the dining hall, a lack of telephones and paved walkways, and the perceived bossiness of the administration further ruffled their feathers.

A new academic grading system, introduced in the 1942 spring quarter, also bothered students. Intent upon helping academic standards, the faculty embraced a “quality point hour plan.” Registrar Howard McGinnis had investigated seventy-four other schools to confirm the system as a general practice in higher education. A grade of C merited one quality point per quarter hour. To graduate, at least 135 credit hours needed to match 135 “QPs.” It would remain the college’s indispensable grading system.

A more extensive change appeared in the precise print of the college catalog. The liberal arts degree that had been debated since the 1920s became an actuality. Partisans contended the degree would increase enrollment. Some faculty, including Dean ReBarker, had complained for years about Meadows’s reluctance to adopt it. Meadows’s intent to follow Wright’s partiality for teacher education contributed to his hesitation. The program would also require more courses and press upon the wobbly college budget. Meadows finally accepted it, with trustee agreement, in the spring of 1941. The president called it “the longest step taken in curriculum since the founding of the college.”

The committee that molded the new degree, besides ReBarker, included A. D. Frank (history), Hubert Haynes (education), Ronald Slay (science), and Martin L. Wright (sociology). Following faculty and administrative approval, trustees obtained state assistant budget bureau director Robert G. Deyton’s consent for funding shifts. The new bachelor of science degree avoided teaching certification courses and required French or Spanish and a core of liberal arts courses. Within a few semesters, about 25 percent of the students chose this new degree.

Support given by the Rockefeller Foundation’s General Education Board underwrote a major in health education. Overseen by a local physician, it composed courses drawn from the sciences. The program intended to place teachers into rural schools to improve the region’s hygienic habits. The existing popular physical education curriculum combined with this new course of study. Commerce and home economics continued to attract overflowing numbers of students.

Another war-borne curriculum, while short-lived, confirmed the school’s flexi-

OPPOSITE: The weekly assemblies required attendance. Each student had an assigned seat, and proctors took the roll. On this morning in 1942, the college band played in uniforms. The speaker must have been an important person. Response of the assembly was mixed.



RIGHT: The CAA flight program included in 1942 John Johnston and Matt Phillips. Both men would be killed in World War II.



bility. In the spring of 1941, the Civil Aeronautics Administration underwrote flight training at the local airport. Twenty students, including two women, enrolled. The next year more students joined, and the president's secretary Agnes Barrett helped with instruction. Soon war necessities closed the activity: the army feared that civilian training planes flying about the coast might prompt an air alert.

In that autumn before the U.S. entry into the war, Greenville discovered another new excitement that bonded town and campus: a winning football squad. While baseball teams prospered and basketball had its moments, since 1934,



football had struggled. President Meadows hired John B. Christenbury in 1940 to coach all three major men's sports and serve as athletic director.

Increased student fees and loans and, at first, National Youth Administration jobs underwrote the athletes on "Coach John's" teams. The Davidson College alumnus guided Pirate football to an undefeated 1941 season. National publicity followed. College leadership relished the extensive regional press coverage. Untapped patronage became available, and increased student recruitment followed on the strength of these athletic feats of the purple and gold.

Radio delighted the East Carolina community. It assembled its own stars. The college entertainment committee scheduled such radio personalities as H. V. Kaltenborn, a news analyst, and Charles Collingwood, a popular CBS radio journalist. Vocalists such as Risë Stevens, Eileen Farrell, Lauritz Melchior, and Patrice Munsell charmed listeners. Presentations of big bands, including those led by Charles Spivak, Paul Whitman, and Tex Beneke, churned excitement on campus. Carl Sandburg, poet and Lincoln biographer, charmed a standing-room only audience with his wit.

An active Chi Pi Players produced a covey of plays during this decade. Founded by a student from Northampton County, Clifton Britton, these college players earned wide acclaim. By degrees, the college evolved into a regional cultural center.

The campus had long been a stopping place for politicians and other public personalities. Governors spoke at commencement. Ministers invoked biblical images and the Protestant ethic. Legislators visited. Political rallies were held. In November 1941, Eleanor Roosevelt made an arresting visit. She embodied, for many East Carolina women students, the active, involved woman. After a talk in

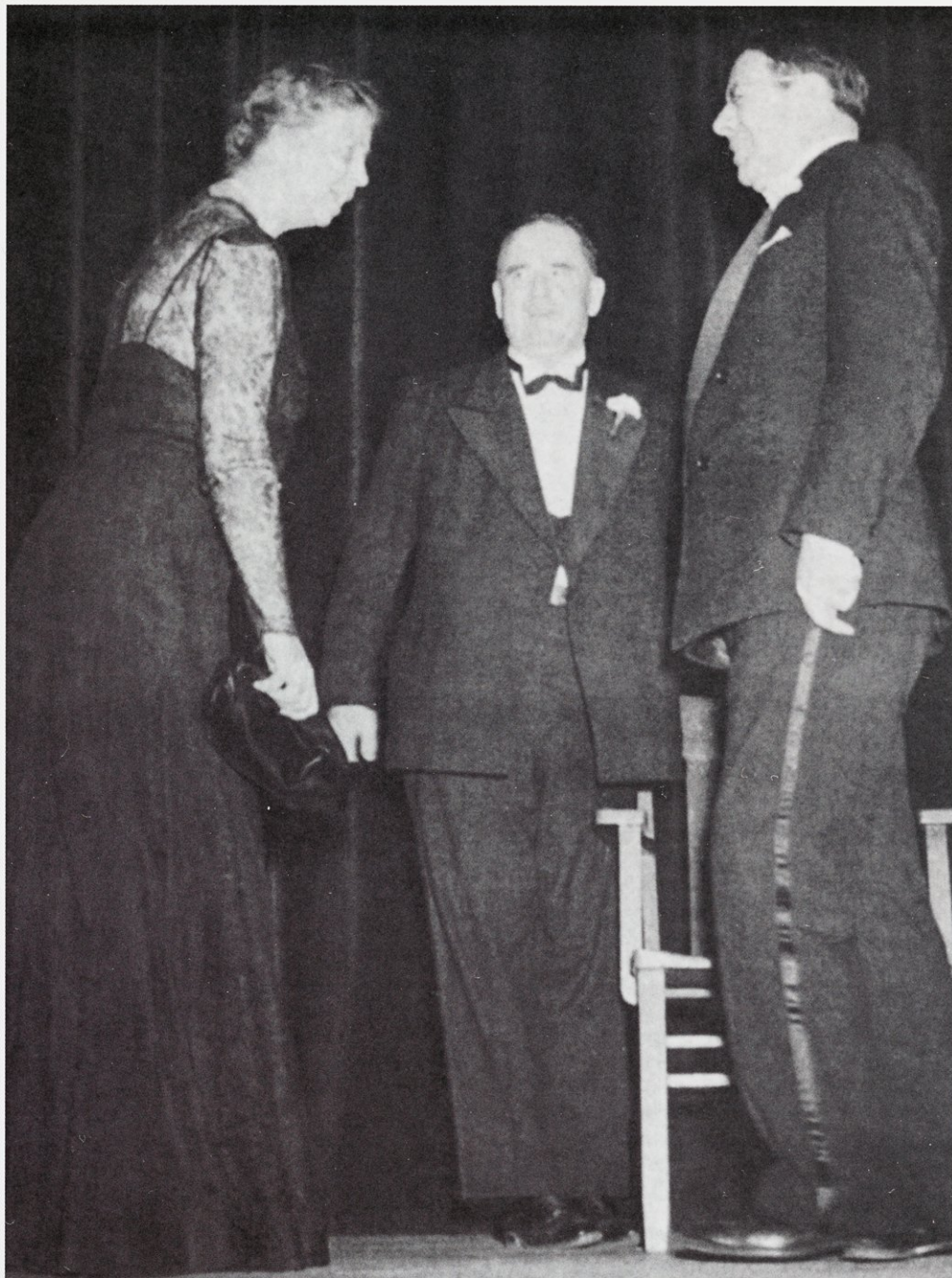
ABOVE LEFT: Christenbury's careers as athletic director and coach, while short, would be hard to match. He and his shipmates were killed on July 18, 1944, in San Diego Harbor when their navy ammunition ship and another ship exploded.

ABOVE RIGHT: Undefeated, the 1941 Pirates played their last home game against Bergen College, an undefeated eastern team. Nine thousand spectators watched this 13-to-7 win. Along the front row, on the far left, Clyde Mann, team manager; in the middle, Jimmy Giankos, captain; and on the right, "Coach John."



ABOVE: Annually the list of entertainments usually featured accomplished national music performers. In 1943, mezzo-soprano Risë Stevens of the Metropolitan Opera charmed her listeners and fans.

RIGHT: On the stage of Wright Building, Eleanor Roosevelt is greeted by college president Leon Meadows and Governor Joseph Broughton. Upon her return to Washington, she sent a note of appreciation, thanking her audience for the flowers she had received.



a crowded Wright Building, she disappointed a swarm of professional journalists by giving a forty-five-minute interview to their student counterparts. Further displaying her egalitarian nature, she chose to dine with students rather than appear at a formal dinner. *Teco Echo* reporter Chriss Humphry, an English and social studies student, vowed that, should the visitor ever “run for president, or anything else for that matter, she could certainly count on our votes.” (Students could not vote until their twenty-first birthdays.)

Less formal diversions occurred daily, as students talked about themselves and their likes and dislikes and cheered for their dormitory’s intramural teams. In an informal poll, 65 percent of men found pop quizzing agreeable. Women de-



LEFT: While men's athletic teams were scarce during the war years, women continued their strong athletic tradition. The 1943 women's softball team posed for the photographer before a game. In the middle of the top row, the catcher wore the "tools of ignorance," ready to play.

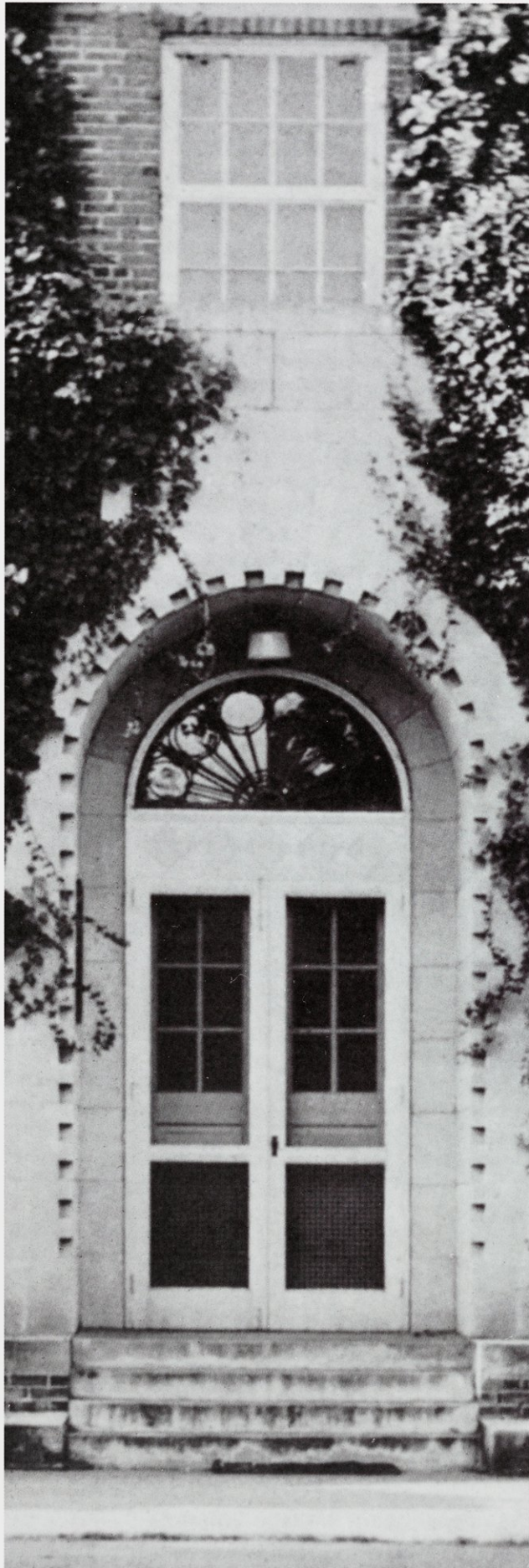
BELOW: Music education emphasized performance for its majors. From that came the band, choir, and orchestra and musical presentations, such as operas. Professor Rudolph R. Willmann, director of music, in 1947 taught classes in conducting as part of the course work.

spised the drill: 96 percent answered so. Both groups attended church at around 60 percent. Only half of the women thought it permissible to kiss by the tenth date. Seventy-seven percent of the men believed the first date to be fine. Half of the students went to sleep after 12:00 A.M. Ninety-two percent of the student body quaffed carbonated drinks—an average of 1.7 a day. One fellow conceded he consumed six a day, "mostly Pepsi Cola."

As for comic strips, women favored *Henry* followed by *Li'l Abner*. The men spread evenly between these two and *Cap'n Easy* and *Blondie*. The decade also marked the golden era of comic books. From Superman—who first appeared in 1938—to Wonder Woman, the five- and ten-cent booklets made inroads on academic assignments and cluttered dormitory rooms. Observers worried over the consequences of the brightly colored comics for America's youth.

Dazzling and popular, football lent itself to pomp and circumstance. The college marching band and cheerleaders enticed the crowds to root for the Pirates. Copying trends at midwestern and Piedmont colleges and universities, frolicking majorettes, wearing sparkling uniforms with short skirts, led the band. This eventually produced a negative reaction among some local guardians of





morality. As Wright had, Meadows knew the harm sour public opinion could foster. He reacted by banning “the regulation short, full skirts.” He asked for longer skirts or slacks.

At a mass meeting, the student body voted in January 1942 unanimously to reverse the ruling. *Teco Echo* editor Mary Horne (*right*), a math and science major from Greenville, identified the majorette incident as an evidence of the administration’s general attitude. If students were ignored on their resolution, she counseled, it would confirm the president’s disposition to do too many things without consulting student opinion. She charged her fellow students to “stand up for your rights and fight for them.” Slacks still became the uniform of the day—for a while.



A presumed Women’s SGA mishandling of a gambling and drinking case led one hundred students to demand a committee to investigate the effect of gambling and drinking on campus. In a three-hour meeting, the mass resignation of the WSGA was averted, and the committee was put to work. WSGA president Estelle Davis favored purging the campus of alcohol, gaming, and other similar activity. Eventually, Bessie Faye Hunt suggested amendments listing places drink could be allowed. She urged that a fair resolution to this dilemma would assure that no student be expelled for lack of clear regulations. The campus was off-limits to alcohol. To arrive on campus in an inebriated state was a distinct negative. Changing times compelled these new applications and interpretations of older regulations.

In the higher reaches of the college, however, dissension steeped. A mix of dark intent, pale circumstance, and human imperfections joined to hasten an institutional tragedy. In 1942, President Meadows had entered his eighth year as chief executive. A well-liked man among women faculty, alumni, and townsfolk, the former English teacher used the broad patterns of Wright’s presidency as his administrative template. When secretary to the trustees, he had grown to his professional maturity as a subaltern, working to satisfy them. Such an approach faltered with students and faculty, and as the years passed, he grew more secretive and less communicative.

In the autumn of 1942, an audit examined college non-state funds for the first time. At the year’s end, Governor Melville Broughton, as de facto overseer of the state budget, received an eight-page report that claimed non-state funds, fees, and other income “had not been handled in accordance with state budget” prac-

LEFT: Ivy did grow on campus. Here, the doorway of Spilman in 1946 was framed by the tenacious vine. It proved a nuisance, however, and was removed.

ABOVE: As editor of the *Teco Echo*, Mary Horne, a math and science major, intended to uphold “the principles of a free press.” It, to her, was “one of the last citadels of democracy.”



tices. The “handler” was President Meadows, who seemed to lack credible records.

After New Year’s, the governor invited the trustees to his Raleigh office. To clarify use of non-state funds, he appointed a three-trustee team. They were Southern Railway vice president Alexander Andrews, of Raleigh; merchant O. P. Makepeace, of Sanford; and J. Herbert Waldrop, a Greenville banker. The latter two were 1911 classmates at East Carolina. Broughton also directed the auditor to develop a detailed report.

Probably prompted by these three trustees, Meadows sent a letter to the budget office. The president admitted he had deposited non-state funds into his personal bank account. He maintained, however, he had disbursed them to sat-

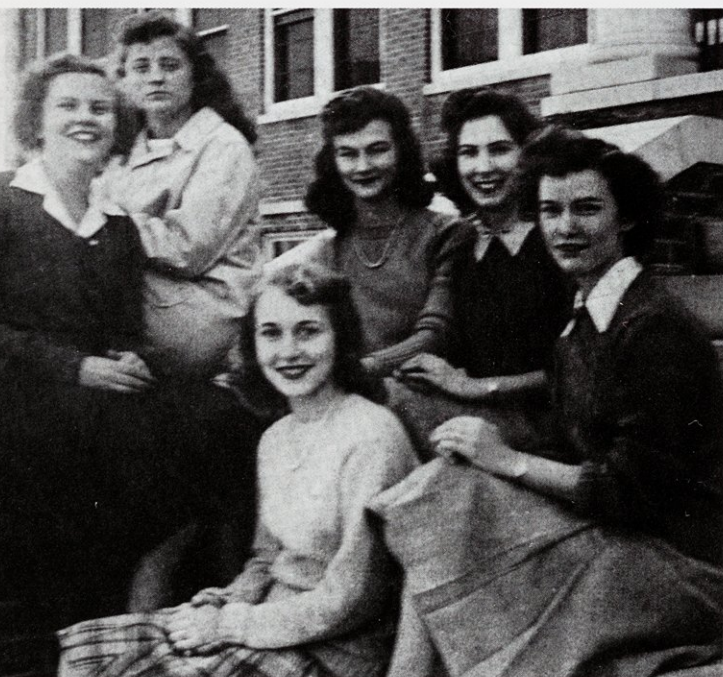
ABOVE: This cold winter day in 1947 gave Wright Building an austere definition against a dark blue eastern Carolina sky. Students in the foreground paused before scurrying to class.

isfy college expenses. The audit, meanwhile, progressed at a leisurely pace. Raleigh authorities, in July 1943, instructed that non-state funds, other than the normal student activity revenue, be deposited in the office of the college treasurer. The stores' profits would be reported to the state auditor. At the end of the fiscal year, the state would acquire any remaining funds.

Coincidence arrived. Armed with a new constitution, the new summer Student Cooperative Student Association for the first time asked for fees collected in summer school. They judged that they should be given to their treasurer as in the regular school year. Neither the Student Cooperative Government Associa-

BELOW: A band of sisters led the 1944 student cooperative council. They were, front row, Virginia Cole and, back row, left to right, Dorothy Lewis, Amanda Etheridge, Margaret Person, Clarine Johnson, and Burchie Smith Johnson.

RIGHT: The student-published *Pieces of Eight* would last from 1939 to 1948.



tion nor the stores' faculty managers wished to surrender their profits to the state coffers. Their books had stood the test of an annual audit. Summer school SCGA officers took to Governor Broughton a resolution that requested complete student control of the stores. Records must be filed with SCGA treasurer Virginia Lee Bledsoe. He assured them action was forthcoming. Concurrently, the trustees' inspection team now asked secretly that the detailed audit report be distributed to the board.

The student leadership explored the stores' records and discovered Meadows, since 1934, had diverted profits into a "Campus Fund." This account had also bothered the auditors. The students also found Meadows had placed unexpended summer student fees into this account. He declined to allow student treasurer Bledsoe to inspect its receipts. Two paths now crossed: those of the student government and the state auditor.

As the college opened in September 1943, auditor personnel and State Bureau of Investigation officers appeared on campus. Rumors fluttered about like autumn leaves. Those who thought they were in the know believed students had started the state inspection—and that their faculty advisers had prompted them.

Most of the directors of instruction met informally with trustee chair Clyde Erwin and asked that Meadows be retired. If not, the college would encounter harmful publicity. They also solicited other board members and the governor. Now, those who thought they were in the know regarded these faculty members as responsible for the trouble. The real initiators, however, were state officials and the trustees, both of whom had moved slowly.

Fissures that had appeared among the faculty over the years now opened. Meadows advocates—alumni, students, colleagues, and friends—thought plotters intended to remove their beloved leader. Given the course of published events, other critics declared it high time that the veteran administrator depart. Trustees took sides. So did Greenville.

Most of the board—five members were Greenville citizens—met at Chair Erwin's call on November 5. They instructed the president "to restore the morale of the college." This resolution included, if necessary, dismissal of faculty members and students. The trustees would approve each action. The issues had been thoroughly personalized. Audit and financial concerns were not mentioned at this meeting.

A request from the student council two weeks later came to Treasurer Fitzhugh Duncan's desk. It asked that student fees each quarter be paid directly to the student treasurer. Amanda Etheridge, student government secretary, signed on behalf of the student leadership. Her signature would be remembered.

On December 20, 1943, Meadows sent letters to at least seven

BELOW: While the upper classes struggled with the administration, the freshmen class officers for 1943 were elected. From left to right: Secretary Dorothy Creech, Treasurer Robert Morgan, President Moselle Hooks, and Vice President Margaret Johnston.



Committee Presents New Constitution

\$206.78 Collected For Red Cross

In the recent Red Cross Drive on the campus Jarvis Hall topped the list with one hundred per cent of its membership contributing. Its 153 students gave a total of \$58.82, or an average of 37c per student.

Cotten Hall was next, 201 of its 230 students contributing \$73.32 or an average donation of 31.8c per student. Fleming Hall averaged 25.5c per student, with 119 out of 149 students contributing \$45.83; and Wilson Hall, 18.2c per student, with 130 of its 169 giving a total of \$30.81.

The grand total for the drive

was \$206.78.

Serving as captain for the campus drive was Mrs. Leon R. Meadows, assisted by the Dean of Women, Miss Annie L. Morton and her staff as lieutenants. Every room was canvassed by students in the various dormitories.

The prospect of a good time will get almost anybody out of a sick bed.

Let's accept restrictions cheerfully and talk about the blessings we retain.

Americans who complain of war discomforts can expect no sympathy.

The proposed constitution of the Student Cooperative Government Association, which passed the School Council March 24 with a few minor changes, will be presented to student body in mass meeting this Wednesday for action. When it has been ratified, arrangements for an immediate General Election to fill the major campus offices will be announced.

In the proposed constitution provision is made for a joint student government association that will bring the men and women together in a general organization, as is the case in most co-educational institutions, with a separate organization for each set up under that to take care of problems of each par-

ticular group.

Its major body will be an executive and legislative group, the Student Cooperative Council, composed of approximately fifty members and four advisers, whose chief work will be the planning of a definite program of construction activities for the student body. Under its leadership all student activities will be coordinated in such a way that each one will be a part of the general program.

The Men's Judiciary and the Women's Judiciary, working in cooperation with the House Committees and Day-Student Committees, will form the judicial branch of the government, and so will handle disciplinary problems and routine matters affecting the various dormitories and day-student groups.



Members of the Constitution Committee: Bessie Fay Hunt, chairman; Joyce Dunham, Virgil Ward, Estelle Davis, Evan Griffin, and Carlyle Cox. Not pictured: Willie Mae Daniels and J. C. Shepherd. Jennings Ballard worked with the committee until he entered the Navy.

The Student Legislative Mass Meeting, of which all students enrolled in the college automatically become members, will share the legislative powers with the Council.

A special feature of the new organization is that every student activity becomes an integral part of the Student Cooperative Government Association.

The Constitution Committee states that in spite of the fact that its work falls far short of its hope, it believes that it is offering to the student body a more democratic form of student government, in which many students will have the opportunity of taking part and in which

there is definite emphasis upon individual and group responsibility as college citizens. The committee is composed of Bessie Fay Hunt, chairman, Carlyle Cox, Jennings Ballard, J. C. Shepherd, Joyce Dunham, Virgil Ward, Willie Mae Daniels, Estelle Davis and Evan Griffin, ex-officio members.

ABOVE: During these years, the *Teco Echo* reporters followed student government and administrative activities in detail. This headline, on April 5, 1943, was merited. The effort had taken many quarters.

faculty members, alerting them to his intention not to recommend their reappointment. He suggested they resign. Should they decline, the trustees would hear their case. The list may have been much larger. Some faculty convinced the beleaguered administrator that they were loyal. Three of those asked to leave, Herbert ReBarker, Martin Wright, and E. L. Henderson, appealed unsuccessfully to the trustees.

The completed audit report moved Governor Broughton to call the college board to his office. It became a three-day affair, replete with witnesses, charges, and disputations. The group recessed and opened emotional hearings in Greenville. Trustees rejected the audit and endorsed Meadows. In their collective mind, the president had "honestly handled and accounted for every dollar of college funds."

At a three-hour mass meeting the next evening, March 22, 1944, Student Government Association president Dorothy Lewis competently led the body as it formed a resolution directed to Governor Broughton. As student funds were involved, the students asked that he take the matter to a higher authority than the trustees and "if necessary to the state courts for just decision." A move to withdraw the resolution failed. Broughton endorsed the students' "rights to petition him." He recommended that the president step aside. The *Daily Reflector*, a long-time paladin of the college, asked for the removal of Meadows. Other journals, such as the *Raleigh News and Observer*, echoed these opinions.

In May 1944, Meadows retired, only to face the state's attorney. Two long

trials led to a three-year prison sentence. The trustees refused to rehire Professors ReBarker, Wright, and Henderson. Board members Wal-drop, Makepeace, and Arthur Corey opposed that ruling. Three other faculty members were pardoned, and in 1947, Henderson regained his lost salary and retirement payments. This action prevented a possible censure of the Board by the American Association of University Professors. The trustees designated registrar Howard McGinnis interim president and launched a search for a new president.

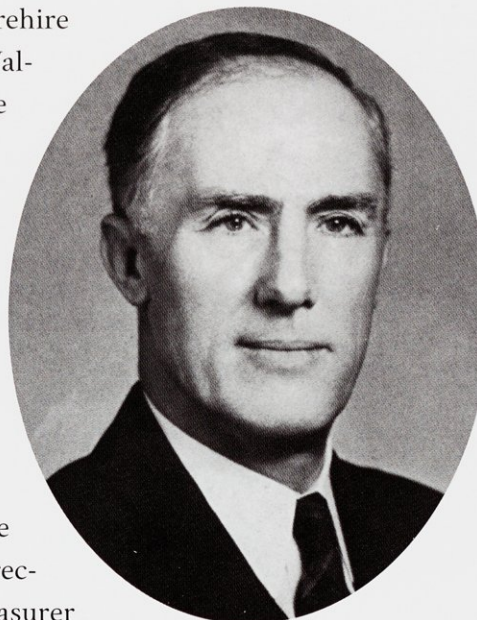
This hunt would consume two years. Meanwhile, McGinnis reasserted administrative authority over student government and appointed, upon the college board's instruction, a new faculty council. He would have dismissed two more faculty members had not the board balked. His extended training in college administration and recommendation from higher authorities led him to designate Treasurer Fitzhugh Duncan as the college's first business manager. New librarian Wendell Samiley became counselor for men, and Ronald Slay the first dean of the college. This latter appointment supplied a new administrative buffer between the office

of president and the academic programs. It also absorbed some administrative duties of the president. Secretary Agnes Barrett remained an effective office manager, and Annie Morton continued as the women's dean.

Through 1944 and 1945, McGinnis insisted that student government required guidance similar to that a parent gives a child. In October, the faculty council, evidently at his behest, voted that no student mass meetings could occur without the faculty advisers' approval. Amanda Etheridge, now SCGA president, asked for reconsideration. The junior from Manteo received no response.

Four student leaders, led by Etheridge, appealed, without success, to new governor Gregg Cherry. The governor, however, would reconstruct the board with new members over the next few years. Censured, among other things, for visiting a faculty member's home across Fifth Street without a signed permission, Etheridge lost her SCGA presidency. McGinnis asked this athletic and accomplished leader—who was elected *Teco Echo* editor for 1945-46—to go elsewhere for her education. Sixteen other student leaders met the same fate. Some returned after parental intervention and threatened court cases.

McGinnis undertook monthly faculty meetings with visiting school officials and educational specialists. These deliberations and presentations concentrated upon teacher education. He assured faculty members he did not question the liberal arts degree. The college, however, must not "divert its energies and attention" to the neglect of teacher training. Improved scholarship, he surmised, of



TOP: Howard McGinnis led the college for two years, 1944-46. His reputation as a kindly registrar and teacher eroded as he exerted administrative authority. Some student leaders believed he had gone over to the trustees.

BOTTOM: Amanda Etheridge's remarkable leadership did not end when she left East Carolina. She obtained a doctor of philosophy degree and concluded her career as a college professor.



MARINES HIM [sic]

From the Halls of Wilson to Cotten,
To the shores of Wright's fish pond,
We woo the East Carolina girls,
On the steps and on the lawn.
First to flaunt the skirts of Morton's rule,
In our weekend dress-up greens,
We glory in the title
Of United States Marines
Parris Island ne'er was like this, lads.
This is heaven here on earth.
But, when we go to O.T.I.
Need she try and find my worth?
Get your bars and get your wings, my Boys,
And they'll flock—the Junes and Jeans.
Teacher students love the presence
Of United States Marines

—By "1-A" Beddingfield
Pieces of Eight
December 1943



TOP: The overcrowding by single veterans was partially solved by triple bunks in the dormitories. These three men were Jack, George, and Frank, as labeled.

BOTTOM: Released from khaki or blue warrior uniforms, these returning and new students formed in 1946 the first Veterans Club. The active period of the club went into the 1950s. Its leadership would urge more effective teaching, improved housing, and better athletic teams.



both returning and new students would enhance the latter degree's quality. From outside the campus, the state Department of Education also required a major with a specific number of course hours and a minor.

As the war concluded in the summer of 1945, North Carolina adopted a twelfth grade for high schools. The new senior classes postponed their graduation a year to complete the requirement. In 1946-47, as a result, the college's first-year class contained only 113 women. A similar number of men might have enrolled were it not for the amended Servicemen's Readjustment Act—the G.I. Bill. It offered scholarships, among other benefits, to veterans. In 1946, 439 veterans became the first of over 2,200 veterans to register at ECTC during the next seven years. They came from seventy-five North Carolina counties and fourteen states. Some men were returning East Carolina students. Twenty-five of their brothers had perished on duty, as had Athletic Director John Christenbury on-board his ship in 1944.

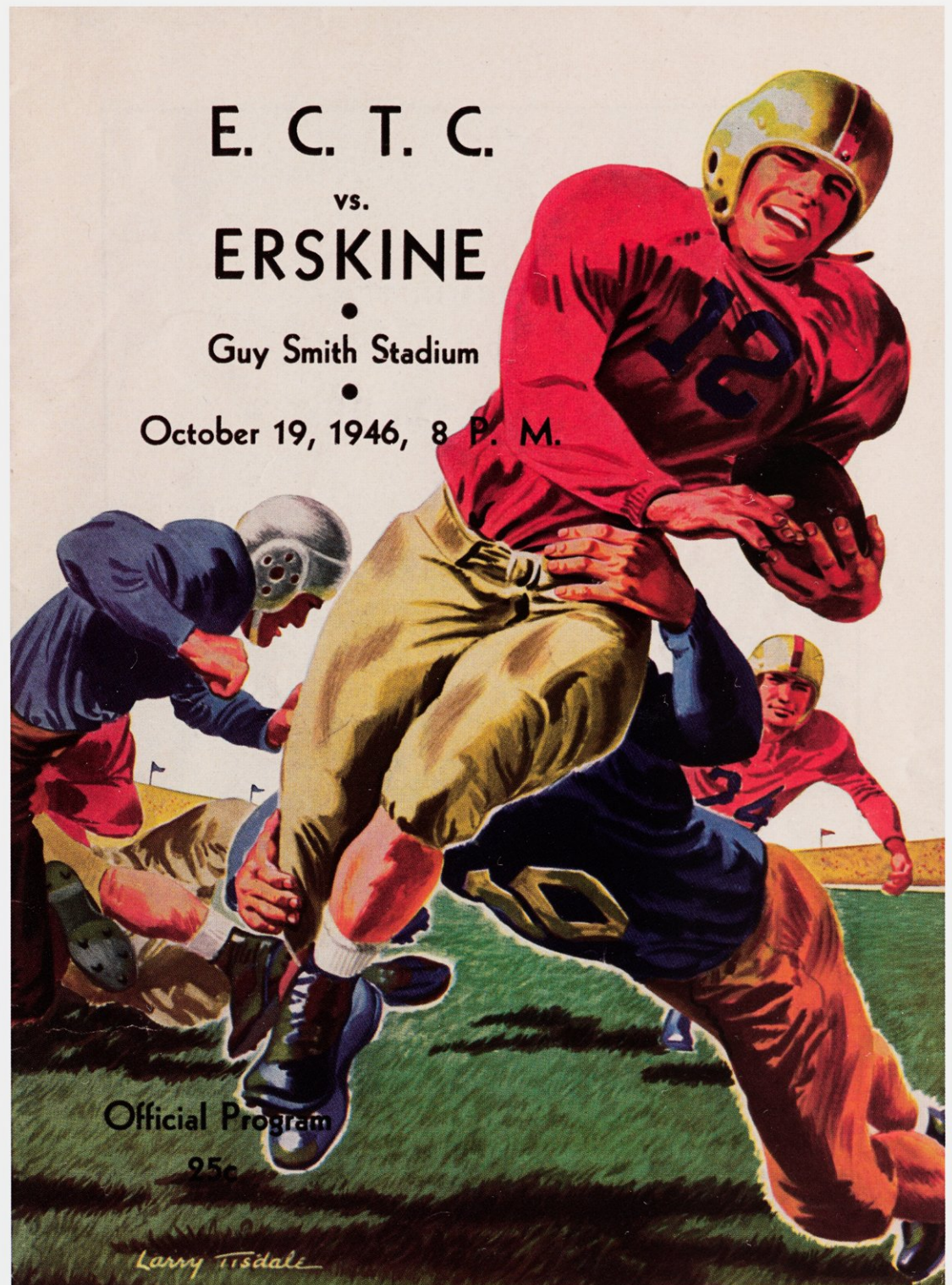
The trustees assigned Wilson, formerly a women's dorm, to men. Later, Ragsdale Hall followed. These male dorms became a headquarters for college politics and helped elect the second male student president, Garlan Bailey. In 1947, a new student government constitution removed mass meeting privileges. The organi-

ABOVE: The old cafeteria furnished the site for the soda shop. Booths surrounded the walls, where, in May 1947, plotting, chatting, and serious proposals were taking place. Occasionally, with the jukebox playing, dancing also occurred.



ABOVE: Night football games by mid-October were chilly. This couple appears ready for Mother Nature. From their expressions, the Pirates do not seem ready for the evening's opponent. Pipe smoking in 1947 was considered mature and manly.

RIGHT: In 1946, football was renewed with an away game win over Presbyterian Junior College. Coach Joseph Johnson and his family lived in Wilson Dormitory. Professor of history Paul Murray was given charge of selling tickets, \$2.50 for adults, \$1.50 for children. Games were played at the stadium on Memorial Drive. Atlantic Christian College in Wilson was deemed East Carolina's "ancient rival." The Pirates won this year.



zation resumed its old title of Student Government Association, while embers from the Meadows years still glowed.

The search for a president yielded mixed results. On March 14, 1946, trustees nominated L. Everette Spikes, a school superintendent in Burlington and close friend of the Board's chair, Clyde Erwin. At first he accepted, then he declined after his obligations to the local school system changed his mind. A second



TOP: The 1947 basketball team, coached by Howard Porter, entered a period of success. Both the varsity and junior varsity teams posed for this photograph. Coach Porter stood on the right and Coach Johnson, who helped, on the left.

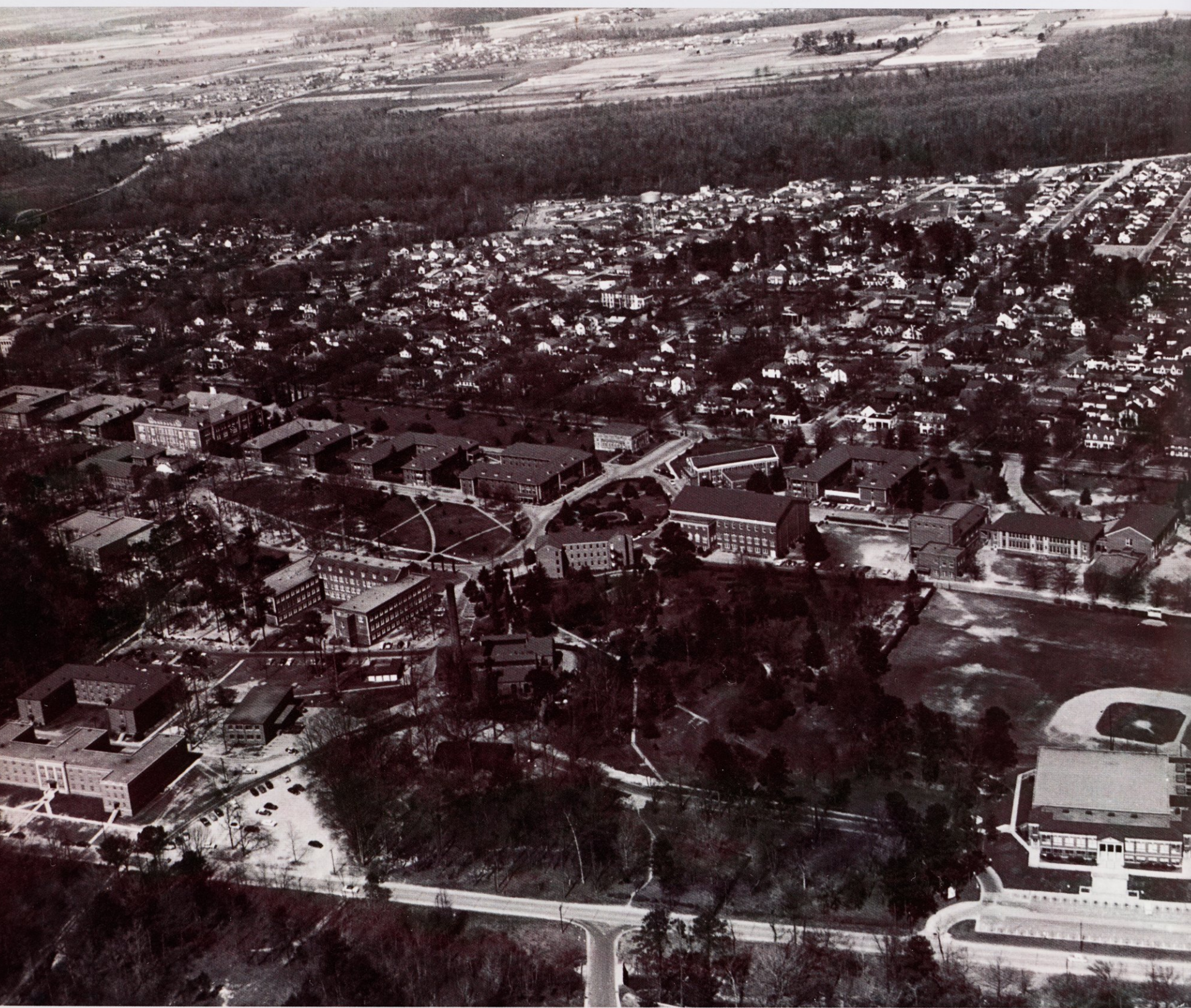
BOTTOM: Dennis Cooke, a native North Carolinian from Maiden in the foothills, fit the trustees' preference for a southerner. A well-published scholar, he intended to rebuild the college's image with the public, establish long-range goals, and seek funds for physical improvements. He felt that the relationship between young men and women needed more control. By March of his first year, however, evidence appeared that he had doubts about remaining.

choice, Dennis Cooke (*right*), a professor from George Peabody College, assumed the position on August 1, 1946. McGinnis returned to the registrar's office.

Cooke remained for fifteen months. During his tenure, a major concern centered upon student dating and "courting" on campus. Cooke also would correct the process that allowed students to draft policies affecting them. Intercollegiate sports reappeared, with basketball leading the parade. East Carolina's third president, with trustee approval, established faculty rank and salary schedules to match. But Cooke resigned, effective September 1, 1947.

His successor, John Decatur Messick, would prove to be an exceptional leader.





This Place

IN 1947'S AUTUMN, students, with bags, trunks, and enthusiasm, made East Carolina young again, as they did each September. Their number—1,390—matched the high tides of the late 1930s. Forty percent, however, were first-year students. The division of genders reversed from earlier classes: men numbered 714 and women 675. Non-teaching majors also had grown: 402 men and 97 women sought career options other than teaching. East Carolina worked its magic upon these and the decade's students. A graduating senior mused: "Golly, how I hate to leave this place. I'd just love to stay here forever."

Veterans of the recent war brought a new maturity to campus. Some of them had families as well. Housing became more of a problem, as did adequate class space and enough professors. As the college's fortieth anniversary passed, the new administration drove swiftly to confront these and a swarm of other challenges.

In some respects, John Messick, the new president, resembled past leaders. A native of nearby South Creek in Beaufort County, he carried a thorough knowledge of North Carolina people, especially eastern North Carolinians. He had



LEFT: In 1956, racial desegregation of public schools, following the Supreme Court's 1954 decision, emerged as a volatile issue for East Carolina College and local schools. This dinner meeting of influential people apparently considered the problem. Thomas Pearsall's presence gave away the agenda. He chaired the governor's special advisory committee on education. The state legislature adopted the circumspect Pearsall plan in the summer of 1956. Left to right, seated: trustee Herbert Waldrop, of Greenville; Dean Leo Jenkins; trustee chair Arthur L. Tyler, of Rocky Mount; Governor Luther Hodges; attorney Thomas Pearsall, of Rocky Mount; President John Messick; trustee Edwin E. Rawl, of Greenville; state senator Paul Jones, of Farmville. Left to right, standing: *Daily Reflector* publisher David Julian Whichard, of Greenville; state representative Frank Wooten, of Greenville; fuel distributor John Clark, of Greenville; merchant Frank Cope-land, of Greenville; state senator L. H. Ross, of Beaufort; Jack Spain, of Greenville; attorney Cliff Everett Sr., of Bethel; Charles Bisette; trustee Ralph Hodges, of Wash-ington; and alumni secretary James Butler. In 1957, African American teachers enrolled in summer school.

OPPOSITE: A 1958 air view of the campus shows the new entrance to College Hill. Tenth Street had replaced Fifth Street as the main thoroughfare for the college. North of the Tar River, farmland still prevailed.



TOP: Leo Jenkins, 1913-89.

MIDDLE: John Messick, 1897-1993.

BOTTOM: Fitzhugh Duncan, 1904-91.

considered the ministry yet chose education. This affection, however, lingered for the balance of his life. Owning an extensive professional experience, he had taught in and administered to school districts across the Piedmont. He graduated from Elon College and eventually returned for a nine-year stay as the liberal arts college's dean. Then, a deanship at New Jersey State Teachers College included an assignment as assistant to the president. In August 1947, the fifty-year-old became East Carolina's fourth president. Messick proved to be a hands-on administrator.

The *Teco Echo's* pages filled with new appointments and organizational changes. A political scientist, William E. Marshall, became dean of men and was succeeded by Clinton Prewett in 1951. Registrar Howard McGinnis moved to direct field services. Joseph K. Long, from education, assumed McGinnis's former duties. In 1949, Annie Morton retired as women's dean, after a tenure of twenty-four years. Her successor, Ruth White, an East Carolina graduate, had served in lesser college posts since 1937.

Dean Ronald Slay left to take a position as science chair at Wagner College. His replacement, New Jersey native Leo Warren Jenkins, brought energy to the recently created position. Possessing a doctorate from New York University, this thirty-five-year-old and business manager Fitzhugh Duncan blended well with Messick's vigorous executive manner. In 1955, both men were promoted to vice presidencies.



ABOVE: At the beginning of the 1955 winter quarter, this Ford and its occupants, with suitcases, turned toward the campus, off US 264A, at the highway patrol station on Tenth Street.

OPPOSITE: Graham and Flanagan continued to mark a main corner on the campus, viewed here through the arches of Wright. Every student who enrolled at the college passed this scene.

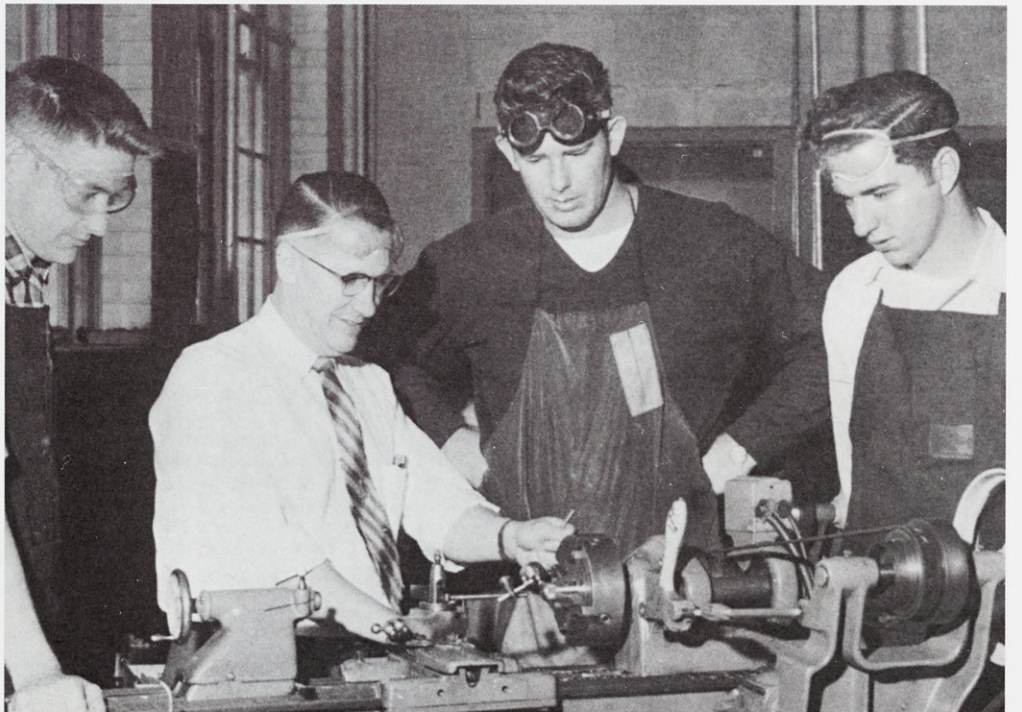
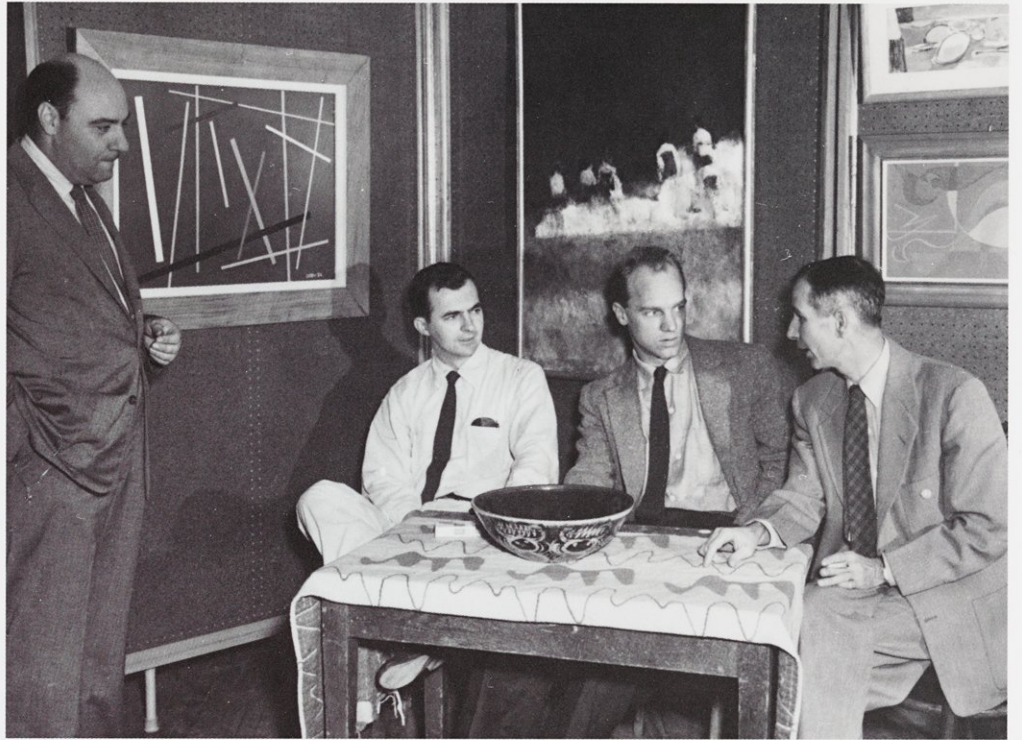


As enrollments increased, so did state support. The G.I. Bill multiplied federal funds. Trustees, answering a faculty request, authorized abandoning renting for selling college texts. The Student Government Association still complained about the proposed tuition hikes. Messick reversed undergraduate degrees, so that the B.S. became the liberal arts' B.A., while the teaching degree took the former title. The University of North Carolina at Chapel Hill proved reluctant, however, to

TOP RIGHT: As with music education in the school of music, so art education underpinned the increase of artists in the school of art. Pictured in 1956, left to right: Wellington Gray, John Gordon, William Persick, and Francis Neal.

BOTTOM RIGHT: Another professional school, industrial arts, developed into an assortment of majors from its original education courses. Kenneth Bing in 1957 gathered students for revelations in handling and shaping materials.

BELOW: The extension division expanded in the fifties. Having made the hour-and-a-half drive from Greenville, John Reynolds instructed students in math at Camp Lejeune.





LEFT: A faculty tea in 1953 at the chancellor's home. This custom, faculty receptions at the chancellor's, would outlast the century. From left to right, Ellen C. Fleming, math; James White, business education; Gladys White; and James Poindexter, English.

accept East Carolina graduates for further graduate study. In 1948–49, Messick and Jenkins began a revision of existing graduate programs. Plans emerged to develop graduate study across the college's curricula.

Messick proposed to improve scholarship. "It is probable," he advised the faculty, "standards have relaxed during the war." He reported that "practically no studying" was being done "by freshmen girls" in Cotten Hall. An intensive program of student testings, placements, and counseling followed. As had his two predecessors, he invited specialists for the next several years to review and discuss existing college teacher education programs. He also endorsed a student opinion poll of teaching that contained thirty-six queries. Faculty members reviewed the results to chart possible improvements in their teaching.

Music education was reinstated. The department of industrial arts, led by D. Kenneth Bing, opened its doors. A new degree in art education, steered by Wellington Gray, engaged community interest. Social studies, led by persevering A. D. Frank, combined faculties of history, political science, and economics. Recruited by Cooke, Nephi Jorgensen headed health and physical education, which by 1949 counted 190 men and 35 women as majors.

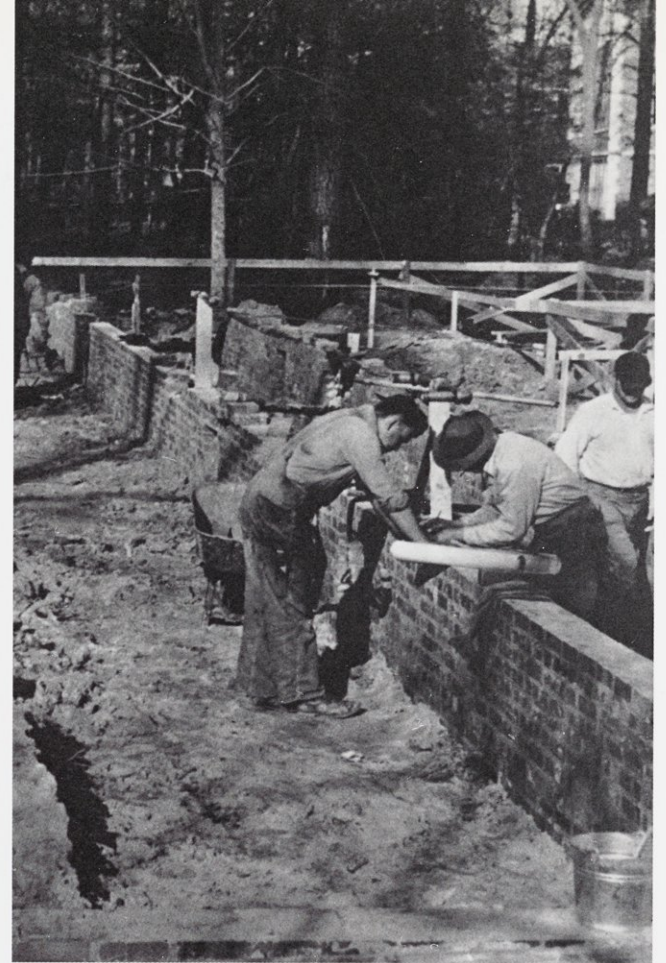
Formed in the two years before Messick's arrival, a building schedule emerged. It included a new library, a health and physical education building, a student union, a home management house, teacher apartments, and dormitories. Other projects were the addition of an auditorium and more classrooms to the training school on Fifth Street. Messick campaigned before the advisory budget commission, and the legislature rewarded him a \$2 million allotment.

Postwar inflation and material shortages obliged construction postponements. Things cost too much. An allocation of \$30,000, however, permitted, at a



ABOVE: The Air Force ROTC program benefited from the newly reopened Seymour Johnson Air Force Base in nearby Goldsboro. Cadets, properly attired, assembled in 1959 for instruction. From left to right: Henry Leuwenburg, Thomas Turner, Willard Baker, Linwood Johnson, Kirby Branch, and Dennis Biggs.

BELOW: Mass inoculations grew in the 1950s. The Salk polio vaccine became available in the mid-fifties. In 1958, students here waited their chance for an Asian flu vaccine. The closer they approached the needle, the less happy their expressions.



bargain price, purchase of the Haywood Dail residence, “constructed in the Italian style.” It became the president’s new home, across the street from his former residence. In the next few years, new buildings, for the first time since 1939, rose on campus.

Given the low 1930s birthrates, early enrollment projections for the 1950s predicted student declines. The G.I. Bill, while still in force, found fewer recipients. Messick sought “as many activities as possible to hold the male enrollment.” The newly created Air Force installed a Reserve Officers’ Training Corps branch on campus in the fall quarter of 1948. The newest dormitory would be assigned to men.

Other occurrences pushed the decade’s enrollments beyond original estimates. Since 1947, the United States found itself locked in an immense struggle with the Soviet Union. Financing this contest placed billions of dollars into the U.S. economy and avoided a postwar depression such as that following World War I. This affluence lifted eastern North Carolina, creating jobs and demand for its commodities. A college education became a new possibility for many.

A hot war in Korea, which began in 1950, also encouraged men to attend East Carolina and its sister schools. The draft exempted students from immediate service if they were enrolled in college and met certain qualifications. Federal scholarship programs, begun with the G.I. Bill, now spread to provide for the common defense. These incidents played before a backdrop threatening nuclear

destruction. Adding the rise of anticommunism as a domestic political issue, most students kept aware of their relationship to these ominous world events.

During his first year in office, Messick suggested informally to his associates that East Carolina Teachers College should change its name to reflect its growing program variety. He wrote trustee Warren Williams that a name modification would aid enrollment. Alumni chapters and leaders championed this name change. Some preferred "East Carolina State College." Three board members opposed any change, but eventually "East Carolina College" carried the day with faculty and students. On April 6, 1951, the legislature amended the charter.

The president was not finished with his reform agenda. In Rocky Mount, a year later, Messick told a gathering that East Carolina should "assume the proportions of a University." Subsequently, he addressed the Eastern Press Association and envisioned "a University of Eastern Carolina."

The *Teco Echo* enthusiastically renamed itself the *East Carolinian*. Two years later the college annual became the *Buccaneer*. Both publications benefited from increased enrollments. More students paid more fees. The newspaper became a weekly publication, and the 1951 yearbook was three times the size of the 1947 edition.

In the spring of 1947, a few months before Messick's arrival, East Carolina joined its first athletic conference, the North State. Composed of seven North

OPPOSITE, TOP RIGHT: Placing footings in 1949 for Slay men's residence hall, workmen used the same skills that had built most of the campus buildings. An annex would be added in 1954 and the dorm converted for women in 1961.

BELOW: From an upstairs window in Wright, Cotten Hall, thirty-three years old in 1958, appeared fresh in the mid-summer sun. A renovation several years earlier marked the first of many revampings into the twenty-first century.



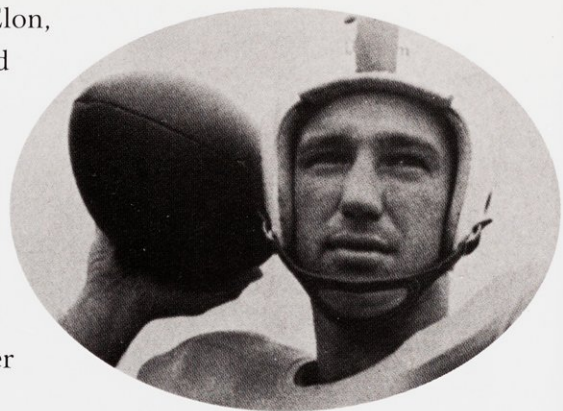
TOP: In 1951 East Carolina College elevated its athletic achievements. Its football coach, Bill Dole, was named coach of the year in the North State Conference. Its team quarterback, Roger Thrift, won most valuable player and first-team quarterback in the conference and second-team all-state.

BOTTOM LEFT: Students rallied at football games. In 1953, SGA president Robert Robinson, lower left, brandished the Pirate flag. The balance of the crew seemed quite taken with an observation from Joe Hallow, a junior from Goldsboro with a penchant for cigars.

BOTTOM RIGHT: The “victory bell” was installed upon a brick column next to Christenbury Memorial Gym in 1953. The Veterans Club secured the bell from the navy. The bell, cast in 1855, was placed in 1919 upon the twentieth-century destroyer *Broome*, which served through World War II. The Veterans Club intended to memorialize East Carolina students of that war and the Korean conflict. It also would be rung after athletic victories.



Carolina colleges, some of its teams—Elon, Atlantic Christian, Western Carolina, and Appalachian—had been East Carolina’s intercollegiate opponents. Others—Lenoir-Rhyne, Guilford, and Catawba—were relative strangers to the schedule. The league required higher academic and athletic standards for its members than those practiced by earlier ECTC teams.



To oversee scheduling and details of this growing athletic enterprise, in the autumn of 1947 Messick commissioned Jorgensen as athletic director. Flourishing East Carolina basketball and baseball programs, the latter led by Robert “Jack” Boone, and renewed track, boxing, tennis, and golf would be enhanced. Then there was football.

Searching for a means to effect “a progressive football program,” Messick also understood, as he told the faculty, the benefit of “splendid publicity . . . through strong athletic programs.” Earlier, he recruited fifty Greenville leaders to raise funds for a new stadium. Headed by Edwin Rawl, in a few weeks the campaign attracted the required \$25,000. The stadium was built on the old site next to the training school. The local Dr. Pepper distributor donated the scoreboard.

The Veterans Club called for athletic scholarships for the first time. They sponsored events to raise money for the scheme. Townsfolk joined, as did alumni. The Student Government As-





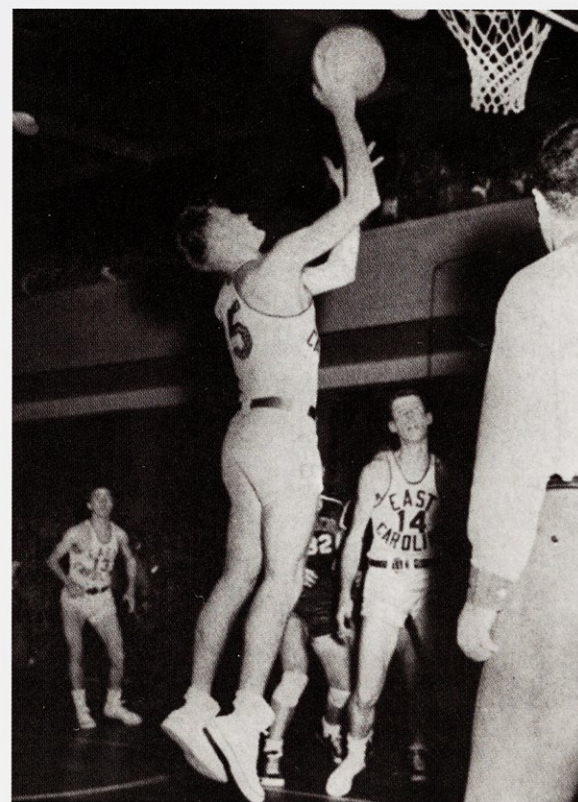
sociation proposed an increase in athletic fees. Students approved this increase by a vote of 636 to 262, making available over \$18,000 for the college's collegiate teams.

The Pirate football squad found competition in the North State Conference demanding. It failed to win a game in 1948. In 1949, in the new lighted stadium, it managed one victory. A new coach, Davidson graduate William Dole, came to Greenville and developed a more effective outcome. In 1951, he was named conference coach of the year.

Playing in Wright Auditorium, Howard Porter's basketball team won most conference contests, building a dominating team. At the new gym's dedication in January 1953, the Pirates lost in the last minutes to Frank McGuire's Tar Heels from the University of North Carolina at Chapel Hill, owing to the Heels' stronger bench. The next year, aided by all-state player Sammy Russell, Porter's squad compiled its most successful season to date and won the league championship. This athletic success produced large crowds—the 1950 Elon homecoming football match attracted over four thousand—and regional support for Pirate athletics grew. The East Carolina nation stood in the offing.

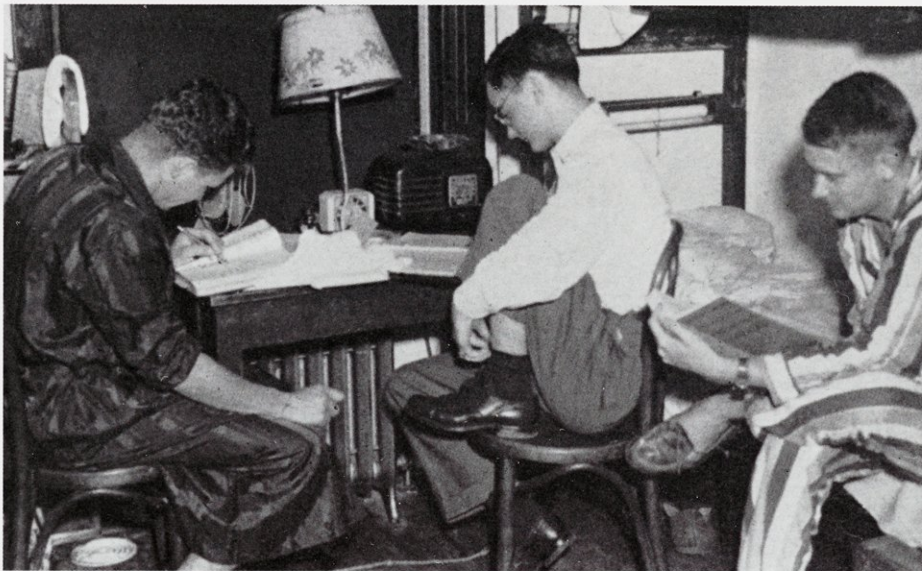
The three literary fraternities—Poe, Emerson, and Lanier—faded in popularity, and service and academic societies replaced them. The college still identified itself as a Christian school. In the 1948–49 *Student's Handbook*, Messick pledged, "A friendly Christian atmosphere is what we strive for." Weekly required assemblies and Tuesday noon chapel services augmented evening vesper services, where Messick occasionally spoke. For a time, the college newspaper provided a Bible verse in each edition.

The Young Men's and Women's Christian Associations continued to aid students and furnish other services for the community. In 1950, a secular service or-



TOP: The long-awaited college gym opened in 1952. Robert Wright had sought one since 1920. During the remainder of the decade, students and townspeople used it. It eventually would house an anthropology lab in its basement and give way to Minges Coliseum for athletic events.

BOTTOM: Left to right: #13 Cecil Heath, #15 Richard Blake (shooting), and #14 Warren Russell against unidentified opponents.



TOP: Dormitory rooms bulged with new devices, as seen in this posed picture. In 1949, three men assigned to a dorm room was not exceptional.

BOTTOM: Erwin Building was named in 1955 for state superintendent of education Clyde Erwin, ex officio trustee chair from 1936 to 1952. Twenty-one faculty apartments were included. At the end of the sixties, the building became a site for administrative offices. Its three stories were built in 1952.

ganization, Circle K, an offshoot of the Kiwanians, began under the student presidency of Virgil Clark. In 1953, a local chapter of the national service fraternity Alpha Phi Omega obtained its charter. Professional honor societies and organizations such as the Future Teachers of America concentrated upon academic achievement.

Prodded by the president, the trustees finally certified the classroom building built in 1940 the Flanagan Building. Across the street, the education department's building was named for Maria Graham, an original faculty member. Martin Wright's name was affixed to the circle in front of Wright Building.

Former dean Ronald Slay's death led to the naming in his honor of the new men's dorm in 1952. Designed by Henderson architect Eric Flanagan, the \$512,000 modified

Georgian building fronted on Ninth Street, behind Flanagan Classroom Building. It also featured one of the first official paved college parking lots, and held thirty autos.

Traffic increased. Speeding cars entering from Fifth Street ran through the campus in front of Flanagan through Eighth Street. Complaints convinced Messick to seek its closure. Greenville aldermen agreed. Messick also launched a long effort to obtain a stoplight at Fifth and the main entrance.

In 1952, three other buildings built under architect Flanagan's direction completed the earlier construction agenda. Bloxton House, a home economics management house, answered some needs of that popular program, founded by Adelaide Bloxton. Another long-desired project reached completion, a dormitory for teachers. It became Erwin Hall, in honor of former trustee chair Clyde Erwin.

Carrying the successful coach and athletic director's name, Christenbury Memorial Gymnasium now provided a suitable athletic complex. It became the



first college building to face Tenth Street. The basketball program left its makeshift arrangements in Wright, and the football team now had proper dressing and practice facilities. The total cost for these brick structures, \$1.6 million, raised eyebrows in Raleigh.

Messick and the trustees had acquired pieces of land along the college's southern boundary along Tenth Street. They used the state's land acquisition rights once and on other occasions threatened to use those rights again. The successful purchase of thirty-six hilly acres south of Christenbury Memorial Gym, across Tenth Street to beyond the tracks of the Norfolk Southern line, required shrewd maneuvering. To buy this "Barber land," in the autumn of 1950 the trustees and Messick collected \$5,000 in pledges from regional leaders. It would serve as a down payment to hold the land. Contributors also pledged to pay the remaining \$65,000 should the General Assembly fail to act. The legislature agreed, however, and the college's third largest land acquisition to date was completed. Discussions began about building a new football stadium on top of the hill.

East Carolina's physical plant continued to grow, pushed by larger enrollments. In 1955, a men's dorm opened on newly acquired land on Tenth Street. Given the name of recently deceased Governor William B. Umstead and designed by Flannagan, the building provided rooms for 310 students. A year later, Garrett Hall was built as a women's resident hall. James Griffith, a Greenville architect, directed the contractors. They rediscovered quicksand first found in 1908 and once again solved the problem by driving in many pilings. Built next to Wilson Hall on Fifth Street, the building, lodging 304 women, was named Garrett Hall after Greenville tobacconist Radford Marvin "Ralph" Garrett. Nearby, the Wilson Pergola was scrapped.

In 1956, the college obtained two federal loans worth \$1,425,000 to build more dormitories. Greenville resident Jack Spain, Senator Sam Ervin's administrative assistant, furnished necessary political leverage. Requiring only state approval, these and similar funds freed administrative leadership from pursuing funds in the General Assembly for subsidies. The Barber land would now be developed.

In keeping with Messick's intention to attract young males to the campus, football had become a core of athletic endeavor. In 1952, Coach Bill Dole returned to his alma mater, Davidson College. Messick and Jorgensen agreed on elevating Jack Boone to the vacant position. Soon, he was named North State coach of the year, and in 1953 the Pirates won the league championship. Undefeated until the last regular season game, the team stumbled owing in part to all-star quarterback Dick Cherry's knee injury. East Carolina's first postseason game, the Elks Bowl in Salisbury, met similar luck.

In May 1953, the Pirate Club was formed. An athletic booster organiza-

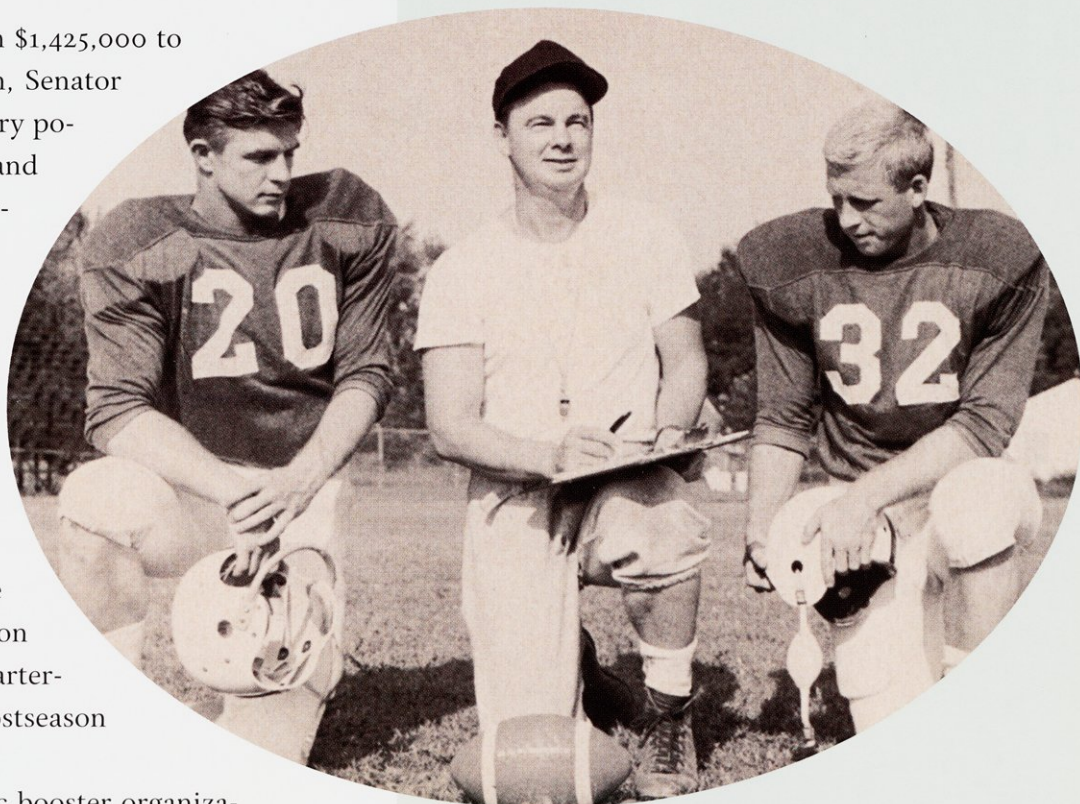
Growth in any endeavor requires effort. Satisfaction results from the realization of an achieved goal. Each new accomplishment marks a niche in the path of progress. There is always another frontier for the person with vision.

Your education has just begun. A foundation has been laid for the building of a super structure. Your future is in your own hands.

—President John D. Messick
May 1948

BELOW: Three of East Carolina's athletic leaders in the mid-fifties attracted attention across the state.

Left to right: Harold O'Kelly, Coach Jack Boone, and Dick Cherry.





ABOVE: The Beaman Gate, opening on Fifth Street, collected students in early autumn 1957. Automobiles used the entrance more than pedestrians, but these poses did recall earlier times. Near here once stood the Wilson Pergola and its arborlike tranquillity. At the top of the lawn, forty-eight-year-old, red-bricked Austin endured.

tion, it intended, for one thing, to expand the number of stadium seats. Pirate Club president Edwin Rawl hoped it would be “for us a permanent organization.” Fifteen dollars a year covered membership and the privilege of a reduced ticket charge. The club also would raise funds for athletic scholarships and special projects, such as buying additional stands for the football stadium.

By 1956, rumors circulated on campus that college teams were ready to join the Southern Conference. In reality, that event lay years in the future. That autumn the top football team in the conference, Virginia Tech, conquered the Pirates 37–2. By the decade’s conclusion, however, ten thousand people rolled into the stadium to watch cocaptains Ed Emory and Bill Cain lead the team win over Elon, 31–8. The Pirates had become a known and respected crew.

Joyner Library, placed next to the college infirmary, was completed in 1954.



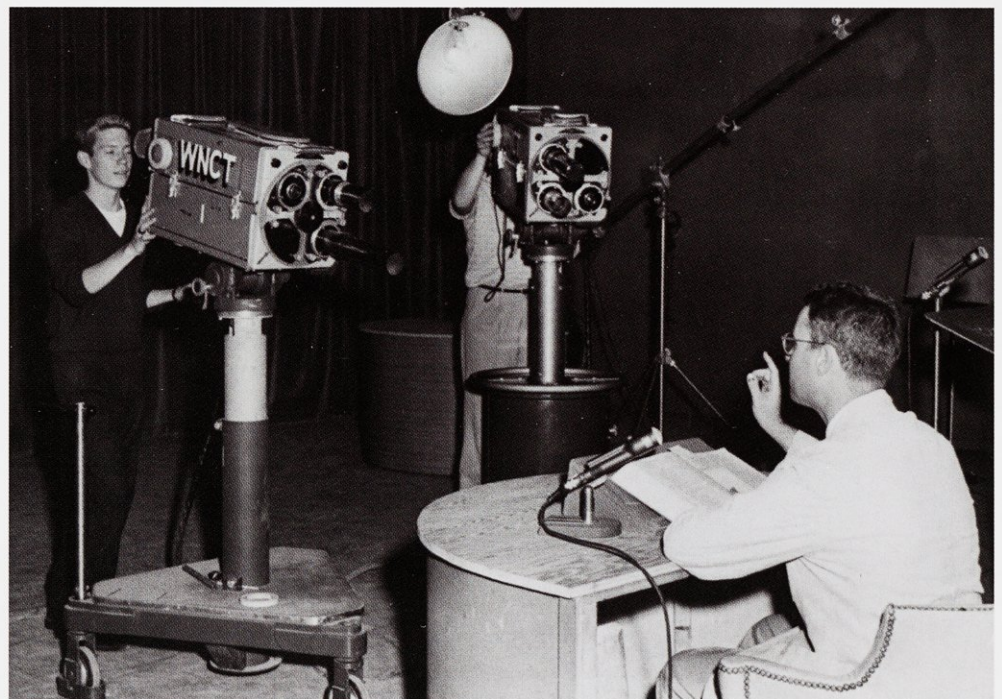
FAR LEFT: At the 1956 University of Richmond game, the Spiders' quarterback faced a determined rush from guard Ed Emory. Richmond and East Carolina were frequent opponents during these years.

LEFT: Homecoming parades always included college cheerleaders. In 1953, this blustering company led the cavalcade down Fifth Street.

The "Y-Hut" was sacrificed and a second one rebuilt behind the infirmary. This made the library's third move, which required carting over 100,000 books across campus. At its dedication on Founder's Day in 1955, the librarian of Congress and Pitt County native Lawrence Quincy Munford spoke. Legislators made an appearance; the college choir sang. Dinner was served to guests in the North Dining Hall. President Messick rarely missed an opportunity to focus upon East Carolina. One western legislator noted that "an awful lot of building" had occurred on campus.

Television courses, begun in 1953, offered credit to distant students through Greenville's new Channel Nine. A weekly college newscast, *Let's Go to College*, also whetted interest among viewers in the eastern counties. Films of sports contests were also screened. The first live TV broadcast of an East Carolina football team occurred in 1959. Plans were drawn to provide master teachers with a television crew so that lectures would be shown to students in other campus classrooms.

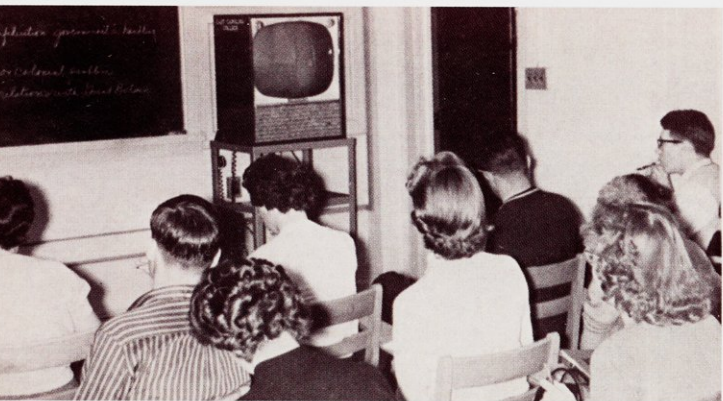
In 1957, Dean Jenkins obtained a state grant to wire a closed television network. He designated television classrooms, and faculty members were given special training to handle the unwieldy sets. After a second year of the program,



ABOVE: Professor Ed Hershberg taught to two television cameras. Technical devices multiplied his presentation to lecture halls. In the fifties, this technical innovation helped increase numbers of students to complete freshman introductory courses, as professors were in short supply.

RIGHT: While not Xanadu's stately pleasure dome, this modern palace of dreams had enticed East Carolina faculty, students, and staff to downtown Greenville for decades. Although television could present what amounted to B movies, Hollywood produced grandeur for the screen far beyond black-and-white television. Further, the Pitt Theater in 1957 could offer excellent sound, popcorn, candy, coolness, soft drinks, and darkness.

BELOW: Television became the new communication device of the 1950s at East Carolina. Even though limited to one or two commercial stations in the Greenville area, the community found programs riveting, if for no other reason than novelty. The experiment in television instruction found less favor. The screens, generally intended to entertain, required more concentration from the viewer when filled with the talking head of a professor. Television courses lost favor and the administration retreated in the fifties, employing the technology only as backup for academic work.



ABOVE: Elvis Presley's music had begun to spread across the nation in 1955. In two years, on the verge of fame, in East Carolina's homecoming parades he had become a figure easily recognized—and imitated. Lengthy Cadillac convertibles had become part of his persona as well.

Jenkins concluded that television would be a useful supplement for classes but should not be the primary means of instruction. Students were far more charmed by television game shows and the afternoon soap operas.

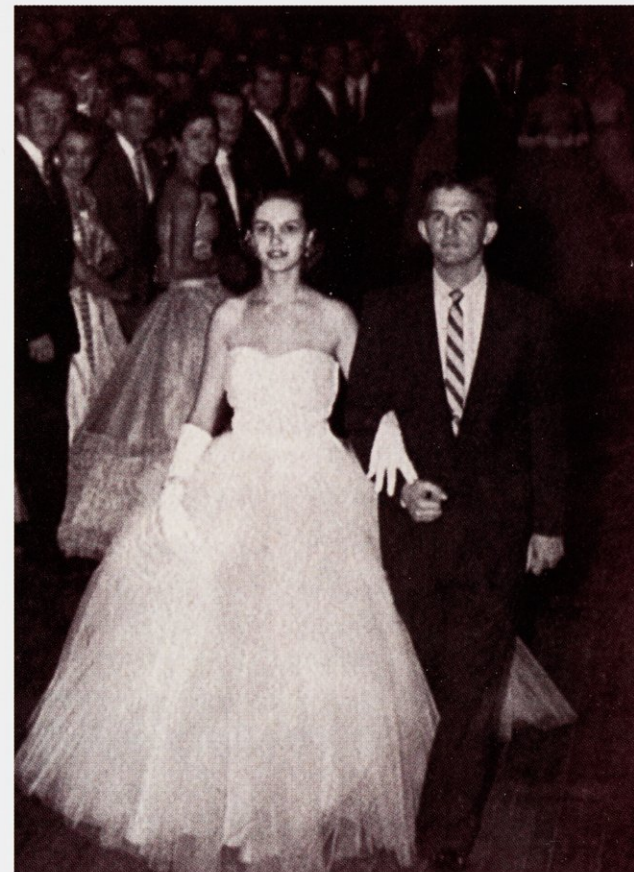
Just as important to most students, jazz had begun to fade on the juke box in the soda shop. In mid-decade, "Sincerely," by the McGuire Sisters; "Melody of Love," by the Four Aces; "That's All I Want from You," by J. P. Morgan; and "Mr. Sandman," by the Chordettes, caught patrons' attention and coins. In 1955, the Four Lads' "Moments to Remember" characterized the romantic view of college life. A revival of American folk music sponsored the Kingston Trio's highly successful "Tom Dooley." The music of Elvis Presley—"Heartbreak Hotel"—arrived in 1958. An *East Carolinian* columnist sighed, "You just can't keep that boy down."

Students asked that innovative black musicians perform on campus. In December 1956, at Williamston, a short hop from campus, "rock 'n' roller" Fats

Domino wowed the large crowd that included—reports differed—from two to five hundred East Carolina students. Carried away by the moment, they and others in the audience became rowdy. The *Raleigh News and Observer* wrote that students had aggravated this incident. The student paper, in turn, censured the Piedmont journal.

The SGA, a few months later, decided it preferred the best entertainers, whether “Negro or not.” SGA president Dock Smith complained, “We are missing out on some of the top people.” The college charter, however, instructed specifically that the school educate “white men and women.” Citing this clause, the trustees voted against “Negro entertainment.” But a year later, after SGA protests, the board yielded to the new charter and approved the booking of black groups. In May 1959, the Cavaliers broke the entertainment racial barriers on campus. A few weeks later, however, Messick banned the African American group Hot Nuts, owing to a performance that contained what he considered “obscenity in some lyrics.”

Race had been a growing dilemma through Messick’s presidency. In 1948, the state student legislature received a delegation from North Carolina Agricultural and Technical College. East Carolina’s delegation attended despite local reservations. As the football, basketball, and swimming programs expanded, an occasional opponent had black players. For away games, no questions were asked. At home games, however, no black players were allowed. Once, the racially integrated Cherry Point marine team was withdrawn from the home football schedule for that reason.



ABOVE: The eyes of all were upon them in the autumn of 1957, as Dock Smith accompanied homecoming queen Jane Carter to the dais in Wright.



LEFT: Other sports captured attention in the decade. This 1957 swim team, under the close attention and guidance of Coach Ray Martinez (second row, far right), was but one of the sport’s successful clubs at East Carolina.

Kenneth Bordeaux made a wise move when he introduced a motion at last week's SGA meeting to install a traffic signal at the intersection of Fifth Street and the main entrance by the Administration Building. The steady flow of traffic down Fifth coupled with many campus vehicles leaving and entering the main entrance creates a hazardous problem. Drivers leaving campus are forced to take a great risk when entering Fifth. This is not only due to the congested traffic at almost all times, but because of the way in which the cars are parked on Fifth along each side of the main entrance to our campus. These cars block the view of drivers leaving campus and make it impossible to see approaching traffic until one is almost in the street and preparing to turn. A committee has been appointed to investigate the problem.

—Jimmy Ferrell
East Carolinian
September 23, 1956

After the Supreme Court's 1954 desegregation decree, inconsistencies grew. African Americans and Native Americans applied for entrance. The charter again defended the status quo. In 1956, "white" was removed from the East Carolina charter by the legislature. Black teachers were enrolled in 1957 summer school.

Greenville grammar education major Kathryn Johnson, *East Carolinian* editor, wrote in October 1959: "Never can we be the great free nation we profess to be, the true Christians we say we are, until we stop blaming color and begin blaming environment. And, until we give the Negro dignity, we can never believe in the dignity of man." Other members of the college community disagreed. One first-year student predicted that "fighting would occur." A professor complained, "A fiat from the Supreme Court cannot abolish Southern history over night." This topic would not go away.

Comic books yielded to paperback books, a phenomenon of the decade. A popular author, Mickey Spillane, and his torrid crime mysteries led the parade. Student clothing choices continued to bring criticism and heartburn. Bermuda shorts and knee socks still bred grumbles from administrators. In 1955, the SGA endorsed the socks. That body also reasserted its control over the student publi-



BELOW: Bonfires before important games featured the college band and cheerleaders, lifting spirits for the next day's game.



OPPOSITE: In addition to piloting the *East Carolinian*, Kathryn Johnson, a grammar education major from Greenville, held leadership positions in the Methodist Student Movement and represented East Carolina at the National Student Association convention and the Collegiate Press Association annual meeting.



ABOVE: In 1958, East Carolina student Betty Lane Evans won the Miss North Carolina title in Charlotte. A church organist and vocalist from Red Oak, she captured fourth runner-up in the Miss America Contest in Atlantic City.

cations board and pushed for further reform of the class attendance policies. Overall, the mood of the campus reflected national trends.

“Joe College,” a term describing a modified Ivy League style, made its way to prominence in the decade. In the autumn and winter months, women wore matched skirts and sweaters, cashmeres and fur blends. Car coats, made of poplin, corduroy, or felt, were in style. Dresses and suits were a straight sheath design, sometimes trimmed with fur. A local haberdasher commented that even first-year men “wore suits on occasion.” They were three-button, easily fitting models. Sport coats with metal buttons and paisley linings and slacks cut three-quarters of an inch above the shoe with a one-inch cuff typified Joe College attire. Not to be forgotten were paisley shirts and wool challis ties.



ABOVE: Howard Porter’s 1957 basketball team was one of the best of the decade. The new gym vibrated on cold January and February nights as the Pirates played out their schedule. For spectators, impressions, if not details, would last.



ABOVE: Trained in education, James Tucker, a native of Mt. Holly, N.C., became dean of men in 1955 and dean of student affairs in 1960. His office was the nexus between student activity and the college administration. Dealing with thousands of students made him an influential administrator during these years, at least as far as the students were concerned. He retired in 1979 with a reputation for effective organization and evenhandedness.

BELOW: Before the standardized fast-food franchises appeared, drive-ins scattered around Greenville. One of the more frequented, Greenview Drive-In on West End Circle, collected automobiles with hungry occupants similar to a mother hen collecting her chicks. Serving lunches, the drive-in offered "chicken in a box," foot-long hot dogs, "Tuxedo" hamburgers, and many specimens of sandwiches.

BOTTOM: The Wright Building was reworked in 1949 and again in 1954 to furnish a student union on the first floor. In the center of this photograph, director Cynthia Mendenhall surveyed the latest transformation.



After several years' debate, the trustees approved fraternities for the campus. Sororities followed in January 1959. Some students thought the clubs would split the campus community. Emily Boyce, president of Fleming Hall, claimed "they create distinct social groups." Phi Kappa Alpha became the first resident fraternity. Formal dances, filled with men in white ties and black tails and women in ballroom dresses with flounce, became a spring ritual. The new magazine *Playboy*, on at least one occasion, financed an Inter-Fraternity Council formal. Roddy Jones, from Raleigh, became the council's first president.

Homecoming queens, May queens, Azalea Festival queens, and fraternity sweethearts filled the pages of the *Buccaneer* and the *East Carolinian*. Parade floats and displays swelled the ranks of homecoming parades, led by Herbert Carter's 120-person marching band.

Late-night snacks at the soda shop helped add the first-year "ten pounds" to student bodies. The "dorm sandwich men" sold pimento cheese, ham, and chicken salad varieties. Milk shakes were popular, often ordered a minute before closing time. Chocolate Pepsis matched cherry Pepsis. Cherry cakes, cream puffs, and doughnuts usually sold out. Downtown restaurants, as one student observed, "made a killing" as the dining hall's fare became more humdrum. Then, there was always the Meadowbrook Drive-In. Jimmy Capps's popular music program, *My Best to You*, from Raleigh's WRAL, eventually lulled students to sleep.





A new environment had arisen for financing the state's public colleges and university. As early as 1953, UNC officials had suggested a governing agency that would, among other things, check the growth of East Carolina. A commission study, chaired by Victor Bryant, a trustee of the Consolidated UNC system, claimed the state could not afford several universities nor finance duplication of programs. Enrollments at the Consolidated UNC system had declined. Great growth, however, had occurred at East Carolina. In 1955, it was one-third as large as the University of North Carolina at Chapel Hill, one-half as large as State College in Raleigh, and larger than Woman's College. By 1959, four thousand students enrolled, and an additional two thousand took courses through extension services.

The Board of Higher Education opened for business in March 1956. Among its goals, it intended to restrain graduate programs inside the Consolidated UNC system and restrict new graduate programs in the remaining nine colleges. The new board's director, James Purks, a former UNC system vice president, intended to hold East Carolina and its two western sisters, Western Carolina and Appalachian State, to a narrow undergraduate program. Requests for reports proliferated. The gauntlet had been thrown.

Messick and his college dean, Leo Jenkins, rarely passed an opportunity to speak and visit leaders and people of the region. With this growing regional base, politicians joined to endorse the college's future. Both men learned well the paths of power in the legislature and governors' offices. A revitalized alumni

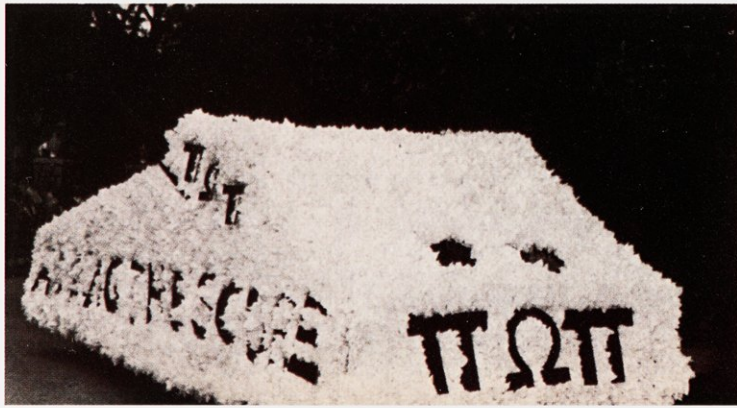
ABOVE: The state Board of Higher Education visited East Carolina in 1956. From left to right, seated: W. J. Kennedy Jr., of Durham; director H. Harris Purks, of Raleigh; Mrs. T. R. Easterling, of Rocky Mount; chair D. Hiden Ramsey, of Asheville; L. P. McLendon, of Greensboro; and William Womble, of Winston-Salem. Standing left to right: registrar Orval Phillips, business manager Fitzhugh Duncan, college dean Leo Jenkins, and President John Messick. Four board members did not attend.

BELOW: East Carolina had many generations of student-directed radio stations. Continuity of leadership proved scarce. Student managers and announcers came and went.





ABOVE: In 1950, downtown Greenville prevailed as the center of commerce. On the outer reaches, along what became Greenville Boulevard, a shopping mall was planned.



The Pi Omega Pi homecoming float in 1957 projected a typical image often seen in college parades of the decade. Twenty years would pass before the film *Animal House* appeared.

organization aided in these campaigns. Presidents during the decade included Henry Oglesby, James Whitfield, and Robert Morgan. Students were urged over the campus radio station to interview their legislators on behalf of college initiatives.

Abetting these efforts, the trustees contained some truly skilled members, including Henry Belk, of Goldsboro; Arthur Tyler, of Rocky Mount; and Herbert Waldrop and Ralph Garrett, both of Greenville. The long practice of the consolidated university system avoiding East Carolina credits for transfer toward graduate degrees continued until President William Friday removed restrictions. When the college sought grand pianos for its music students, the higher board suggested upright models. An attempt at a business master's degree failed. Funds for operations were cut, and it took four years to obtain a nursing school. Even then, Representative Walter Jones, in 1959, had to convince the General Assembly of the school's utility over the wishes of the higher board. Quarters passed before full funding was awarded.

In March 1957, the college celebrated its golden anniversary with pageants and pride. In February 1959, Messick complained of the loneliness his job entailed. He wrote Governor Luther Hodges that "we never had a cent . . . for research." Some student behavior—such as participation in panty raids and off-campus drinking parties—disappointed him. After meeting increased resistance from the Board of Higher Education for new programs and buildings, the sixty-three-year-old educator, tired of it all, resigned in October of that year.

President's Resignation: Dr. J. D. Messick, President, sent a letter to the faculty and to the Board of Trustees on October 23 announcing that he had resigned his position. . . . [He] reviewed the growth of the college over the twelve year period of his administration:

enrollment fall quarter 1947: 1404
 enrollment fall quarter of 1959: 4045
 faculty 1947: 75
 faculty 1959: 230
 employees 1947: 212
 employees 1959: 588
 budget 1947: \$1,028,960
 budget 1957: \$3,666,850

Total building program during this period amounted to \$11,809,239. During this time the following buildings have been added: Jones Hall, Slay Hall, Umstead Hall, Garrett Hall, Erwin Hall, Rawl Classroom Building, Health and Physical Education Building, Joyner Library, and Bloxton Home Management House, Workshop and Warehouse. . . . The President's Home was purchased and as well as approximately 80 acres of land. . . . A dormitory for 520 men is under construction.

When the President closed his report, the faculty stood and gave him a long ovation as an expression of appreciation for his able leadership during the past twelve years.

—Minutes, Faculty Meeting
 October 28, 1959
 East Carolina College

EAST CAROLINA COLLEGE

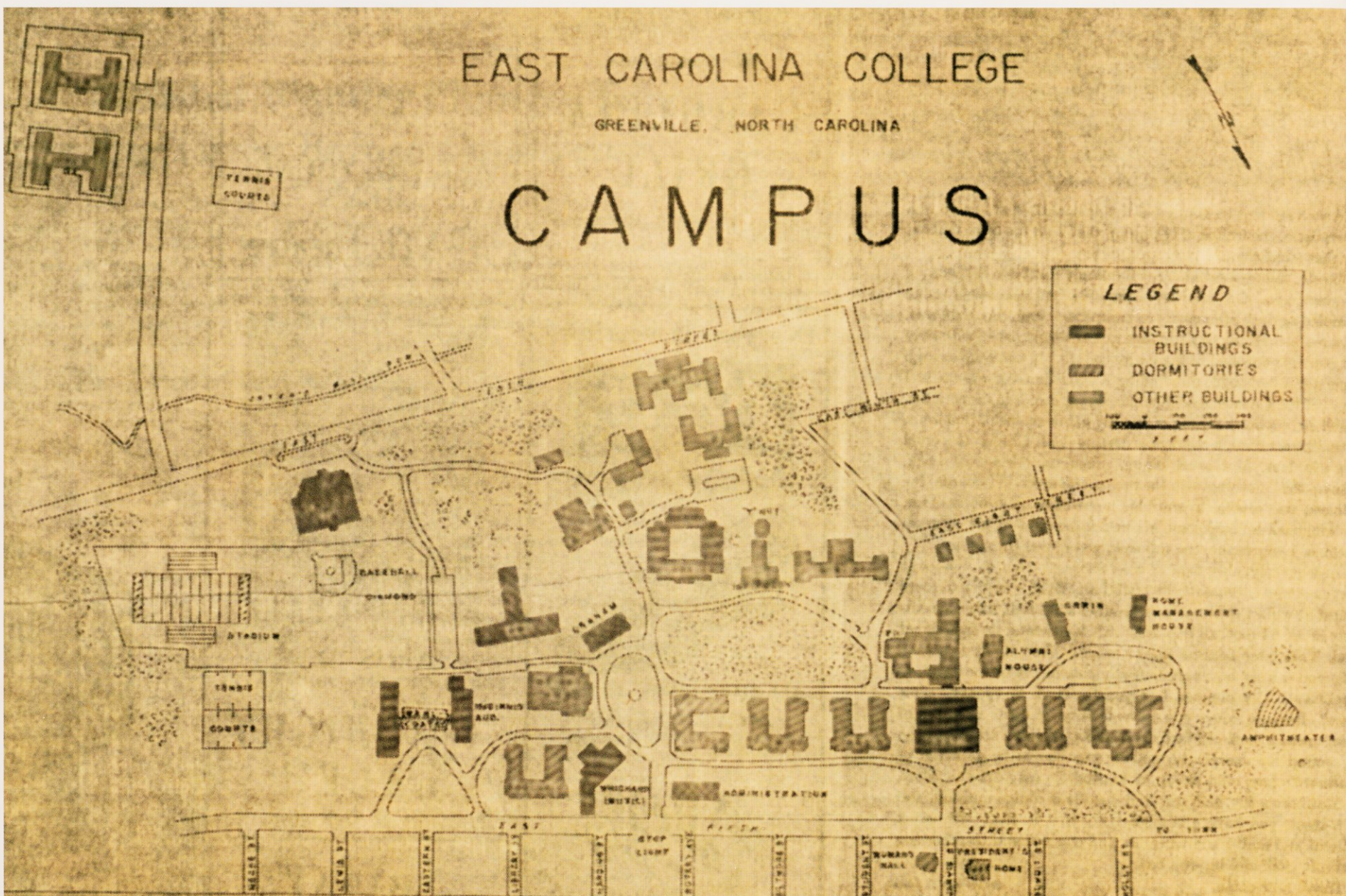
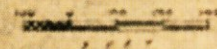
GREENVILLE, NORTH CAROLINA

CAMPUS



LEGEND

- INSTRUCTIONAL BUILDINGS
- DORMITORIES
- OTHER BUILDINGS



No Longer “A Good Ole’ School”

THE PRESIDENTIAL nominating committee evaluated two dozen nominees. The three-person panel—Henry Belk, a Goldsboro editor; Henry Oglesby, aide to Representative Herbert Bonner; and Charles H. Larkins, a Kinston haberdasher—endorsed East Carolina College’s vice president Leo Warren Jenkins. East Carolina College’s Board of Trustees accepted him in January 1960.

Now forty-six years old, Jenkins represented a seamless continuity from the previous administration. A World War II Marine Corps officer in the Pacific battlefields, he had additionally guided high school and college entrance programs for the Third Marine Division. As John Messick’s primary academic dean, he learned people’s aspirations and bonded friendships. Even before the new president, his wife Lillian, and their six children moved into the red-carpeted president’s home on Fifth Street, he had established deep roots within the region.

Ten thousand people gathered in the college stadium on May 13, 1960, to watch the installation of the school’s fifth president. Governor Luther Hodges’s remarks and those of keynote speaker William Friday, of the Consolidated University of North Carolina, augmented the ceremonious moment. The editor of the *East Carolinian*, Thomas Jackson, observed deeper currents, however.

The Godwin, North Carolina, English and social studies major wrote that North Carolinians needed to stop thinking of East Carolina as “a good ole’ school.” It should be awarded the respect given the “Big Four” Piedmont colleges. Recently, both trustee chair Herbert Waldrop and president-elect Jenkins had publicly stated their disappointment with the Board of Higher Education, which had resolved a few weeks earlier that East Carolina should remain “a good ole school.”

Board chair L. P. McLendon and his colleagues rejected a proposed master’s degree in business administration, declaring it “inconsistent with functions assigned East Carolina by state statute.” The school should teach only within the circle of teacher education and liberal arts, they decided. Besides, McLendon argued, the University of North Carolina offered the degree. It would not be “economical to allow overlapping graduate programs.” The redundancy argument justified the veto of a goodly portion of the college’s new degree proposals.

Veteran trustee Henry Belk advised Jenkins to explore possibilities behind closed doors before simply proposing programs. He did not wish to risk outright



RIGHT: In the midst of a class lecture, Frank Arwood, professor and chair of elementary education, used what served as media support in the sixties: a piece of chalk and a board. One of the many professors who joined East Carolina in the decade, he helped develop graduate centers at Elizabeth City, Cherry Point, and Camp Lejeune. During a twenty-year career, he directed development of over five hundred master of arts in education candidates.

OPPOSITE: In 1960, Wesley Mearl Meekins, a senior geography major from Manteo, N.C., designed this campus map. New buildings had joined the older, familiar ones. His map satisfied for a time the typical visitor’s need. Copies were available in Spilman, identified as the Administration Building.



noes that would surface in the media. While much of the future appeared to belie that advice, Jenkins and the college trustees preferred such a tactic.

Jenkins, as he would for most of his presidency, recruited his administrative and academic colleagues from within East Carolina. He did not look over shoulders; he did not micromanage. Robert Holt returned in 1958 from a five-year tenure at Mars Hill College to become registrar and admissions director. Jenkins elevated him to dean of the college. The Georgian proved a practical, primary partner as he shouldered many of Jenkins's former assignments and additional chores.

The art department's relocation to the recently opened Rawl Building assured more classroom and studio space. Designed by Goldsboro's A. J. Maxwell and named for the deceased Edwin Rawl, it was the school's first new classroom building since the construction of Flanagan in 1940.

In 1960, the business department matured into a school and joined art in Rawl. Its original director, Elmer Browning, became dean. Nursing opened its doors in September 1960 with a first class of fifty-four women. New director Eva Warren intended to fashion a respected baccalaureate degree and obtain program certification from professional associations.

OPPOSITE: These young women, posed on the steps of the president's home, portrayed an official view of college womanhood in the early sixties. Dressed in their formal attire and college colors, they were some of the 1962 homecoming sponsors. The television antenna on the roof nightly caught differing images for the future.



LEFT: No matter the weather—save hurricanes and snowstorms—students were expected to attend class. There were lessons to be learned even amid campus showers. Blustery, wet days rained equally on the learned and the less so. Sidewalks frequently performed as momentary storm drains. Umbrellas bent with the wind, and almost everyone seemed to have a raincoat.

ABOVE: This 1963 autumn quarter registration line stretched in the warm September sun from Flanagan toward Christenbury Memorial Gym. The Meekins map revealed the street's graceful curves but not the traffic humps. Rumors circulated that couples met, married, and divorced before they made it through the lines.

BELOW: These 1966 student nurses comprised part of the first generation of these graduates from East Carolina. Before beginning their assignments, they posed with cups of coffee at the Pitt County Hospital soda shop. They marked the dawn of the college's health care expansion into eastern North Carolina and beyond.

FAR BELOW: The extension division offered college-level courses for enlisted and commissioned personnel at Camp Lejeune and elsewhere. Many faculty in Greenville made the weekday evening drive to teach a wide assortment of courses. The extra compensation was useful to their families. President Jenkins had earlier developed similar courses while in the marines and endorsed the college's comparable programs.

BELOW RIGHT: Rawl Building in the mid-sixties became an academic center. A place to rest between classes, it housed, among other disciplines, the school of art, growing in size and reputation. Statuary on the right and center porch announced its presence. College personnel found the steps convenient for a break as well.

Fitzhugh Duncan, vice president and business manager, remained constant and careful in overseeing the college's financial books. Two other men, James H. Tucker, as dean of student affairs, and John Horne, as registrar, would endure this decade's multiplying student peccadilloes and a myriad of course registrations. Deans James Mallory and Ruth White completed Tucker's team.

Several occurrences altered the campus status quo. As noted, in 1957, the General Assembly dropped the term *white* from the college's charter. Late in the 1950s, director of field services Ralph Brimley oversaw special summer school classes for black teachers. In early May 1961, Belk advised the new president that "the college can no longer refuse to admit nonwhite students who are fully and completely qualified." The trustees suggested that this inclusion should be carried out "quietly and without fanfare." A stated policy of nondiscrimination "would be helpful."

Jenkins and the board debated admission of African Americans to the regular academic year. Blacks continued to enroll in summer schools. Two years later, the trustees fully desegregated the campus. In the autumn of 1963, Laura May Leary of Vanceboro registered in a regular session. She became East Carolina's first black graduate in 1966, receiving a degree in business administration. By 1970, two hundred African Americans sought East Carolina degrees and new ways of doing things.

The 1957 revised charter also granted the college trustees the privilege, for the first time, to select their chair. This marked a major shift from Raleigh's direct influence, as the state superintendent of schools had held that position. Although the Board of Higher Education con-



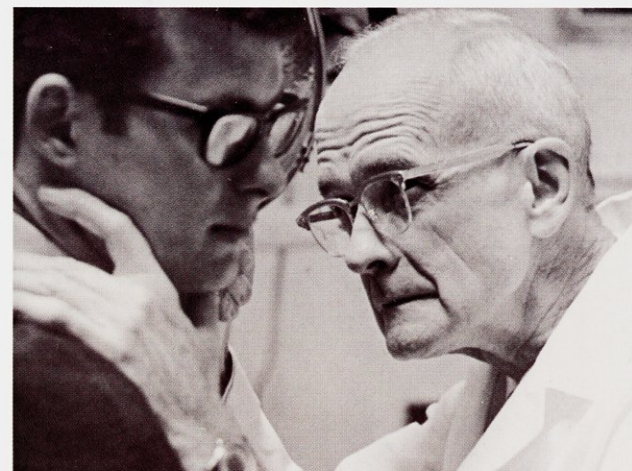
tinued to place roadblocks in the college's path, the trustees throughout the sixties essentially acted as a nearly independent body.

In the 1960s, governors appointed East Carolina's trustee members. Each governor also chaired the hundred-person board of the Consolidated University of North Carolina. Luther Hodges inclined to commission trustees other than those suggested by Messick or Jenkins. Easterner Terry Sanford demonstrated cooperation and support. Later in the decade, westerner Dan K. Moore followed an opposing route.

None of the public colleges or university presidents walked alone. Jenkins would not embrace new strategies or policies unless a consensus or a majority existed on the board. He expected, also, that each member support and advance the school's interest.

A third event at the dawn of Jenkins's presidency shaped the school during the decade. The college's regional certification agency, the Southern Association of Colleges and Schools (SACS), called in 1963. After preliminary discussions in March, the twenty-six-person SACS committee issued a draft report. It clarified what the college had become during the previous ten years and where it should go for the next ten.

East Carolina, the report observed, no longer comprised "a small teacher's College." The advent of schools of art, music, and business signified the movement beyond being only an education school. Growth in enrolled students compelled a more structured academic and administrative organization. College dean Holt needed aid, the visitors agreed, in handling academic instruction and personnel matters. SACS proposed an overseer of instruction. Another person should man-



LEFT: In his gubernatorial term, 1961–65, Terry Sanford oversaw a broad educational venture in the state. Trustee chair Robert Morgan, Jenkins, and vice chair James Whitfield reviewed a report on the college's use of Sanford's funding initiatives.

ABOVE: Physician Fred Irons returned from army service with the Sixth Armored Division to reestablish a family practice with his wife, Dr. Malene Grant Irons. In 1947, he became college physician, a part-time obligation that required twenty-four-hour availability. In 1967, he advanced to full-time director of student medical services with a ten-person staff. By that time, there were few ailments he had not seen.

College is no longer hallowed ground, but it is a means to getting a better job. College boys are no longer boys. They are men, many of them—returning veterans who may not see fit to join college traditions. Many more of them are married and more concerned with family than school life—and rightly so.

—Monty Mills
East Carolinian
July 13, 1961





One of the last commencements along Fifth Street included the college symphonic band, a chorus, and speakers. The faculty, in section D, and graduates face toward the south bleachers. Ropes ensured that participants marched to their correct seats.



ABOVE: Director Herbert Carter turned to cue the symphonic band at the annual Christmas Assembly in 1965. Joining the faculty in 1946, Carter also guided the marching band and the varsity band and carried instructional assignments for forty-one years. David Serrins conducted the college's fifty-person symphonic orchestra, the only one in eastern North Carolina at that time. In their travels, these and other musical organizations earned reputations for excellence.

ABOVE RIGHT: Popular English professor Janice Hardison Faulkner tinkers with her MG. For four years in the sixties she served as alumni secretary. Her contacts throughout the region made her a valuable counselor for ambitious politicians.



age the first- and second-year curricula. Counseling every entering student, as part of this new official's charge, necessitated a freestanding undergraduate unit.

A true liberal arts college, judged the SACS committee, entailed reduction of faculty teaching assignments. Giving more time to research and the resulting publications would benefit faculty scholarship and disciplinary standing. Faculty should be "brought into the decisional mainstream of the College." A faculty council with defined jurisdiction and authority would correct that deficiency. Limited salary ranges needed broadening to prevent losing faculty mem-

bers to other institutions. Departmental structures should reflect more clearly professional predispositions.

The heart of a successful college, the visiting committee viewed, lay in its library and its services. Joyner Library, with 350,000 volumes, lacked resources to accommodate hundreds of new students. Progress required more professional journals. Greater faculty involvement in selection of new books and materials would strengthen collections. Joyner's budget required a serious increase to secure these goals.

Admissions should emphasize recruiting those students holding promise of success. A major effort to locate and enroll superior students should match that concern. Governing rules and regulations, particularly those for women students, needed reassessment. A realistic analysis should remove outmoded, lingering constraints from past years.

This SACS report was not considered censorious. Three men had guided the college's "editing committee": Holt, business education professor James White, and John Howell, a political scientist. Trustees, administrators, faculty, and stu-

NEAR RIGHT: After five years as president, Jenkins had moved to reorganize the college administration. Frequently, however, he ignored his own structure to assign the nearest convenient person tasks so they might be quickly accomplished.

FAR RIGHT: Just over ten years old, new Joyner Library became crowded as the student body increased. Additions became commonplace. The blond furniture, the tables especially, made excellent tablets for penciled political and social comments. The couple at the third table from the bottom appear caught in deep philosophical discussion.

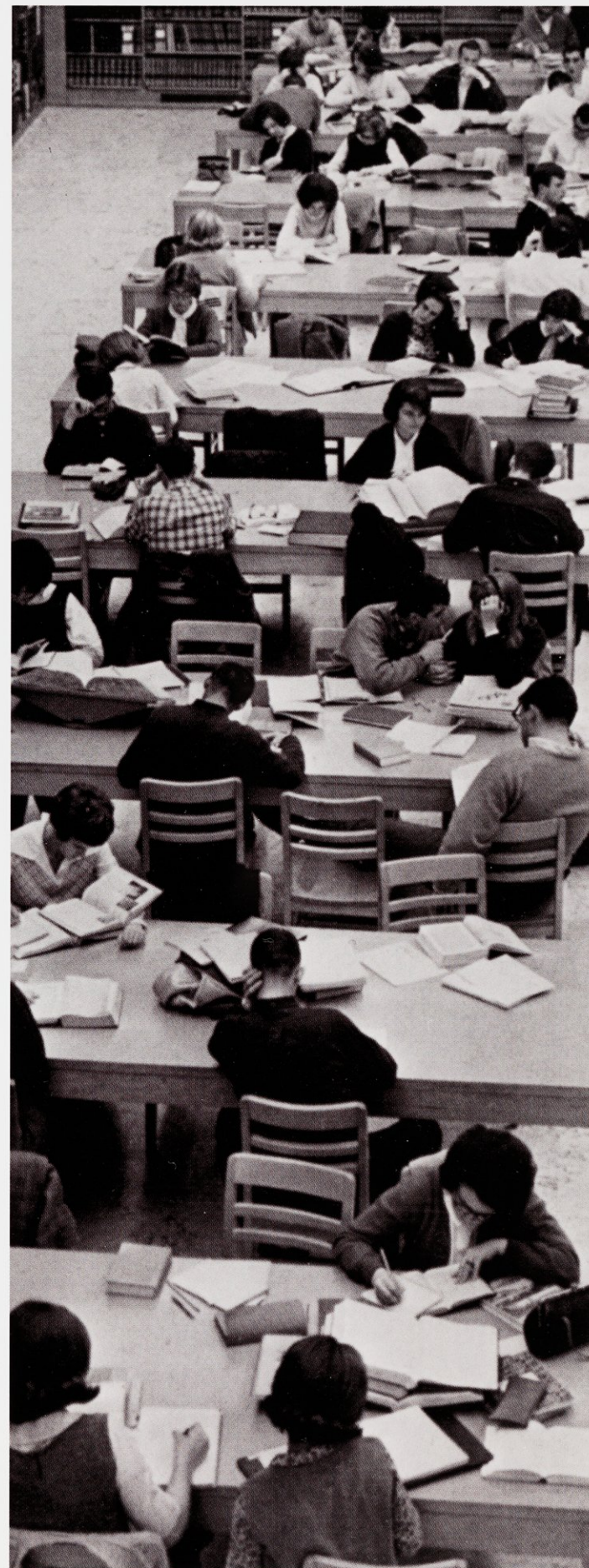
BELOW: Through the sixties, Douglas Jones guided the school of education, first as its director and then as its dean. A native of Farmville and an East Carolina graduate, he served from 1958 to 1985. Between 1962 and 1980, as its chief administrator, he led the school in extension activities, providing additional educational benefits to hundreds of teachers.



dents had cooperated with the committee in distinguishing its focus. Another group would review achievements in ten years. As they departed, the SACS representatives, for the first time, offered precise written goals of a longer range than East Carolina had had in the past. An academic blueprint had been drawn. Jenkins welcomed this advice. East Carolina's president and his partners used the report in Raleigh to gain funds from the Board of Higher Education. On campus, it led to reorganization and held disparate units to task.

During the next six years, to define and strengthen the liberal arts curricula and implement SACS recommendations, departments of biology, chemistry, English, history, geology, philosophy, physics, political science, and sociology were formed. In 1964, a school of arts and sciences was established. In 1966, foreign languages, geography, psychology, and physical education and health joined the new school. In 1967, geology added its B.A. and B.S. degrees.

Jenkins also recognized East Carolina's heritage of teacher education. In no way, he announced, would that stress be lessened. Douglas Jones, a popular education dean and an East Carolina graduate, contributed direction and vigorous



RIGHT: Greenville and East Carolina College remained a site for political rallies and campaigning politicians. In the autumn of 1960, Democratic presidential nominee John Kennedy and North Carolina senator Sam Ervin made an eighty-five-minute stop, participating in a motorcade, visiting a tobacco warehouse, and accepting support from President Jenkins.

BELOW: By 1966, the administration had and would continue to commit scarce resources to the sciences. Two of the most favored, biology and chemistry, reinforced efforts to secure a medical school. Some faculty in these departments would transfer to the medical labs as they arrived on campus.



outreach. By 1966, East Carolina graduated the third largest number of secondary school teachers in the nation. In overall teacher education graduates, the school ranked twelfth.

A broad refashioning of courses and academic programs ensued from these and other disciplines. The school curriculum committee, chaired by Donald Bailey, a science education professor, herded the alterations and additions into the college catalog. In 1967, he became director of the general college program. As the SACS report suggested, the college advised first- and second-year students in their course assignments. In 1969, the program evolved into the general college, with Bailey as its dean.

Along with Holt and Howell, historians Robert Williams and Herbert Paschal and later philosopher John Kozy became Jenkins's kitchen cabinet. Jenkins passed them items for their opinions, and they and other faculty prepared drafts for the many speeches he delivered.

Reporting to Holt, Williams became the first dean of arts and sciences. He, Paschal, and Howell had joined East Carolina as one of many faculty recruited in the last years of the Messick administration. Williams soon led a new division, academic affairs, which contained academic departments and schools, Joyner Library, the office of admissions, the registrar, the extension service, class schedules, room assignments, and supplies.

Through these years, Howell's fortunes rose as well. He succeeded consecutively to political science chair,

dean of arts and sciences, graduate dean, provost, vice chancellor of academic affairs, and chancellor. Jenkins's executive secretary, Agnes Barrett, oversaw the day-to-day function of the executive's office. She also acted as secretary for the trustees, as she had since the 1930s. Her knowledge of East Carolina people, places, and things formed a useful resource for the current president.

On Jenkins's and Holt's invitation, a Faculty Senate emerged in 1965. The senate met for the first time in March 1965. James Poindexter of the English department became East Carolina's first elected faculty chair. The fifty-member senate reviewed the academic committee system and commenced nominating candidates for membership. It also, during its first years, drafted new personnel and tenure policies, which the trustees accepted.

Enrollments increased. Portions of the "baby boomers," born after World War II, filled the campus and its facilities. Between 1960 and 1970, East Carolina grew from four thousand students to over ten thousand. College leadership scrambled to add dormitories, classrooms, faculty—and parking spaces.

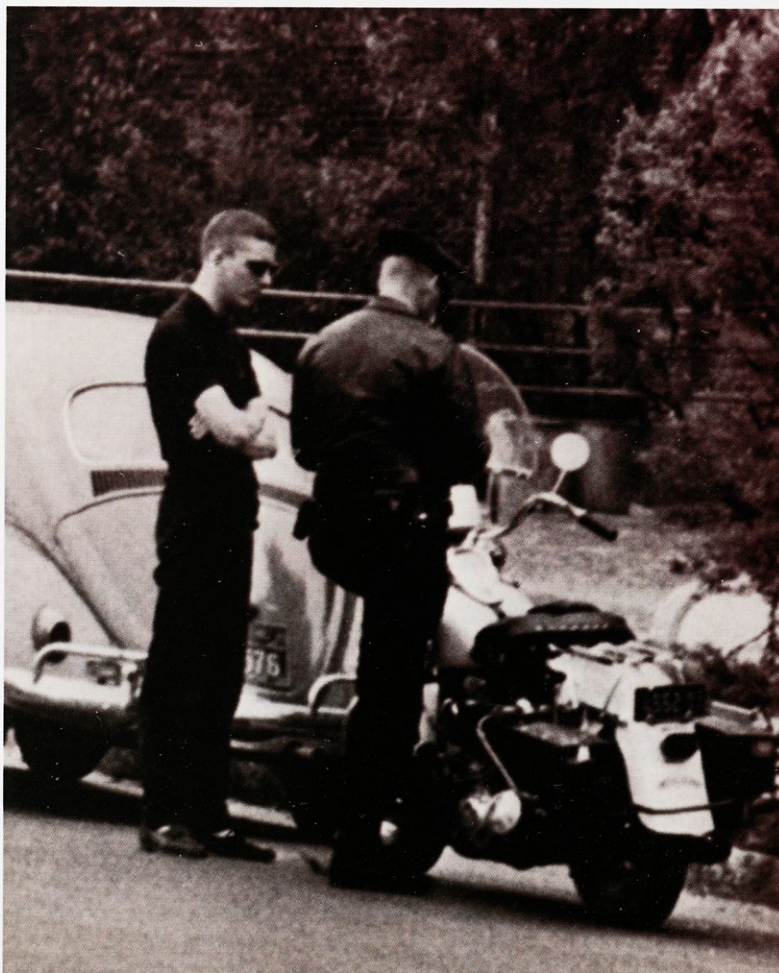
For every student who matriculated, East Carolina, as in the past, received an additional stipend from the state. Each September the faculty taught and advised more. The class of 1966 outnumbered the class of 1965; the class of 1967 was larger still. Funds to recruit more faculty took a year to appear. By then, more students had enrolled. Not until the mid-1970s did student/faculty ratios grow smaller. Some years the school hired over



LEFT: Both Williams and Howell exercised their influence in formation of the Faculty Senate in 1965, following precepts of the American Association of University Professors. Jenkins and the trustees approved. In 1965, James Poindexter, an English professor, became the first elected faculty chair at East Carolina. Shared governance would flourish.

CENTER: Robert Williams, a Tennessean, former Marine Corps sergeant, and Tulane history Ph.D., joined the college in 1959. Along with Robert Holt and John Howell, he became a primary academic officer during this period. Jenkins regularly embraced his academic suggestions, and by the decade's end, Williams became East Carolina's first provost. Many of his organizational suggestions would last into the next century.

RIGHT: The division of social studies in 1963 created, among others, the political science department. John Howell became its first chair. A journalism undergraduate degree from Alabama and a political science Ph.D. from Duke prepared him well for the assorted academic challenges in the various offices that he would hold in the next twenty-five years.



LEFT: By 1969, the administration registered over three thousand cars. Traffic tickets, parking fines, and car towing became a feature of campus life for many students, staff, and faculty. Off-campus, this Greenville officer also contributed to this student's traffic education.



seventy new professors. It marked a formative phase of a faculty that would shoulder much of the academic burden during the next twenty years.

On accepting the presidency, Jenkins confided to a journalist that he felt as if he were an engineer beginning a new project. He spoke correctly. New facilities mushroomed, many across Tenth Street. Dorms were constructed there on what students named "College Hill." In 1960, three opened their doors. Architect Eric Flannagan of Henderson planned them—Jones, Aycock, and Scott—to house 1,500 men. The first was named for Paul Jones, a legislative advocate from nearby Farmville, and the latter two honored governors Charles Aycock and Kerr Scott.

In 1966 and 1969, two more halls joined the ranks on College Hill, one named for Henry Belk, the veteran trustee, and the other for Arthur Tyler, of Rocky Mount, once trustee chair. Dudley and Shoe, of Greenville, designed Belk Residence Hall, and Arthur Lynnwood, of Rocky Mount, fashioned Tyler. A thousand men would room in these two residence halls.

At the eastern end of Harrington Hill, next to Garrett Hall, four larger and taller women's dorms were completed in the mid-1960s: Fletcher, after the North Carolina author Inglis Fletcher, and Greene, memorializing veteran English professor Mary Hemphill Greene. In 1969, a third dormitory, honoring retiring dean of women Ruth White, stood ten stories tall. Jesse Paige, of Raleigh, designed Fletcher, and the firm of Stinson-Hall-Hines, in Winston-Salem, composed blueprints for Greene, White, and Clement, named for Sarah Clement, a 1915 graduate and lifelong teacher in Oxford, North Carolina. These four housed 1,634 women. Statewide educational bond drives produced funding for several of

LEFT: Inglis Fletcher Dormitory gave a dramatic statement to this autumn day in Greenville.



ABOVE: The new dormitories on College Hill brought intramural field contests to the recently leveled site. Automobiles would soon park in new lots, yet to be built. For the moment, fun and games prevailed.

these structures. Greenville needed to purchase new hook and ladder trucks to fight possible fires in the tall new dormitories.

In 1968, a federal grant financed a new nursing and home economics facility, designed by Dudley and Shoe, along eastern Fifth Street. In 1967, it added a third floor and became the Rivers Building, in memory of Thomas Rivers, a Peace Corps volunteer and a school benefactor. Planned by R. N. Rouse and Company, of Goldsboro, an education and psychology building was completed in 1965 and named for J. Brantly and Carrie Speight, college benefactors from Farmville.

The A. J. Fletcher Foundation contributed to a new music center, later named for the North Carolina radio and television magnate. Conceived by A. G. O'Dell, the A. J. Fletcher Music Center was dedicated in 1971 along the campus's southeastern boundary on Tenth Street. A huge classroom building, designed by Paige and completed in 1970, flanked Christenbury Memorial Gym and honored seasoned history professor Lawrence Brewster. These classroom buildings also freed existing facilities. For example, Whichard became a primary home for the growing campus support staff.

Across Tenth Street and the tracks of the Norfolk Southern railroad arose a new football stadium. Financed by private funds, notably a handsome contribution from the James Skinner Ficklen family, the stadium took the Greenville tobaccoist's name. In 1963, sixteen thousand spectators roared as the Pirates won the dedicatory game against Wake Forest College of the Atlantic Coast Conference.

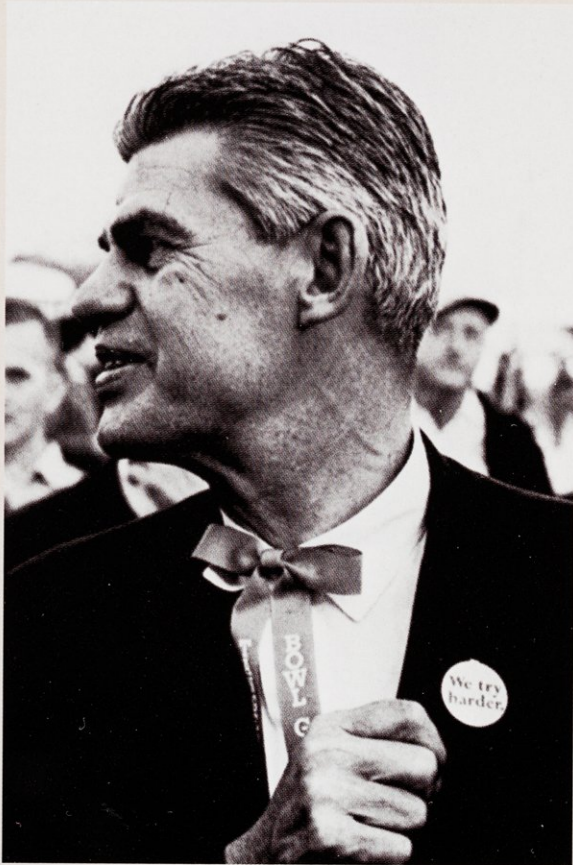
Jenkins and the trustees hired a football luminary in the spring of 1962 to replace Jack Boone, to that date the school's most successful football coach. For

I am referred to in some quarters as an educated red neck and a rabble rouser. This, of course does not bother me in the slightest. In fact, it convinces me further that our opponents have run out of logical arguments for opposing a few things we are trying to obtain in the east.

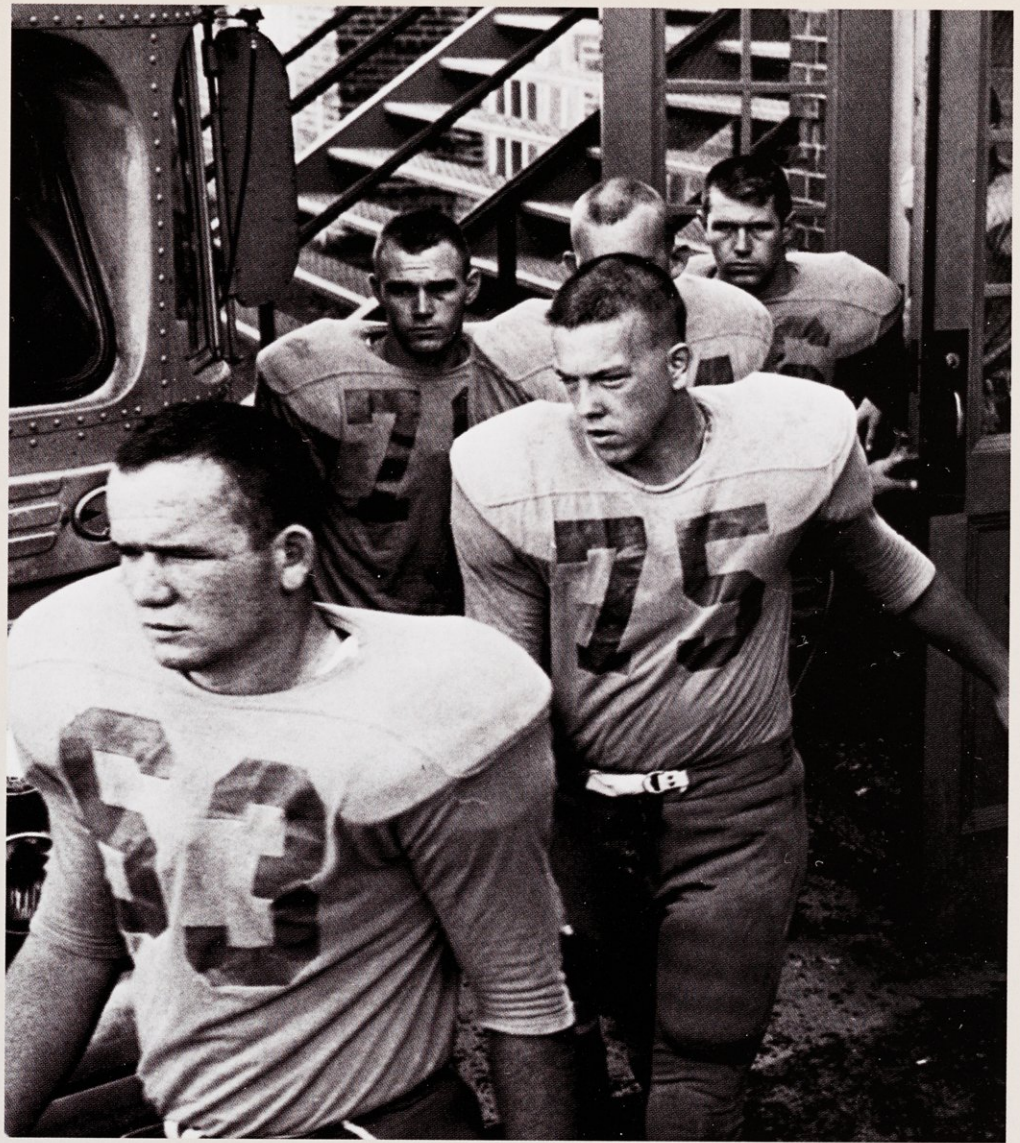
—Leo Jenkins to Donnie H. Jones
December 14, 1965

The A. J. Fletcher Music Center, nearing completion in 1967, marked the eastern boundary of the campus and occupied part of the site of the old football stadium.





Clarence Stasavich coached the football team to a memorable victory in the 1964 Tangerine Bowl. A special express train carried boosters and the marching band to Orlando, Florida. The team flew by plane. Following a 14-13 victory over the University of Massachusetts, a crowd of 1,200 persons applauded the team's return at the local airport.



The serious nature of the approaching kickoff is written on the faces of the 1961 football team. It dressed in Christenbury Gym and walked to the nearby stadium. As events would reveal, they also were a portion of Coach Jack Boone's last squad. The bus carried the day's opponents.

sixteen years, Clarence Stasavich had led his Lenoir-Rhyne College teams to victories in the North State League and its successor, the Carolinas Conference. After an average year in 1962, he and his single-wing attack soon hit their stride. The Student Government Association, impressed with the team's predominantly white uniforms, voted to change the school colors from purple and gold to purple and white. Tradition held, and no alteration of school colors occurred.

East Carolina entered the National Collegiate Athletic Association and in 1964 moved to the Southern Conference, which one student journalist described as a "big time" sports organization. Through the decade, "Stas" and such gifted assistants as Odell Welborn, Robert Gantt, and Henry Vansant placed East Carolina at the top of its class. On one occasion, the team won fourteen straight

Another sport, less well known at the time in eastern North Carolina, emerged. East Carolina's first men's soccer team in 1965, caught at practice by the photographer, would be one of many that proved competitive and determined in the seasons to come.



games. Bowl games followed. Upon his retirement as coach in 1970, Stasavich remained athletic director. Nationally, at the time, he ranked third in number of wins among active coaches.

Jim Mallory led the baseball team to championships. In 1962, he moved full-time to the dean of men's office. New baseball coach Earl Smith continued the college's long custom of dominance in the sport. Hal Baird followed him. In 1964, the school entered its first NCAA playoffs. In 1968, it won the Southern Conference championship. By 1970, East Carolina's baseball teams enjoyed thirty-six straight winning seasons.

Ray Martinez's swim teams also became accustomed to winning. They frequently challenged the ACC's and the Southeastern Conference's best, and they concluded the decade with four consecutive Southern Conference championships. Men's tennis, golf, track, and a new sport, men's soccer, proved competitive. With federal legislation, women's intercollegiate sports returned in 1969, after a thirty-year interruption. The new teams competed in field hockey, gymnastics, and tennis.

Men's basketball, playing in a new arena, met mixed success under two coaches, Wendell Carr and then Tom Quinn. A 1960 purchase of seventy-five acres of land—farms from the Branch, Hardee, and Tucker heirs, south and west of the stadium site to Greenville Boulevard—provided land for a growing men's physical education complex, track and baseball fields, parking lots, and a new athletic complex. Designed by F. Carter Williams and named for the Minges family, dedicated East Carolina advocates, this award-winning sports facility was

financed through loans. The 6,500-person-capacity building, located southwest of the new stadium, was dedicated in January 1968.

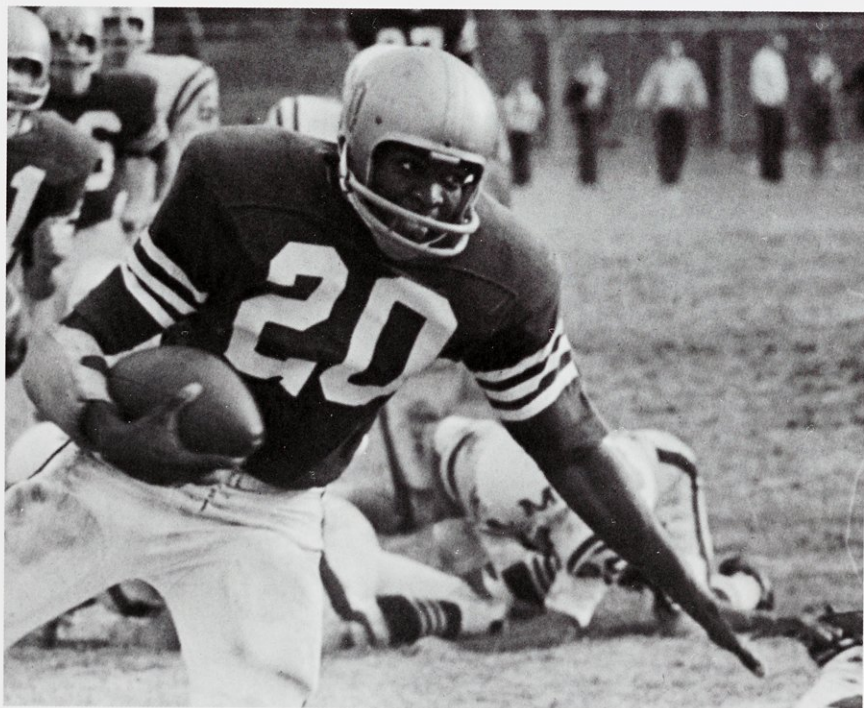
The sixties marked a breakout decade in male athletic competition. East Carolina sports chronicles of the 1960s are crowded with white and black athletes who competed for the purple and gold. Jenkins unabashedly told doubters that not only should the college seek excellence in academics, it intended to do the same in athletics. In fact, it intended to do everything well. In 1970, over a thousand students graduated.

Other older campus buildings underwent remodeling. The trustees and the president, given difficulty in locating additional land, decided to expand existing buildings. Additions and refurbishing to Whichard, Flanagan, Joyner Library, and Wright provided some relief from overcrowding. For example, Wright lost its “cracked and broken” front steps. Those on the flanks of the portico were rebuilt and the lobby renovated. Wright also gained an annex for the student bookstore and offices. The front of Umstead Hall was removed in 1969 to allow widening Tenth Street to four lanes.

The 1968 demolition of Austin and its neighbor, Wilson Hall, came from necessity. Both buildings had grown difficult to maintain. In the previous decade,

BELOW: In the 1968 football season, African Americans began to make a positive impact in East Carolina intercollegiate athletics. Here sophomore wingback George Whitley broke through Marshall's line, aiding in the 48–20 victory. The math major from Huntersville, North Carolina, would be team co-captain in 1970.

RIGHT: The experimental student transportation system, featuring rented buses, proved popular and crowded. The two young women passengers offer contrasting fashion statements. Bare feet appeared in the late sixties. The more formally attired student attested to the differing student communities developing on campus. Backpacks, mostly army surplus, had made an appearance as well.



Austin's auditorium ceiling sagged, and steel beams were required to stiffen it. On the old baseball field, east of Rawl, "new" Austin was completed in 1964. A. J. Maxwell, who had planned Rawl, also produced its twin. While the original sixty-year-old Austin was built for \$81,000, the new building cost nearly a million dollars.

The number of registered campus automobiles passed three thousand. Duncan and Jenkins eliminated cross-campus driving from Fifth to Tenth Street. Stoplights came to Tenth Street and College Hill in 1965. Long-range plans placed parking on the campus fringe. The Student Government Association voted for a two-year experimental student bus line. The number of bicycles increased. Duncan reported that a parking deck was too expensive to pursue.

In mid-decade, the campus had assumed a more urban appearance. John Henry Corey, from the class of 1934, looked upon these changes and sighed: "Thinking about the old campus makes me feel older than my time."

Religious activities decentralized. College administration previously had favored the Methodist-Baptist culture of the Southeast. A religious emphasis week was a yearly affair. D. D. "Jack" Gross, director of religious activities, observed, however, poor attendance at the 1962 event. A fundraising effort for a campus

The day in 1968 when they tore old Austin down would stick in the memories of many graduates. Plans to preserve its cupola dome failed when supports, reduced by the demolition process, failed. A few minutes after the picture was taken, the iron-and-copper cupola fell. Its image, however, would grace college literature for years to come.



The *Rebel* literary magazine won awards during the decade. It offered excellent cross sections of writing and art. The spring 1965 cover exemplifies the fine work of the school of art.



TOP: *My Fair Lady*, one of the most popular of the summer theater's offerings, returned for an extra, unscheduled week in 1964.

ABOVE: One of East Carolina's most successful faculty teams in the sixties was based in the drama department. Technical director John Sneed (left) and director-producer Edgar Loessein (right) built upon the college's long tradition of drama and music.



chapel faded. Whatever their personal beliefs, college leadership retreated from official sponsorship of religion. Gross and Tucker, however, cooperated with leaders from the various student groups in counseling both on and off campus. The college shifted to address student personal dilemmas through development of a counseling center.

The collegiate world grew more publicly secular. Inspired in part by the popular 1961 movie *Where the Boys Are*, students traveled during Easter holidays to unruly Fort Lauderdale, Florida. Wilmington's Azalea Festival remained a favorite gathering place. Halloween celebrations became boisterous regional events. Nearby beaches sparkled attractively, and much of their culture dispersed into East Carolina's campus.

In the early 1960s, many East Carolina students still chased Joe College themes. Sonorities and fraternities migrated into individual houses along Fifth, Tenth, and Lawrence Streets. Pledging, homecoming celebrations, and formal dances, displaying the "twist," highlighted the Greek academic year. Before one homecoming parade, prankish youths set fire to the Theta Chi's float. The *East Carolinian* labeled the parade a "flaming success." Greeks sought to outdress one another at football games. Young men selected sixty-dollar camel hair sports jackets with natural shoulders, patch pockets, hooked center vents, and a lining in matching camel print. Dark-blue blazers and khaki trousers became a male standard for these and future years.

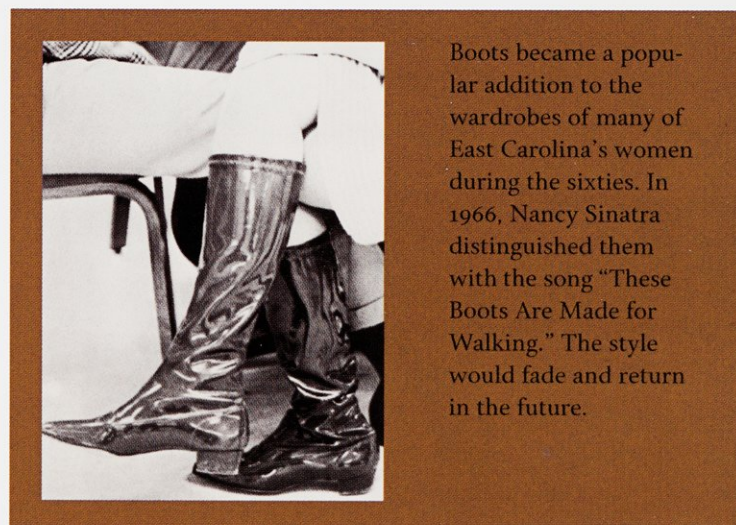


An idealized image of the fraternity man on campus received reinforcement from this group of various chapter officers. The blue blazer, white or blue oxford cloth shirt, sharply pressed trousers, and “reptie” served as a uniform across campus for their organizations in 1966.

Jenkins and Dean Tucker, however, kept a vigilant eye upon their more boisterous activities. Within a few years, owing to multiplying numbers of complaints, Jenkins suspended two fraternities. The Greek system persisted, however, and remained a substantial part of student life for its initiates.

Through the sixties, campus housing regulations and dress codes for women students diminished. One eyewitness complained of inequalities: twenty-two-year-old men walked around campus “in shorts, no socks, dirty loafers, and shirt tails hanging out.” They reminded the critic of “punks or vagabonds.” Young women, however, were forced to “walk the chalk line concerning their garments.” Jack Mathers, *East Carolinian* editor, protested that “a college [behavior] rule book rule is no place for the formal enlightenment of values, ethics, and morals.” The Women’s Judiciary accepted, in 1962, wearing of kilts, as long as they reached the knee. The ruling did not hold.

In 1967, women students petitioned for a change in the dress code. They maintained that the individual should use her own good judgment when wearing “on or off campus” slacks, jeans, and Bermudas. They won their point. A year later, complaints accumulated at the Woman’s Residence Council. Critics focused upon the abundance of “sloppy jeans, fringed cutoffs, and sweat shirts.” The council suggested women should wear “pressed”



Boots became a popular addition to the wardrobes of many of East Carolina’s women during the sixties. In 1966, Nancy Sinatra distinguished them with the song “These Boots Are Made for Walking.” The style would fade and return in the future.

slacks. Some censors viewed even this garb offensive on Sunday and in the cafeterias.

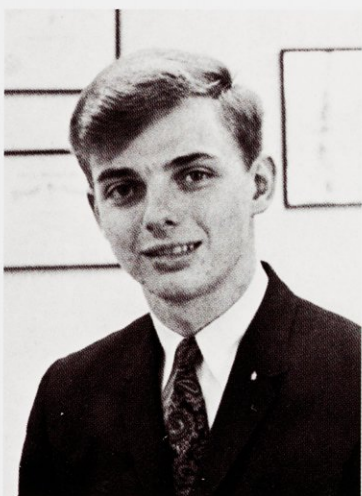
By 1969, snug surfer shirts and belts with small temple bells had arrived. Bare feet provoked dismay among dormitory counselors. As for men's styles, a rainbow revolution of colors from the beach culture replaced some of the khakis and white shirts characteristic of earlier attire. Not everyone followed; Joe College still flitted about the walkways.

Residence hall curfews for women moved to 1:00 A.M. on Fridays and Saturdays. On Sunday evenings, doors closed at midnight. The weekday evening curfew was 11:30 P.M. One SGA presidential candidate campaigned for even later hours on weekdays. An "all-night dormitory" was suggested. Edward Greene, also canvassing for the SGA presidency, included more reductions of other strictures in his platform. He also called for a rebirth of student opinion polls of teaching. A printed version of the polls surfaced in 1969, directed by senior English major John Reynolds from Statesville, North Carolina.

During these years, technological progress brought electronic information processing machines—computers—to campus, along with an academic minor in computers, directed by Milam Johnson, who also headed the computer center. Chemistry delivered to the campus the caffeine tablet Nō Dōz. A growing biological revolution had earlier produced flu shots and the Salk antipolio serum.

Since the mid-1950s, occasional campus members debated the issue of birth control pills. Originally intended to lower populations of impoverished foreign countries, by

RIGHT: A series of competent student government officers ran election campaigns replete with platforms aimed to improve student life. Edward Greene, 1965–66 SGA president, used a fifteen-point plan to win election. He later would become a trustee and state judge.



Part of the sixties culture featured the beauty queen. In statewide competition with dozens of young women, East Carolina student Anita Johnson won the title of Miss North Carolina in 1968. Her election included the award of a large scholarship.



One of the first folk blues singers, Josh White, entertained students and faculty in 1961 and 1965 and returned the next year with his son, Josh White Jr. During these years other performers, including Les Elgart, Count Basie, the Four Freshmen, William Warfield, Dave Brubeck, the Lettermen, Lester Flatt, Earl Scruggs, Neil Diamond, the Detroit Symphony, Johnny Mathis, Van Cliburn, Arthur Rubinstein, the Vienna Boys Choir, and Duke Ellington, fostered an eclectic musical roster.



1963, the Pill became locally available by prescription. In 1970, at a campus interchange on contraception, a Greenville physician wondered if a young woman came to him and “ask[ed] for the pill, who am I to say she shouldn’t have it?” Bob Dylan’s celebrated 1964 ballad confirmed that the times were “a-changin’.”

A revival did occur. Reverend Martin Luther King Jr., through his voice and actions, proclaimed a vision of equality under the law for every American. The crusade made its way to Harrington Hill. Ben Currence, in his *East Carolinian* column “Up against the Wall,” explained that the civil rights crusade was nothing more than the “good old Christian ethic. You can’t respect a man who doesn’t practice what he preaches.”

Outside events, such as 1962’s Freedom Summer, President John Kennedy’s assassination in 1963, the incident at the bridge in Selma, Alabama, and King’s death in 1968, bred a sterner and more intense circle of reformers on East Carolina’s campus. In January 1968, the Student Government Association established a race relations board, and six black members comprised a grievance committee. Chair Charles Davis affirmed that “we are students . . . , not Negro students.” Committee members intended to work through the SGA, faculty, and administration. Following the course of the national civil rights movement, they anticipated “having some demonstrations which are nonviolent by intent.”

Outside the SGA, the Society of United Liberal Students—SOULS—made proposals for equality. Included were (1) staff privileges and increased pay for main-



After administrative instructional polls in the fifties, the faculty resisted the practice. In 1969, in the bumptious spirit of the times, a student committee published a report on professors and their courses. The Faculty Senate decided to undertake their own survey of instruction, available only to the individual faculty member and the administration.

At the end of the sixties, junior William Lowe spoke to students on the mall about changes sought by SOULS. His listeners gave different levels of approval.



ONE OF THESE DAYS

These foolish games we play
This hide-and-seek with words
and gods absurd
will pass away.
We'll sing no lays
Of little lost boyhood
To lost and little boys
Who kill with toys
And rancored noes.
We'll come of age
To walk this earth like men,
and pity those who say, "One of these days,
One of these days."

—Gale F. Morgan
Rebel
Spring 1969



A candlelight vigil
against the continua-
tion of the Vietnam
War brought this
young woman a
thoughtful encounter.
She was not alone.

RIGHT: Remarkable patience on Jenkins's part led to defusing much of the civil rights petitioners' anger that had swept the Piedmont colleges and universities. Lacking a large campus security force, the administration called upon Greenville police and the state highway patrol as backups. These students on his front porch were identified, however, for the record. Jenkins would accept no breaking of the law.

tenance workers, (2) a black studies program with black instructors, (3) black coaches to fill open positions, (4) increased financial aid for black students, (4) black counselors and black housemothers, (5) banning of the Confederate flag and singing of "Dixie" in public, and (6) selection of more black students on committees. SOULS made it clear that the descriptive term *black* should replace *Negro* or *colored*.

Jenkins met with the group's leaders. The president made no threats except to those persons who abused the law. Trustee Irving Carlyle suggested that eliminating "Dixie" and Confederate flags would be "a small price to pay" for campus harmony.

Simultaneously, expansion of the Vietnam War sent numbers of America's cold war military to that Asian conflict. Selective service had operated as a near universal draft since the late 1940s. In 1966, to feed the growing maw of this Asian conflict, automatic college deferments were withdrawn. Each month seemed to levy more recruits from the campus. Marches, candlelight vigils,



teach-ins, and peace moratoriums divided students. Groups of faculty and students signed petitions to stop the warfare, which served to irritate further partisans of this war.

Increased numbers of bomb threats and fires set by unknown parties ensued. Rumors that the new left Students for a Democratic Society planned a campus visit set administrative leaders' teeth on edge. Confrontational assemblies on the campus mall and his front porch exasperated Jenkins. He called a meeting of East Carolina's students and faculty in Ficklen Stadium. College identification was required for entrance.

Following Governor Robert Scott's recent memorandum on disruptive activities, on March 31, 1969, the president instructed his numerous listeners of his intent. A university "proceeds best by the force of reason," he said. Looking into television cameras, he preferred to practice education to enforce the peace. "When reason fails and disorder results," he told the crowd, all that remained were the "regular agencies of law enforcement." East Carolina would not become



Phred's Phobias

RALPH, LIFE HERE IS SUCH A DRAG. DAY IN, DAY OUT, THE



SAME OL' THING. NO ADVENTURE. NOTHING EXCITING. JUST CLASSES. STUDY. NOTHING NEW...



LEFT: The *Fountainhead* wanted its readers to look at old things in a new way, as this comic strip by Burns illustrated.

OPPOSITE: While some students would offer alternatives to the status quo, for most the memories of moments of learning, repose, and togetherness would remain for years to come.

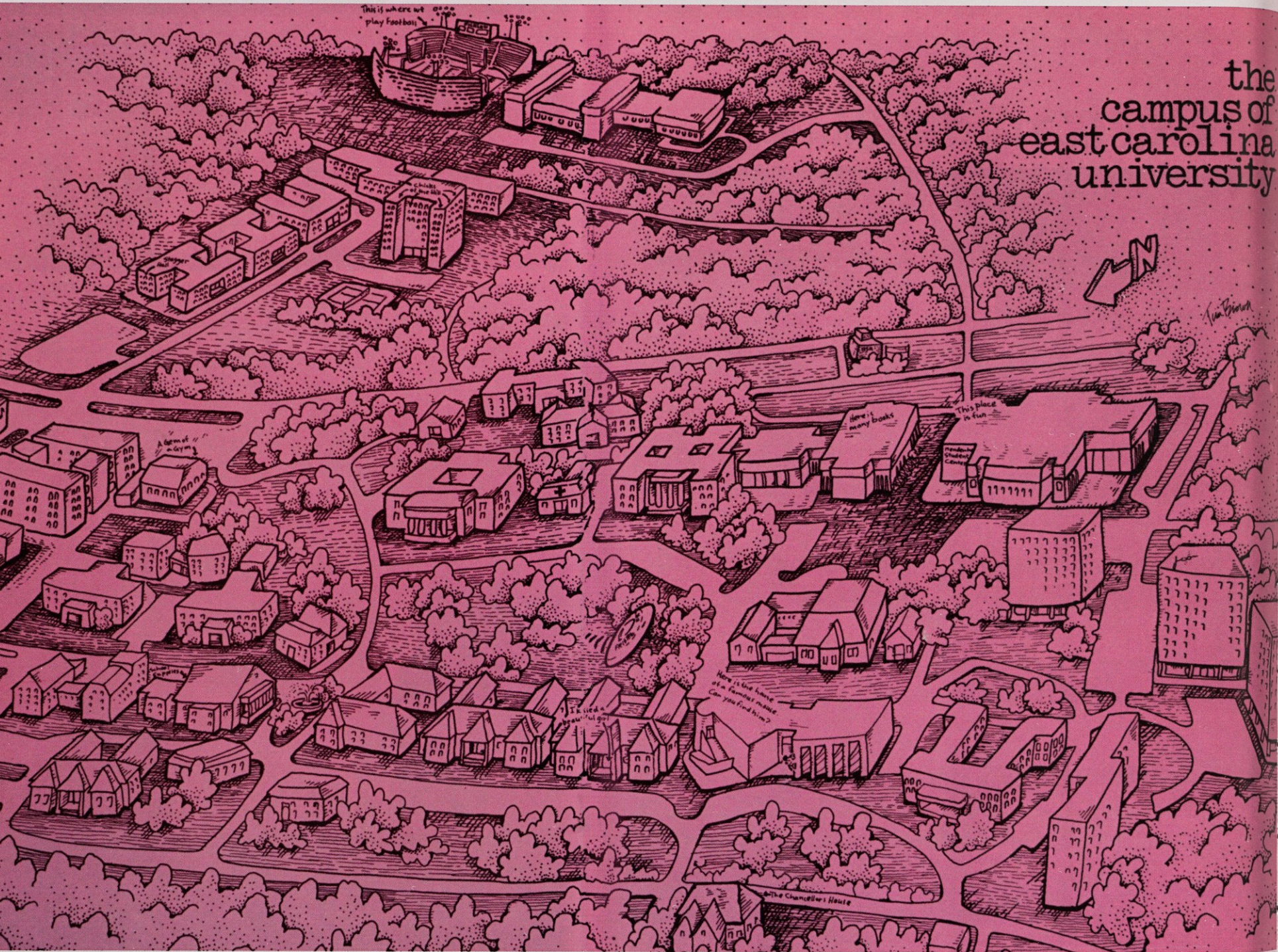
“a sanctuary for the lawless.” The few months left in the sixties saw no abatement of these civil passions.

For a portion of students, authority remained, if not suspect, at least worth questioning. *Mad Magazine*, widely circulated on campus, took shots at the establishment. Motion pictures such as the impious 1967 *The Graduate* brought skepticism and a new music.

In 1969, senior Don Pierce remarked that a generation’s style was found most often in music. The “spectrum of sound” had been “revolutionized.” Stereo sets, frequency modulation, and transistor radios encouraged more access and portability. Pierce nominated his choices for leading poets: Simon and Garfunkel, Tim Hardin, and the Beatles.

Many of his class members identified with the Beatles, an iconic group who had translated old visions into new. Pierce held them as “tough, cocky, witty, irreverent, and fantastically good.” While young, they represented “our generation,” and there “was no sin in being young.” In trendy coffeehouses, older campus hangouts, apartments, and dormitories, new ideas, reaffirming old ones, and student debates over these ideas echoed sixty-year-old patterns of enquiry on Harrington Hill. The sixties transformed the campus and accelerated the continued evolution of East Carolina within North Carolina higher education.

the
campus of
east carolina
university



Only One Way to Go

FOR MANY QUARTERS, speculation suggested that East Carolina College should advance to university rank. President John Messick had floated the thought in the mid-fifties. Leo Jenkins, his successor, continued to offer it as a prospect. He wrote his former boss in January 1960 that “there’s only one way for East Carolina to go and that’s up.” As student numbers grew, college leaders estimated university status would aid in obtaining research grants, in expanding academic fields, and in attracting faculty and research staff. Over fifty former teachers’ colleges nationwide had taken such a step in the previous fifteen years.

In 1963, Governor Terry Sanford’s Commission on Education beyond High School endorsed and the legislature accepted a statewide community college system, elevation of three community colleges to four-year status, and extension of the services of the consolidated university to as many citizens as feasible. A new university system would bear one name and delineate the functions of every branch. Each campus would admit women as well as men.

These events gave sharper focus to East Carolina’s ambitions. Jenkins, a member of Sanford’s commission, agreed with its chair Irving Carlyle’s report. To confirm their friendship, the Winston-Salem attorney Carlyle joined the East Carolina trustees the same year. Robert Williams gave the college loyalists a rallying cry. He reminded the president of Richard Henry Lee’s revolutionary summons: the colonies were “already a nation, why not declare it so?” For East Carolina, Jenkins turned it to “here stands a university; why not call it so?” This call, too, held potential for an uncommon impact on North Carolina’s system of higher education.

College trustees in February 1966 requested that Jenkins “explore and expound the university idea.” On May 15, 1966, trustee Henry Belk delivered his opinion that making East Carolina “an institution of university rank would be one of the greatest steps in the total development of North Carolina.” Three days later, a motion to apply for membership in the consolidated university and thereby gain university status failed four votes to three. Those trustees present in favor were Marvin Blount, James Whitfield,



ABOVE: The University Seal of the 1970s.

OPPOSITE: Artist Tim Brown drew for the 1979 *Buccaneer* this stylized map of East Carolina, which abandoned scale to show campus buildings and roads. Opened in 1970, the self-service snack bar, the Croatan (advertised on the map by “get your fritos here”), continued in the tradition of the campus soda shop.

BELOW: By the seventies, these two men, Robert Holt and Leo Jenkins, had become an effective team that would provide East Carolina with steady leadership for over twenty years. During Jenkins’s many off-campus excursions, Holt served as his backup in addition to meeting his own demanding agenda.





The campus bookstore on the first floor of Wright Building increased in student population during the first and last days of a quarter, as students bought books (pictured here at the start of the fall 1975 semester) and sold them back. Profits funded student scholarships. Jenkins used the 1977 proceeds to rebuild the store. That move produced a student protest, mourning the lost scholarships.

Abandoning rented buses, the Student Government Association now purchased its own vehicles. This sleek 1973 model belonged to the student transit system. Student fees funded the routes that went over Greenville to off-campus student apartment clusters.



and Carlyle. Fred Bahnson abstained. Opposed were Mrs. Russell Kirby, Henry Oglesby, Troy Dodson, and David Whichard II.

The trustees then, by a five to two count, with Carlyle and Blount opposing and Whitfield abstaining, instructed Jenkins to apply to the college's oversight agency, the Higher Board of Education (HBE), to study university status for the college. A positive analysis would, they hoped, greet the 1967 General Assembly.

In January 1967, the HBE refused East Carolina's petition. In Greenville, students denounced this decision. As spilled milk, the proposal spread into regional politics. Publicly, Jenkins censured what he saw as a "vicious and sustained" attack against East Carolina designed to divert the General Assembly from transforming the school's status.

The state senate higher education committee approved. Feisty Robert Morgan, in the senate, took on Governor Dan K. Moore's opposition. He, in Morgan's mind, "was leaving no holds barred to defeat the ECU bill." The favorable committee report failed on the senate floor, twenty-seven to twenty-two. In the east, all but three legislators championed the name change. The *East Carolinian* staff nominated the western governor for "lizard of the year." On the college mall, Jenkins advised a crowd of complaining students not to become discouraged. University status would happen.

Five Piedmont Republicans had joined eastern Democrats to provide the twenty-two state senate votes favoring the move. They cast favorable votes at the



prompting, among others, of rising conservative television commentator Jesse Helms. On his WRAL-TV program *Viewpoints*, he had endorsed independent university status for East Carolina. He echoed eastern newspaper editors. The Raleigh television personality announced that independent status was necessary to prevent the Consolidated University of North Carolina from swallowing East Carolina. Consolidated university president William Friday assured Jenkins that no one in Chapel Hill “has taken up the idea of East Carolina being the fifth university” in the system.

To stanch this bruising Democratic intraparty fight, Cumberland County’s John Henley, a close associate of former governor Terry Sanford, introduced an amendment to create an independent regional university in Greenville. This occurred after his earlier failed proposal to assign the Greenville college to the consolidated university. Upon the addition of three other state colleges, the bill passed the General Assembly on June 29, 1967. Sixty years after its founding, East Carolina became a university.

Twitted that his independent university had been joined by what some observers described as lesser schools, Jenkins piquantly replied that he cared not, even if a local high school were raised to such a station. He offered instead a vow: “We shall begin.” By 1970, the consolidated university contained six branches. The regional universities had become nine under a reshaped Board of Higher Education. East Carolina’s ambition, its leadership, its students, and a legion of other citizens had moved the state toward reforming its higher education structure.

As the university campaign had shaken Piedmont interests, a flanking move for a medical school at the Greenville school struck even more deeply at North Carolina’s medical and collegiate establishment. In 1960, the state possessed three white medical schools. A school begun as a two-year medical program at Wake Forest College in 1902 moved in 1941 to Winston-Salem and expanded to

Named for Cynthia Mendenhall, longtime director, the new student center opened in 1973 on a site that absorbed the corner of Eighth and Charles Streets. Designed by Carter Williams, of Raleigh, the \$3.5 million building contained 80,000 square feet of assignable space.

a four-year degree program in medicine. Duke's medical education program began in 1930. In 1947, following a wide-ranging political campaign, the state financed its first four-year medical curriculum. The University of North Carolina at Chapel Hill would expand its existing two-year medical studies and graduate its first four-year class in 1954.

Medical curricula generally divided between two years of basic sciences and two of clinical education. Nationally, the basic science courses, taken first, winnowed many students from further medical study. This created vacancies in the last two years of medical degree programs. With this in mind, prompted by regional health care and business interests, in the autumn of 1962, Jenkins wrote Graham Davis, an East Carolina biologist and director of the newly created department of biology. How much space would be required for a medical school? What medical machinery was already in place? What faculty might double as medical school instructors? The Trenton, N.C., native answered, and data was accumulated, marking the first verifiable move toward a medical school.

Through 1963, local leaders, represented on the Board of Trustees by a resolute David J. Whichard II, described benefits from such a medical facility. Its formation would create in Greenville a health services center for eastern North Carolina. Similar to the movement to charter a teacher-training school in Greenville six decades earlier, the notion grew, piggybacking the thrust for university status. Another political campaign would be needed, however, and it would prove long and wearisome.

In 1964, East Carolina plans for a two-year medical school became specifically defined. Support from the region's medical profession sputtered into life. Writing Ernest W. Ferguson, a Plymouth clinician deeply committed to the medical school, Jenkins vowed in July 1964 to "encourage general practitioners." He interviewed an Associated Press reporter and laid the undertaking before him: a two-year, basic science medical school in Greenville.

Jenkins assigned Robert Williams to collect information and direct the project. Williams interviewed, among others, William Henderson, executive director of the North Carolina Medical Care Commission, about possible tracks to choose. Duke University medical professor and president of the state Board of Health Lenox Baker became an active proponent. His dean, William G. Anlyan, writing Henry Belk, endorsed the two-year program. So did Jesse Helms and Robert Morgan, and dozens of other eastern leaders followed.

The reporter had posed some questions Jenkins found difficult to answer. More information was needed. Consultants visited East Carolina. By September 1964, Jenkins estimated the two-year medical curriculum would cost \$4 million, compared to \$10 million for a four-year school. In January 1965, Jenkins and Williams visited officials of the American Medical Association at its headquarters in Chicago. Jenkins intended "to learn where we really stand on this medical school idea." All the while, information on insufficient primary medical care in eastern North Carolina flowed from the chancellor's office. One especially telling point caused consternation. The three existing schools of medicine had

enrolled only a few native North Carolinians. Should the Greenville project succeed, the boosters vowed, it would recruit exclusively state citizens.

These moves did not meet with approval in Chapel Hill. In the autumn of 1964, W. Reece Berryhill, UNC medical school dean, studied Jenkins's arguments. The dean confessed he "darn near dropped" his teeth. The East Carolina initiative he estimated as "completely indefensible on every count." Jenkins's "stupid proposal . . . should be squashed by intelligent and knowledgeable people." This sentiment, while refined, would reverberate from other opponents into the future.

The eight-hundred-pound gorilla in these deliberations appeared in July 1965. President Lyndon Johnson signed into law federal medical insurance—Medicare. Informed medical observers counted North Carolina physicians again. New patients might soon inundate them. A lack of physicians could short-circuit the new program in North Carolina. This national health program also encouraged East Carolina leaders. They speculated that federal funds could help pay for "basic medical science for East Carolina."

As suggested by advisers, in March 1966, the college transferred resources from existing programs to create a life sciences and community health institute. This entity, so the belief held, would serve as a foundation for a medical school. Again, Robert Williams performed the necessary footwork as "director of the project." In June, East Carolina requested permission to start an institute from its oversight body, the Higher Board of Education. Its chair, Watts Hill Jr., sponsored approval, for reasons as much political as academic.

Financed by the legislature, this new addition required a physician to direct it. Robert Williams chose Edwin W. Monroe, a local internist, and Jenkins recommended him to the trustees. The Laurinburg native earlier assisted Williams in surveying each county's medical resources. In January 1968, he became dean of allied health and medical education. While some of his physician friends hesitated, from the first Monroe favored a medical school at East Carolina. He would prove a formidable advocate. Once in office, he worked to knit eastern North Carolina's medical societies into an effective political network.

During the tussle for university status, Governor Moore had claimed one large, centralized organization would best serve the state. It could prevent, for one, what he and others labeled duplication of academic programs. This same argument rolled out to stop the East Carolina medical school campaign. New governor Robert Scott, a North Carolina State graduate from Haw River, offered a reform agenda that would gauge each state agency for reorganization. In his political campaigns, however, he subscribed to an East Carolina medical school. Opposition to it grew thicker.

Leo Jenkins and his associates became vexed. The new governor's leadership in the legislature had submitted "miserable [budget] recommendations" for higher education. This and visits by inspection teams of experts, some Piedmont newspapers' caustic editorial opposition, masked political maneuvers, and a tug-of-war fueled by individual ambition led him in January 1969 to write new state attorney general Robert Morgan: "I feel the time has come to resolve this medi-

FORWARD

What seemed to have become a dormant issue after last years' see-saw of events, suddenly burst through the cocoonal layers of silence and into the full light of surprise Saturday morning with the announcement of UNC's President, William C. Friday's recommendation that the Board of Governors authorize a four-year medical school for ECU.

A ten year struggle between Chancellor Leo Jenkins and various members of the autocratic UNC System has come to a close. That particular verbal volley ball was at least more understandable and expected than the backlashings from the *Raleigh News and Observer*. . . .

At any rate, may the personal bias they seem to hold for us be cast aside and covered in the dust of non-progress we are finally beginning to shake from our heels.

For a state, indeed even a nation, with too few doctors to fulfill the growing demands of medical care for the growing number of people lining the waiting rooms, it is about time we started looking for solutions.

Where has been the conflict? If Chapel Hill handles "sophisticated and bizarre [medical] programs," as Dr. Jenkins puts it, and ECU takes up the family care program, will not more areas of need be filled in our state?

And the reason certainly cannot be listed as our lack of ability or the mere "political finagling" (as the *News and Observer* cutely phrases it) of Dr. Jenkins. For the ECU nursing program has proven its excellence and respected position in the past as well as maintaining its high status today. . . .

Move over opposition. We are ready to join the club. And hopefully, we'll see a more gentle *News and Observer* editorial page, being a better sport at losing than heckling behind the ranks of opposition.

—Diane Taylor
Fountainhead
November 12, 1974



While the university developed an academic minor in religious studies and sponsored Christmas choir and orchestra presentations, the individual student determined her/his form of worship. Off-campus denominational centers flourished. Their directors included (left to right) Father Charles Mulholland, Roman Catholic; Rev. Robert Clyde, Southern Baptist; Rev. William Hadden, Episcopalian; Rev. Graham Nahouse, Lutheran; Rev. Dan Earnhardt, United Methodist; and Rev. John Miller, Presbyterian.



These two leaders, Edwin Monroe and Wallace R. Wooles, provided much of the leadership in dealing with the details of the evolving medical complex. Monroe completed the two-year medical program at UNC–Chapel Hill and earned a doctorate in medicine from the University of Pennsylvania in 1951. After interning at the Medical College of Virginia, he served his residency in medicine at the UNC hospital. Wooles came to East Carolina as medical school dean, leaving the Medical College of Virginia, where he taught pharmacology. He would chair the new school's department of pharmacology as well.

cal thing once and for all." In reviewing the university's "B" budget—expansion money for new programs—he discovered that the "life science etc." had "wiped it out." Scott must underwrite the medical initiatives with state funding "or else drop the idea."

The key sentence to Morgan read: "I cannot dissipate my energy on the medical school at the expense of all our other programs." The university issue had taxed Jenkins. He had given as many as three or four speeches a week in its behalf. Further, the medical school drive threatened to overwhelm the school's resources. Jenkins also knew that the looming shift toward a unified higher education system needed his at-

tention and that of his administrative cadre. Meanwhile, activist students challenged the existing academic and social order, consuming more of the chancellor's energy in Greenville. Jenkins also required the governor's help "with other projects" in a revenue-short General Assembly: He prodded Morgan to provide Scott a graceful way out, if necessary. He did not fancy journalists reporting Scott "slaps down EC medical programs."

Jenkins took a separate tack with a letter to Scott. He counseled that a new medical funding line must be separated from other university spending. The allied health program, "thrust upon us by our own people," required budgetary help. He suspected that the medical school, if not specifically underwritten, would jeopardize "the financial support for the established programs of the University." The political leadership caught the message: Put up or shut up. Existing East Carolina resources could not carry what had become a focal point of both Morgan's and Scott's political calendars: a medical school for East Carolina.

A switch clicked, and the existing Democratic establishment moved. By mid-February 1969, in his legislative budget message Scott committed resources to the East Carolina allied health school. Monroe and Jenkins met with the governor to discuss "the med school in detail." The start-up now stood at over \$6 million. Allied health required \$2.5 million.

By 1970, these and other efforts won legislative blessing for a two-year program in basic sciences at East Carolina. Monroe recommended successfully Wallace R. Wooles, a coordinator of medical education and professor of pharmacology at the Medical College of Virginia, as medical sciences director. The two men began building a faculty and staff. Upon the request of influential legislator and medical school sponsor Kenneth C. Royall Jr., of Durham, and with guidance from Cameron West of the HBE, the state's three medical deans, Monroe, Wooles, and others gathered. They fashioned an agreement to accept sixteen to twenty two-year East Carolina medical students for transfer to their schools. Medical accreditation of the Greenville program was required, but it was felt it would come. In December 1970, the Christmas season appeared bright. Jenkins announced the accord.

Apparently the deans had unintentionally offended powerful opponents of

the East Carolina undertaking. One by one, the office of each modified the agreement and stepped away. In February 1971, President Friday went even further. No such transfer agreement existed, he claimed.

After a campaign throughout the summer, events transmuted Scott's consolidation plan. A new draft placed the Chapel Hill university as the bellwether school in a sixteen-school system. The legislature passed the enabling bill on Halloween's eve 1971. At the same time, West and Friday became entwined over who would become the new president of the structure. East Carolina's ambitions became part of this equation. While it required further negotiations, the first Board of Governors (BOG) of the University of North Carolina met, thirty-four members strong, in July 1972.

Jenkins and his comrades had not favored a centralized system. The legislation did retain a board of trustees for each campus. It prohibited state officeholders or their spouses from serving on them or the BOG. Long-range planning, including proposed degree programs, as well as budget requests must pass through the sieves of the general administration and the governors before presentation to the legislature. East Carolina found its proposals for doctoral programs stalled and a move toward a law school deleted. Jenkins also suffered in that summer from a bout of high blood pressure. The medical school proposition, however, went forward.

University of North Carolina interests now aimed to limit the Greenville school to a two-year medical appendix under tight rein from Chapel Hill. Contrarily, East Carolina and its regional advocates envisioned an independent four-year institution. In the legislature, Pitt County representative Horton Rountree



Dean Ronald L. Thiele, possessing an M.D. from Wayne State and an M.P.H. from the University of California, Berkeley, had earned a reputation for professionalism matched with effective interpersonal skills. By 1976, the school of allied health and social professions contained ten departments. He retired in 1991.

BELOW LEFT: Faculty members in East Carolina's English department in 1977 taught, with few exceptions, each entering freshman nine quarter hours of English (later six semester hours). Professors Peter Makuck, Keats Sparrow, Sally Brett, and Erwin Hester, English chair, posed here, admiring a manuscript ready for a copy editor.

BELOW: Members of the 1973-74 medical school class engaged in the mysteries of the human anatomy laboratory. On the left is Pamela Shirley; her colleague is Sally Shu.



Education has nothing to do with getting a job. If we want to make the University a placement service, then why don't we change it into a vocational school. Universities should provide students with a liberal arts education and not force them into certain disciplines. The purpose of art education is not to make little artists. It is a tool to activate the passive knowledge of a child so that he may become a mentally active individual.

—Donald Sexauer
School of Art
Fountainhead
November 4, 1975

was, as one observer noted, there every day, alert and intent to see the medical school a reality. Internal feuding in the Republican Party damaged legislative unity and leached votes from East Carolina's opponents. Authorities in Chapel Hill launched several bids to control the school, even asking that Wooles be relieved of his position. Both factions—Chapel Hill and its Piedmont allies and East Carolina—found themselves mired in stalemate and recrimination.

Jenkins again agreed in late July 1974 to cooperate. But in the face of heavy dissent from East Carolina partisans, Jenkins, now chancellor, abandoned the accord. Monroe continued to encourage autonomy for the new school, free from the university and Chapel Hill's oversight. Lieutenant Governor Jim Hunt, an easterner from Lucama, reminded William Friday that the General Assembly expected a four-year school in Greenville eventually.

In November 1974, Friday announced that a four-year medical curriculum should be established at East Carolina. Estimated costs were now \$50 million to establish it and \$10 million to operate its programs. The Board of Governors agreed. The school of medicine at East Carolina University acquired accreditation and in 1981 graduated its first class of four-year students. Led by Dean William Laupus, selected in May 1975, this child of the General Assembly would grow and thrive, a boon to unrecorded thousands of North Carolina residents.

The willingness of Pitt County citizens to approve bonds for a new hospital sufficient for clinical study and instruction assisted in the accreditation process. In 1976, Pitt County commissioners sold for \$195,000 40.7 acres adjacent to the hospital in west Greenville for the site of the Brody School of Medicine. With its completion, its faculty and support staff became the core of medical care in the east, and the center emerged as a powerful economic engine.

Change, quick and assertive, also danced across the campus in the early 1970s. Activism bred by the civil rights and antiwar protests boiled over into everyday academic activities. In September 1969, the *East Carolinian* was renamed the *Fountainhead*, and the paper paid more attention to current issues. This included coverage of a debate to legalize marijuana use.

According to a student reporter, the local market for pot charged \$15 a "lid," about twenty-one grams. In the autumn of 1974, six known large dealers were pushing "Greenville Green," Mexican grades, and top-of-the-line Columbian weed. State agents and East Carolina authorities responded. Many students and townspeople were arrested for possession and selling of marijuana and more erosive drugs. Jail sentences for such casual diversions could, and did, ruin young lives. This cat and mouse game would persist.

In a series of criticisms of the Student Government Association, the newspaper, under editor Robert Thonen's aggressive leadership, questioned many old habits and assumptions. Amid accusations of student agencies, including the *Fountainhead*, mispending funds, the administration seized student fees. The bursar now approved and processed student government expenditures, at least for the remainder of the quarter. A successful move toward creation of an independent media board began. Then a controversial letter to the editor appeared.



Intent upon convincing the administration to adopt a more permissive visitation policy for residence halls, these students assembled in April 1971 to discuss the advantage to a boycott of downtown merchants. Although they agreed that such economic pressure would benefit their cause, they did not change trustees' minds.

Thonen had informed the president in the spring of 1971 that he intended to publish a student note containing a curse. The student's rough-hewn expletive was generated in part by a dissatisfaction over residence hall visitation prohibitions. Once printed, it caused Thonen's suspension, as recommended by the honor council. Eventually he won reinstatement in court using freedom of speech precepts. He was restored to full standing and awarded monetary compensation. The court also ordered the administration "to refrain from imposing on student publications." The Associated College Press presented the newspaper an All-America rating for 1971.

As for the visitation scrimmage, both men's and women's residence councils favored dorm visits unrestricted by gender. Frustrated by this apparent radicalism, trustees in April 1971 canceled further visitation. Three thousand students marched in protest. University security director Joseph Calder labeled them a "mob."

Glenn Croshaw, from Colonial Heights, Virginia, student government president, placed the SGA's collected objections before the trustee board in May 1971. After he spoke, the board refused opposite-sex dormitory visitation. Business major Croshaw had suggested that at heart the point was financial. Off-campus apartments each quarter lured more students. On-campus housing should provide similar, more open fea-



Glenn Croshaw, the 1971 SGA president, obtained a B.S. degree in business administration. He graduated with a law degree from the University of Virginia in 1975 and became an attorney in Virginia Beach. Active in community affairs, he served in the Virginia House of Delegates from 1986 through 1999. He achieved wide recognition as a specialist in administrative law.



ABOVE: Contents of a typical dorm room evolved over the years. This December 1970 model includes clutter, a window shade, posters of the era, Christmas presents, textbooks, two students comparing notes, and a third student enjoying the ever-popular afternoon nap.

RIGHT: Dan Wooten served as director of housing from 1962 until 1987. An East Carolina graduate, he faced the complications of overseeing the expansion of the residence halls. During his term, room contracts became a standard.



tures. He was correct. By March 1973, 25 percent of university dormitory space lay vacant. Eight hundred women and five hundred men chose off-campus housing over dormitory life. Ragsdale and Slay residence halls closed because of vacancies.

Dormitory rents, expected to pay for construction bonds, declined. Trustees calculated the bottom line. Noting that other public universities in the state had adopted visitation, they relented and modified visitation policies. In September 1973, Garrett became a coed dormitory. An increase in enrollment in 1974 to 11,302 students, however, absorbed residence hall vacancies. When the trustees then designated Garrett a men's dorm, student remonstrance followed. Three years later, Dan Wooten, housing director, reported an acute room shortage.

A survey in 1976 by the SGA uncovered student housing patterns: 49 percent of students roomed in residence halls, 39 percent lived in the area, and 12 percent commuted from beyond Greenville. Eighty percent of the women agreed that matrimony was not a major reason for enrolling in college. Seventy-two percent of students thought learning "a subject or skill for a job was very important." Over 90 percent found their professors "satisfactory." The women apparently were smarter than the men, earning higher grade-point averages. They also were thrifter than the males. In 1976, 6,149 vehicles were registered on campus. The next year, parking fees increased from \$10 to \$25. Reasons given included the need "to pave some dirt lots and create new parking lots."

Dorm residents continued to access electronic media. Not only did their music play on stereophonic sets, tape decks, and portable earphone models, television screens blinked from dorm windows. A local entrepreneur rented black-and-white sets for \$12 a month. Lists of favorite programs contained afternoon soap operas, especially *The Young and the Restless*, replete with the adventures of Jill Foster and Mrs. Chancellor in thirty-minute portions. Toasters, hot combs,



Moving day automobiles not only filled the available parking lots, they also filled the streets.

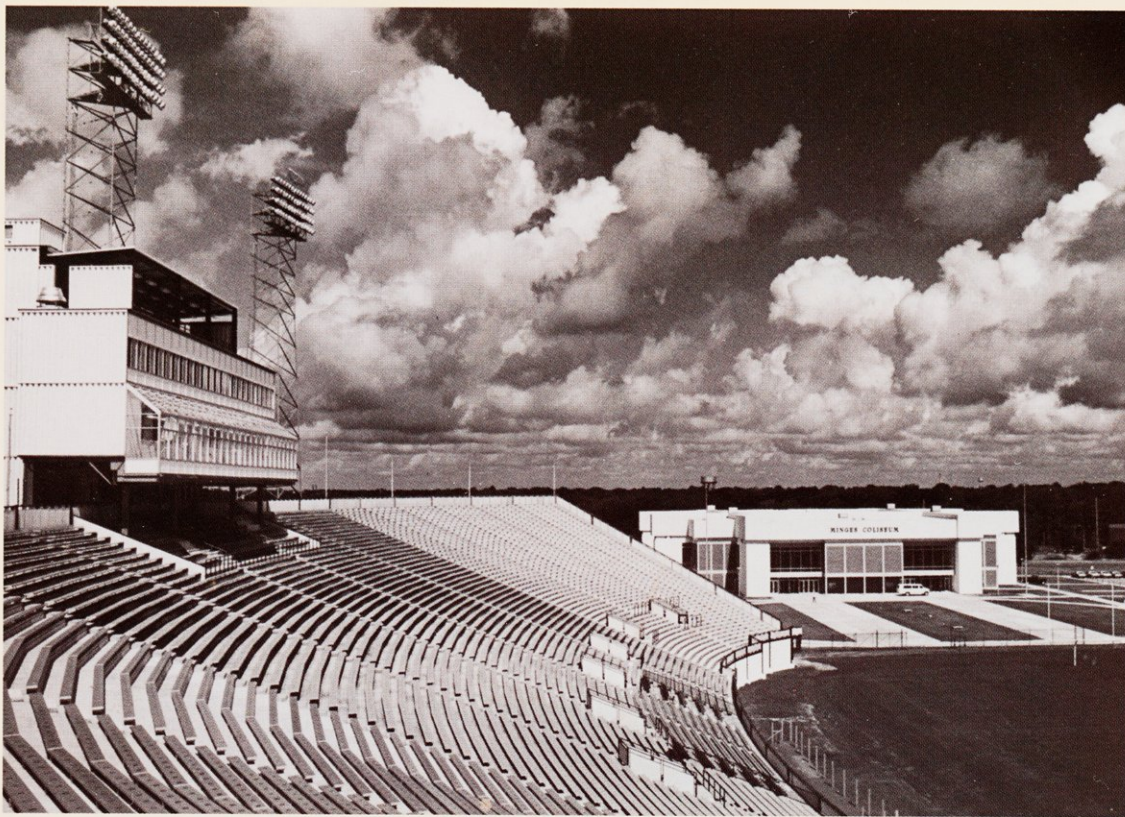
hair dryers, electric pencil sharpeners, hot plates, refrigerators, and other similar devices tested the campus electric distribution system.

Intercollegiate teams and crowds of supporters at expanded Ficklen Stadium left some of the decade's most lasting memories. Three young football coaches, Mike McGee, Sonny Randle, and Pat Dye, followed Clarence Stasavich, who remained athletic director. A tragedy—the crash of the airplane returning Marshall's football team home after a 1971 game in Greenville—began the decade. The triumph of the year was Randle's victory over N.C. State.

East Carolina's sweeping defeat of the University of North Carolina at Chapel Hill the day following Clarence Stasavich's death in 1975 supplied the Pirate nation a heady taste of winning big-time football. In 1974, the Pirate sports radio network aired in Raleigh for the first time, with Lee Moore and Jim Woods announcing.

The university's bounding athletic aspirations collided with the Southern Conference's stand-pat intentions, and East Carolina withdrew in May 1976. Before doing so, the football team won two championships, and Coach Dave Patton was named 1975 conference basketball coach of the year. The swim team, with Ray Sharf as mentor, followed successfully in the wake of Ray Martinez's clubs. Women's sports multiplied, owing in part to new federal laws.

Beginning in 1973, Jenkins discussed with the trustees the possibility of the university joining the Atlantic Coast Conference. Lacking entry, he also suggested during the decade development of a new athletic conference, composed of William and Mary, Richmond, South Carolina, West Virginia, East Carolina, and "anyone in the ACC who wants out." In 1976, the football team ranked twentieth in the AP football poll. The same autumn, another informal proposal for a football conference composed of Virginia Tech, Florida State, Georgia Tech, South Carolina, and East Carolina failed. Now fully independent, the Pirates went to the fittingly named Independence Bowl in 1978.



LEFT: This August 1978 summer view of an enlarged Dowdy-Ficklen Stadium emphasized the harmony of design drawn from the ancient Roman arenas. No lions, however, were expected, only catamounts. A game against Western Carolina helped inaugurate 35,000 seats in September. The \$450,000 lighting system, observed Stuart Morgan of the university news bureau, was thought to be the brightest in the South.

BELOW: Trainer Rod Compton inspects possible damage to quarterback Carl Summerall's eye. Just as close and as concerned, Coach Sonny Randle hoped for the best outcome.



Carlester Crumpler of Wilson, N.C., as a running back for Sonny Randle's 1971-73 teams, marked the Pirates' football records with his accomplishments.



Before the lights went out in Chapel Hill, a camera recorded the moment.

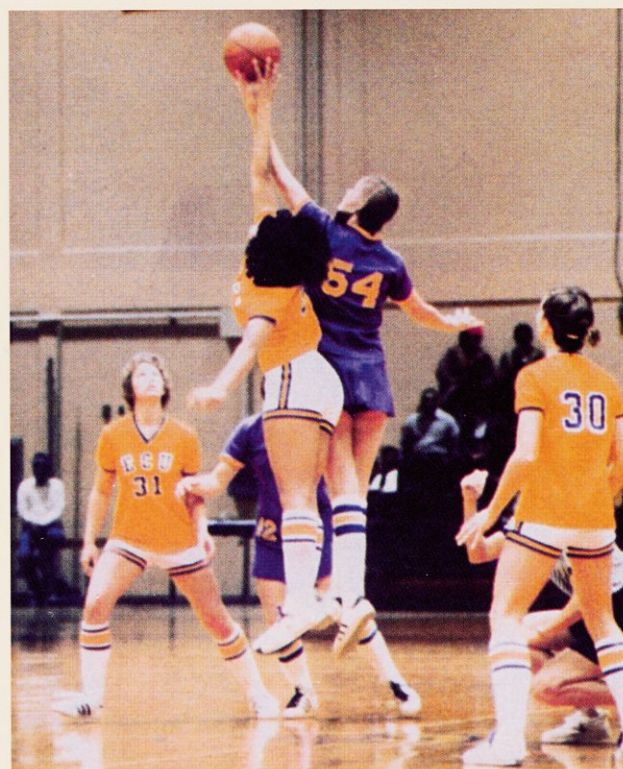




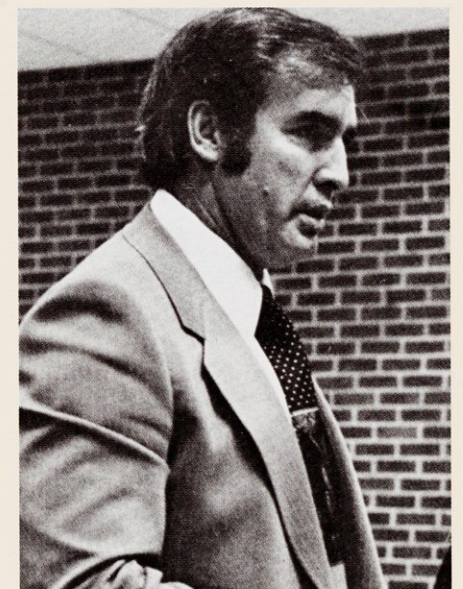
The excellence of the school of music's students and other band volunteers is reflected in the university's marching band, a fixture for decades at the autumn's football games, even warm ones.



Ray Sharf, as new swimming coach, and the 1975-76 squad members continued the winning record of the men's swim team.



Women's basketball in 1976 followed the traditions of earlier generations as a favorite sport of women students. Coach Catherine Bolton led the squad in these years, with leading players Deborah Freeman and Susan Manning.



William Cain succeeded to the athletic directorship in 1975, having served as assistant in the last years of Clarence Stasavich's tenure.



In the 1970s, a rebirth of the muscular progressivism of East Carolina's first years occurred. Bicycles appeared to multiply daily, and joggers became a common sight on campus. Jim Fixx's popular *Complete Book of Running* cataloged the benefits.

The number of real estate honorary society Rho Epsilon members proved the popularity of the major at its 1976 spring formal.



Into the seventies, newspaper columnists described the nation's economy as "stagflation"—stagnant growth, energy shortages, and rising inflation. Student anxiety grew over shrinking employment opportunities. The new arts and sciences departments indexed the marketability of their graduates to reassure student majors. Some departments and professional schools boomed, however. Biology and geology could place their majors easily. Oil shortages produced a rush for geology graduates. Michael O'Connor, department chair, considered opportunities the best in fifteen years. Chemist Donald Clemens reported existence of a "really good job market for [chemistry] majors." The school of business, dean James Bearden boasted, bulged with heavy enrollments. Education school graduates, however, faced low salaries for entry-level teaching positions.

In 1976, Governor James Holshouser placed a spending freeze on state agencies. Provost John Howell again carefully allocated funding, paring further the already lean budgets of many academic units, although faculty and staff had been awarded small salary increases. The University of North Carolina system hired Hay Associates to study faculty compensation. Inflation gnawed at their current incomes. At the university, some faculty members formed a chapter of the American Federation of Teachers, planning to use collective bargaining to leverage wage increases. The possibility of a faculty union on Fifth Street provoked local apprehension. In answer, Chancellor Jenkins suggested the faculty "had a perfect right to pursue membership." State laws against collective bargaining by most state employees proved adequate to prevent their success.

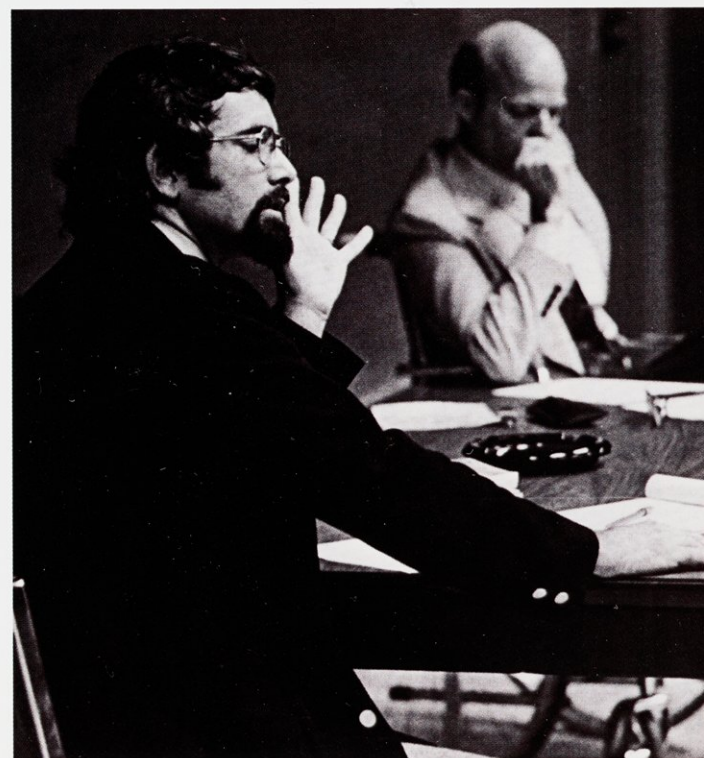
The Faculty Senate spent much of the decade debating the merits of the current quarter system as opposed to those of the semester. While an informal poll disclosed that students preferred three ten-week quarter terms to two fifteen-week semesters, the faculty eventually adopted a semester calendar, beginning in the autumn of 1977. As required by the UNC system, they also endorsed revised hiring, promotion, and tenure regulations. The Faculty Senate proposed, and Jenkins approved, the faculty's increased role in these matters. After debating two drafts, the body forwarded to the chancellor a general code of operations that required each academic unit to define its administrative practices, using shared governance as the operating concept. The senate and the chancellor reviewed and approved each unit code.

Additional land was acquired during the seventies: a tobacco warehouse on Charles Street, near Minges Coliseum, lots on Seventh Street and both sides of



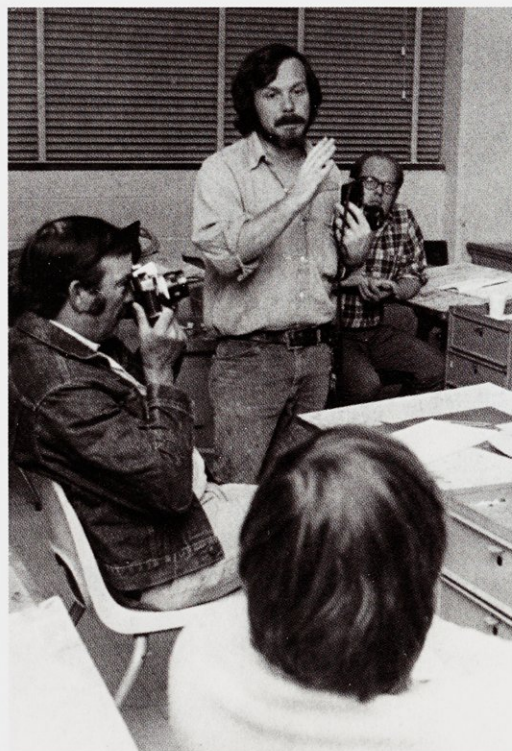
LEFT: Course registration still required patience and good feet. The process had moved from Christenbury Gym to Wright Building. At the end of each line sat a professor on duty with course and section lists, assigning students to their first choice, or second choice, or third.

BELOW: Professors James L. Smith and John East debate selected issues of Marxism. Smith's senior philosophy seminar on Karl Marx crossed the same topics as that of East's political science theory course. A student enrolled in both arranged the gathering, which over two hundred students and faculty attended. Concepts crowded the lecture hall as well.

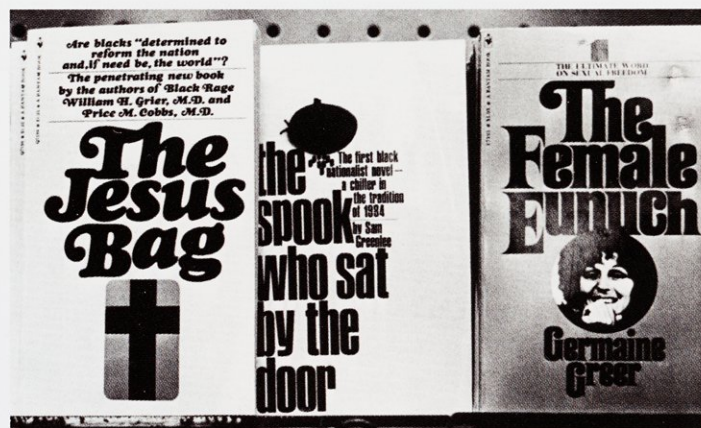




The school of art completed in 1977 its move to the Leo Jenkins Fine Arts Center, built in two stages that cost \$4.2 million. Odell Associates designed the facility to include the Wellington B. Gray Art Gallery. The rows of striking rectangular bay windows were designed to capture the artist's coveted northern light.



College nightlife options included the well-enrolled University College. Evening classes contained townfolk as well as degree-seeking students. The art school's classes in photography, here taught by a standing Robert Rasch, proved absorbing. One student appeared unable to wait.



The student bookstore's popular paperbacks of 1972-73 reflected conversations and debates on campus.



This 1974 company of graduates exhibited an assortment of East Carolina student communities. The breadth here ran from starved to bored to cool.

RIGHT: Tuition increases traditionally provoked student objections. This 1974 placard also posed an intriguing theological question, intended or otherwise.

BELOW: While this student generation was eager to move away from the culture of their parents, the dances of their grandparents attracted them. The Greenville Green Grass Cloggers, composed of students and faculty, attended a bluegrass festival in 1973. They awoke the past with a heavy beat and carefully ordered steps.



Ninth not yet owned by the university, and the area from Fifth Street to First that contained the old ravine and its shoulders. These additions spread over the decade. One of the few buildings constructed during this era was the Regional Development Institute's home on First Street. Although originally intended for the humanities, the new art building, named by the trustees for Jenkins, opened its doors in September 1974 on the site of old Austin and Wilson Dorm.

The campus sensed a reduction in student activism by mid-decade. Yet issues such as increased tuition brought out student protests. The "hippie look" of a few years back receded, though blue jeans, long or cutoff, remained. Bluegrass concerts on the mall joined the standard menu of rock entertainers. Locally, Greenville's Green Grass Cloggers attracted student attention. Lester Flatt and folk rock star Arlo Guthrie took their turns performing and added to the diversity that included Count Basie, James Taylor, Judy Collins, B. B. King, as well as Ike and Tina Turner. The Guarneri String Quartet, the Detroit Symphony, and performers



In concert on campus in 1975, James Taylor gave his audience moments for remembrance.

Jenkins considered the governorship in the 1970s. In 1972, Robert Morgan urged him to declare for the chief executive's spot. In 1976, the chancellor came very close, announcing in January that "as of now I am in." He hoped that the Board of Governors would rescind "the Jenkins gag rule," which forbade university officials from running for office at the state level—to do so would require their resignation from the university.

Elect **Leo Jenkins**
GOVERNOR

Jenkins reduced in 1976 the number of persons reporting to his office, creating his last administrative cadre. From left to right, standing behind the chancellor are Vice Chancellor for Health Affairs Edwin Monroe, Vice Chancellor for Academic Affairs John Howell, Vice Chancellor for Administration and Planning Robert Holt, and Vice Chancellor for Business Clifton Moore.

Virgil Fox, Jean-Pierre Rampal, and the Norman Luboff Choir reflected growth of the different campus communities' musical inclinations.

In Greenville, Top 40 and beach-music programs filled the air at the Elbow Room and Buccaneer. The Attic supported hard rock and an assortment of bands. Passing an evening in Darryl's, Fiddler's, Crazy Cousin's, Rathskellar, Crow's Nest, Papa Doc's, and Union Jack's featured beer and talk as chief attractions. The *Fountainhead* warned the uninitiated that "beer is expensive everywhere it is served."

Jenkins, by 1978, had lived and worked at the university in one capacity or another for thirty years. He had seriously considered being a candidate for governor in 1972 and 1976. In 1976, he went so far as to prepare for the Democratic primaries. His happiest moment, he recalled, came with accreditation of the medical school. A close second were "victories over State, Duke, and Chapel Hill in football."

In the last months of his chancellorship, recovering from a heart attack, he walked about the campus in the soft evenings of an eastern Carolina spring. Students from dorm win-



dows hailed him with "Hi, Leo." He answered with a wave and a chuckle. At the 1978 commencement, U.S. senator Robert Morgan reminded graduates that the retiring chancellor had taken to task North Carolina's educational establishment to benefit both East Carolina and "the people of North Carolina." As a result, Jenkins had "suffered a lot of grief." The senator judged, however, that Jenkins had won and "deserves all the credit in the world" for doing so.

BELOW: Three generations celebrate in this family huddle of academic achievement at the spring 1978 graduation. The youngest has a firm grip on the graduate.

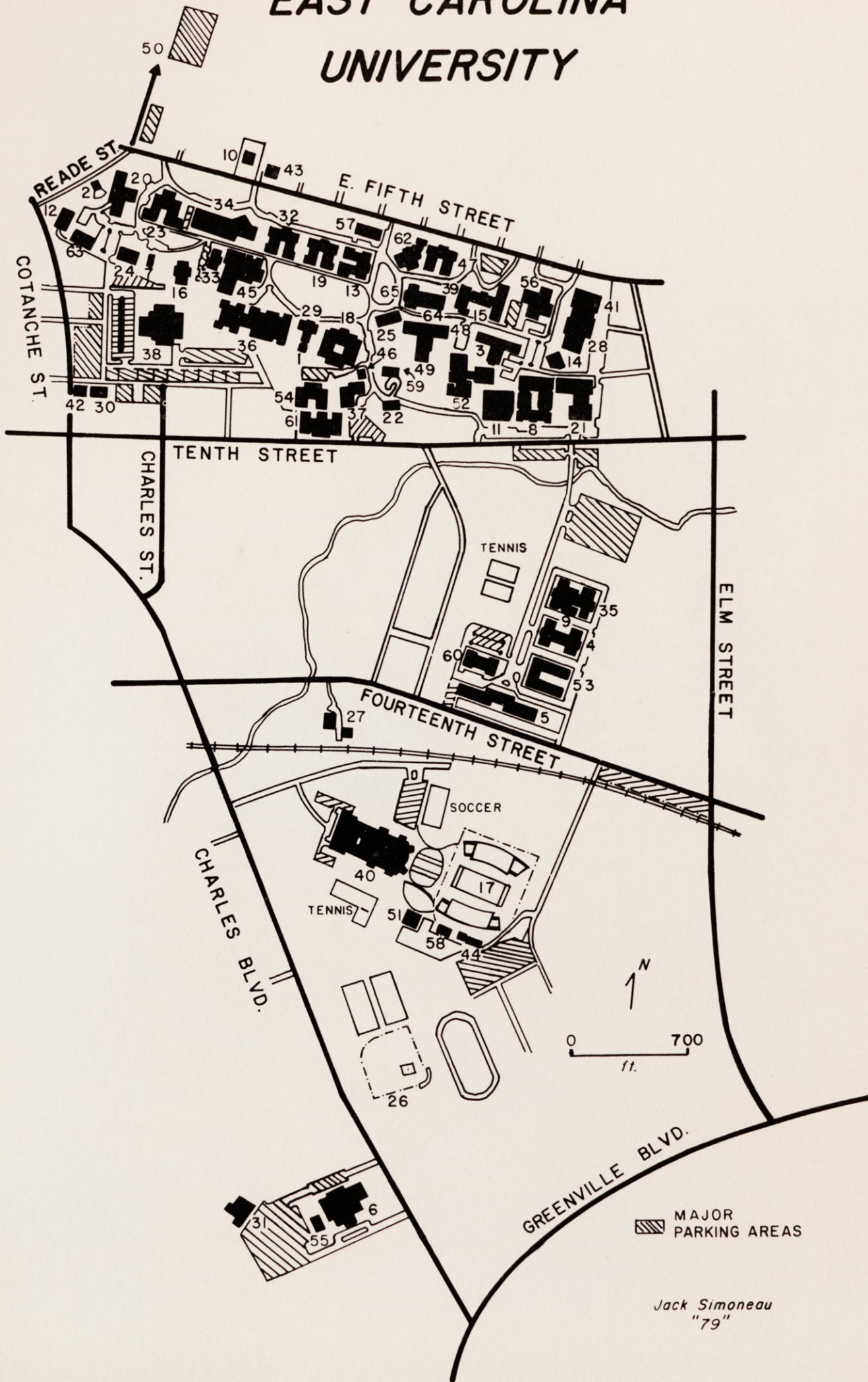


HAIL AND FAREWELL

As I retire from the Board of Trustees after having served these many years, I do so with sadness. Since coming here as a student in the 1940's, I have cared about what happens here, and no matter what positions I hold in latter life, I will continue to care and do what I can to help. But I would like to leave you with this thought. There is an adage that says "God helps those who help themselves." In the same vein, I would like to say that men respect those who attain greatness on their own. In the long run, this institution's reputation will depend upon what the faculty accomplishes. It will not depend on who serves in the administration or who serves on the Board of Trustees. Greatness comes to people who work hard at essential matters, who keep an eye aimed at great goals, and who do not allow other persons or other concerns to divert them. . . . So although a Board of Trustees and an administration can help to provide you with favorable working conditions, only you can provide yourselves and thereby this institution with those qualities that will rank it among the better institutions of the land. East Carolina's reputation is in the long run your reputation. I have been able to assist you in the past in this task. The gratitude is mine, for your accomplishments are the ones that students carry away with them as they graduate and put to use in their careers to make life better not only for themselves but for all other North Carolinians.

—Robert Morgan
Attorney General of North Carolina
Faculty Senate
May 15, 1973

EAST CAROLINA UNIVERSITY



MAJOR
PARKING AREAS

Jack Simoneau
"79"

Hard Decisions

IN THE AUTUMN of 1980, East Carolina University had grown far beyond its founders' intent. In numbers, over 13,000 students—11,000 undergraduates and 2,000 graduates—considered 104 undergraduate degree programs and 70 graduate ones. Five doctoral tracks became available as faculty and resources multiplied in the emerging medical degree program.

Women outnumbered men 7,500 to 5,500. African Americans comprised 10 percent of enrolled students. Students from out of state tallied 11 percent, led by contingencies from Virginia, Maryland, and New Jersey. Half the student body received financial assistance.

Business, the most popular major, had 1,858 students, who began their major course work after completion of their sophomore year. Education came second with 1,472. Nursing stood third, accepting 782. A large number, over 4,700, lodged in arts and sciences departments and schools of art and music while they passed through general education requirements.

In credit hours taught in 1980's fall semester, business led with over 18,000. English had 13,000 and psychology 9,800. For crowded business sections, "TV



OPPOSITE: Physical changes made to the main campus between 1978 and 1987 were few, mostly renovations. Students received this map as part of the 1980 undergraduate catalog.

ABOVE: 1980 seal.

LEFT: For thirty-five years, suggestions to facilitate crossing Tenth Street at College Hill had surfaced. These solutions included a high, arching bridge, which the state Department of Transportation hesitated to build. A generation of sophisticated stoplights was installed to restrain motor and pedestrian traffic. Here, students took the safety-in-numbers approach.



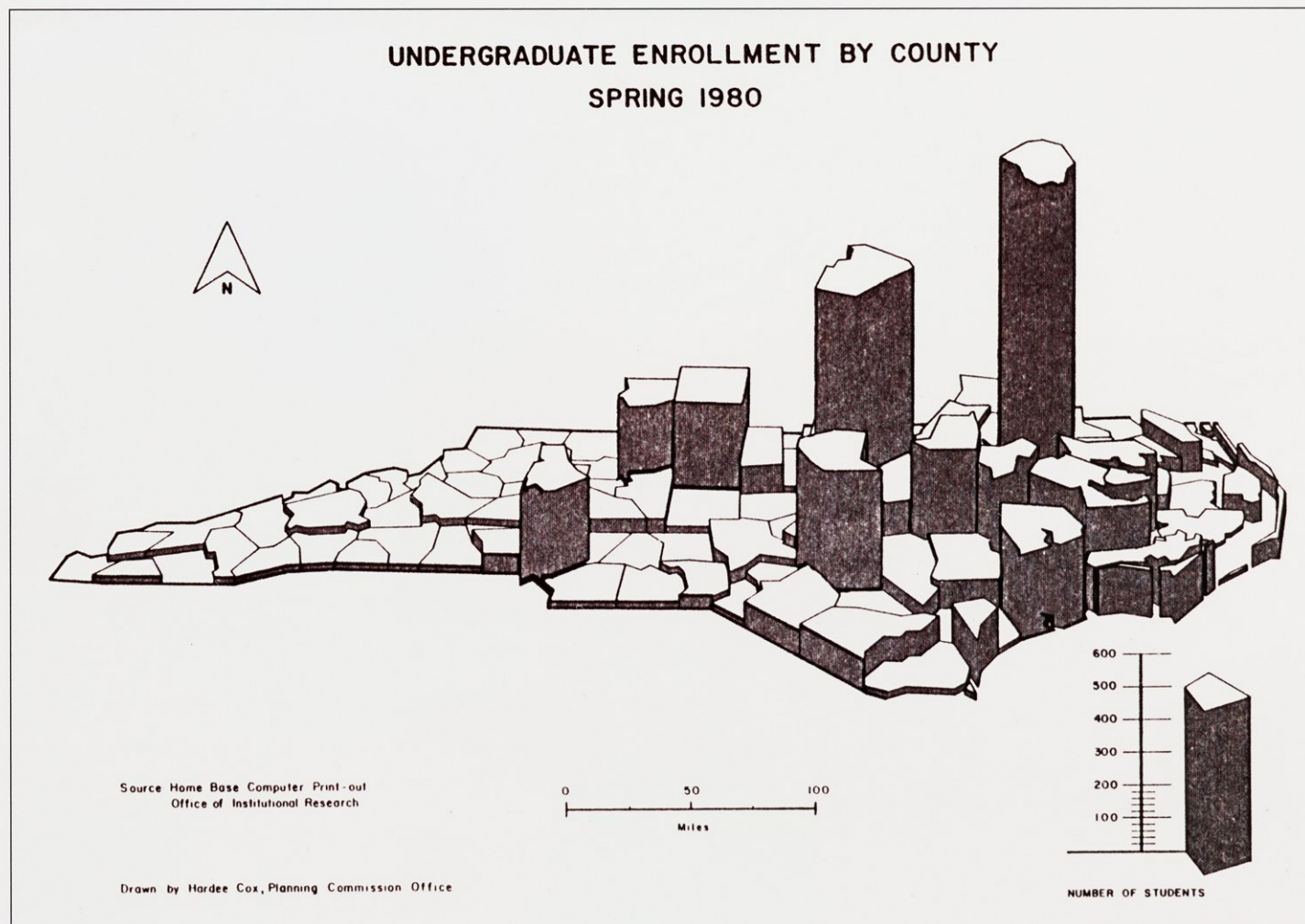
ABOVE: Assistant Director of Security Francis Eddings, seated, and electricians James Manning and Charles Cowen view the 1981 graduation exercises. Alert to unforeseen electrical glitches or human follies, these staff members and dozens of their colleagues kept the university operating. Manning and Cowen made good use of graduation programs on a warm day.

RIGHT: While East Carolina was nestled in the eastern counties, as the decades passed, more and more students from the Piedmont continued to find its value.

Econ” offered the largest classes in the university. Based upon direct costs per credit hour, most expensive were nursing, allied health, science education, and music. Least so were psychology, business, philosophy, and English. Over 780 faculty and 1,277 staff carried the workload. Staff categories included managerial, secretarial/clerical, maintenance, paraprofessionals, and crafts.

While it may have seemed more, one estimate held that students spent only 20 percent of their time in class. Movies, plays, musicals, concerts, ballets, orchestras, sports, downtown clubs, and beaches attracted a mixed student clientele. New forms of entertainment—video games and Dungeons and Dragons—devoured time also. As for meals, students returned in larger numbers to campus dining halls during the decade. Eating, however, could occur anywhere at almost any time.

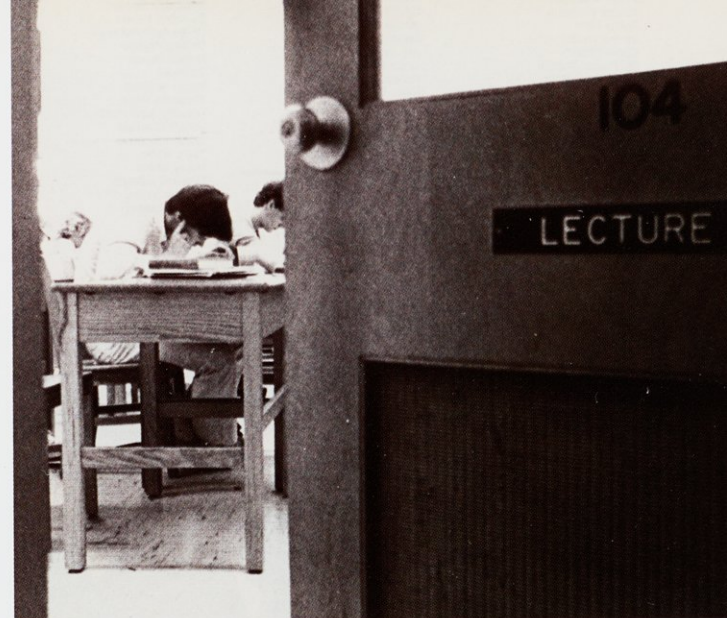
Students could choose between living at their homes or in off-campus rented housing or rooming in on-campus single-gender and coed residence halls. As aggressive inflation curdled the national economy, more undergraduates chose the likes of Jones, Jarvis, and White residence halls. Rents per semester ranged from \$160 to \$225, depending upon the number of each room’s occupants. About 44 percent of the students roomed in the residence halls. There they concocted



lofts, structured to both increase space and exhibit their handiwork. New bread-baking devices filled dorm halls with bakery-like odors. Fraternity or sorority houses housed 3 percent of the students, and Greenville's private sector supplied as in the past a large share of available student housing.

The potential rental population grew, as the university trustees no longer required sophomores or upperclassmen to room on campus. By 1984, Captain's Quarters at Twelfth Street and Cotanche required a twelve-month lease for \$230 a month. Cherry Court and River Bluff, both on Tenth Street, offered similar contracts. King's Arms by Charles Boulevard provided one room for a monthly \$225 with a one-year lease. Some owners designed their rent structure to avoid students; one insisted on an income of \$1,300 a month as necessary for occupancy. Apartments intended for students also became housing for townfolk and faculty.

A new rental answer appeared: parents might purchase a condominium for \$59,000 at Kingston Place. Instead of rent, they would pay monthly mortgage in-



Most lecture halls in the 1980s featured a professor leading and lecturing. Films and slide projectors were the more sophisticated teaching aids.



LEFT: Innovative lofts, for the most part, were sturdy.

ABOVE: Vice Chancellor for Student Life Elmer Meyer prepares to slice the university's seventy-fifth anniversary cake during the 1982 downtown Springfest in Greenville. To his right, dining hall director Ira Simon seems to approve his handiwork's pending fate.



In Joyner Library in mid-decade, sleep knitted a student's raveled cares—until the term papers fell due. The administration had begun to make a case for Joyner's expansion again.

stallments. After three or four years, they would sell it at a profit when their student graduated. Other entrepreneurs built apartments at a fast pace.

Skip Browder of Greenville's planning department admitted that this apartment boom hatched an overbuilt market. He thought if the city let expansion go, expanding student enrollments would soon fill most apartment vacancies. The SGA bus system unintentionally promoted this surge, and students continued to spread into Greenville.

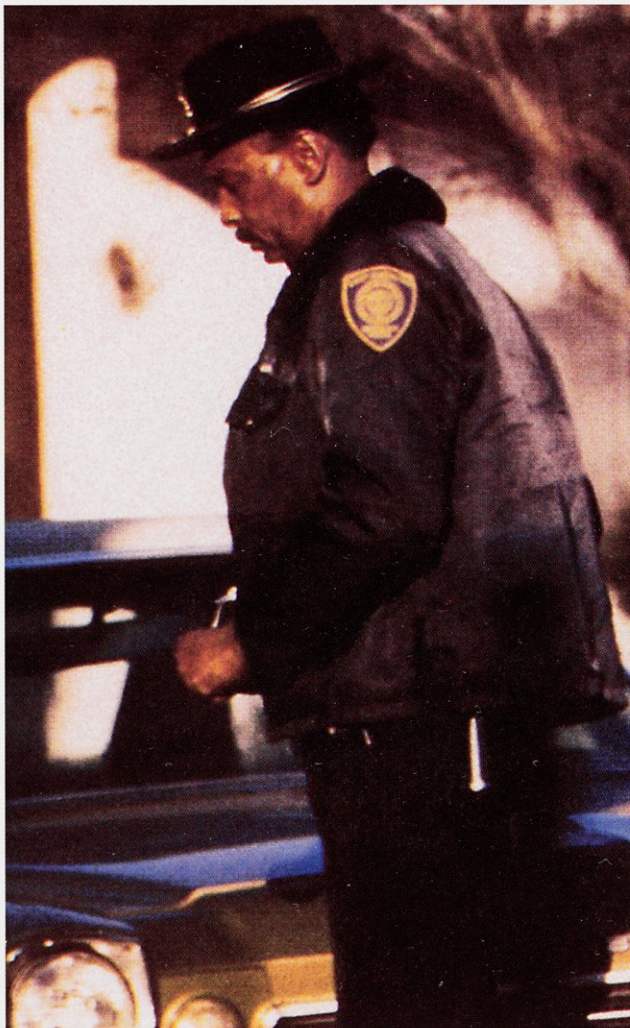
North of campus toward the river, entrepreneurs purchased older houses to rent. Increases of commotion and overflow parking led the city council in mid-decade to pass antinoise ordinances and regulate occupancy.

Some students wanted more operating hours, especially on weekends, for the 600,000-book Joyner Library. Some others worried whether their major course of study would require a foreign language. New programs, such as the parks and recreation major, opted for none. Older ones, including political science, introduced a professional track without a foreign-language requisite. Political science majors grew in number. UNC vice president Raymond Dawson, speaking before a campus symposium, perceived foreign languages as not necessary for every major.

In biology, contrary opinion held that everyone needed foreign language to create well-rounded people. The *East Carolinian*, the renamed *Fountainhead*, followed the ongoing controversy. The chair of the faculty committee for general education confessed "that students often have more impact on required courses than the faculty." Changes followed.

The SGA campaigned for a fall break, a phenomenon spreading through higher education. To make their case, student representatives listed those schools that had adopted this holiday. The calendar committee, staffed with faculty, refused. A break would lengthen the fall semester. More grist for student worry included a 15 percent jump in energy charges that was bound to boost dorm rent. Fuel at the pump had risen to \$1.43 a gallon, owing partially to turmoil in the Middle East.

The 1980 autumn football schedule stirred talk. Downtown, old hands calcu-



Automobiles, no matter the increasing expense to their owner, could, if illegally parked, still attract the university police.



lated it to be the most difficult ever. (They complained over what they considered softer schedules in the seventies.) This would be a pivotal year, with Duke, North Carolina State, the University of North Carolina at Chapel Hill, Florida State, Miami of Florida, and Southern Mississippi all on the slate.

Downtown was still a starting place for the dating game. Halloween revels added to the legends of Fifth Street nightlife. Songs of the seventies became nostalgic references. Disco had died. Some observers hoped the world of prep would follow. The latter's choice in music, one *East Carolinian* critic complained, echoed "the Deke house in 1960 at Carolina." This featured the "shag, bee-bop, jig a lot all around" to the music of the Embers.

Those with prep heartburn could find relief. Among the bistros on Fifth Street, the Attic earned acclaim with its menu of bands and vocalists. The ten-year-old nightclub won a rating as the sixth best in the South. New Wave music also had appeared. The *East Carolinian* identified its "big city" origin; it seemed "cool—coolly prepared to cope with modern life."

On campus, besides sports, entertainment proved more varied. The Empire Brass, the Juilliard String Quartet, the Western Revival Band, Jimmy Buffett, and Maya Angelou performed during the 1980–81 academic year. TV had assumed an imposing role. With the arrival of videocassette recorders, all manner of programming followed. In April, students celebrated semester's end with Barefoot on the Mall, an outdoor mall rock concert.



TOP: This barefoot moment in the eighties became a standard spring celebration on or around the reading day at semester's end.

ABOVE: Impressions of evening performers gave photographers opportunities to transfer sound to sight. David Jenkins echoes on paper as he did on one's ears.

Given its infrequent campus visits, snow brought innovations to outer wear. Each time it occurred, as in 1985, it was a moment to inspire joy, daring, and pleasure.



Estimates of East Carolina community spending for 1980 came to \$28 million. Weekly disbursements for a typical student were \$21.88 for food, \$11.37 to entertainment, \$8.57 on the car, \$7.98 for clothing, and \$4.91 for personal hygiene.

East Carolinian reporter Kathy Weyler divided student clothing styles into five looks. The undying preppie apparel featured alligators on knit shirts. Ralph Lauren's polo ponies, however, "are creeping in." Add-a-bead necklaces for women still attracted support. Lavender and spiral-print shirts were well liked. Men's tweed blazers and button-down shirts still made football weekends stylish.

The athletic look featured jogging shorts, warm-up suits, football and basketball jerseys, expensive tennis and jogging shoes, and, Weyler reported, "slightly worn tee or polo shirts." The arty look consisted of black leotards worn under flowing wrap skirts, touched off perhaps with leg warmers. Some chose "coolie slippers." Anything else that was "slightly wrinkled" and made of cotton with embroidery attracted women. Arty men had longer hair than their preppie brothers. Hippie fashions still existed, and, while onlookers sometimes confused them with the arty look, Weyler thought the hippie aesthetic was in "its death throes." A "strange, unclassified style" composed her last category. Another commentator saw jeans and jean skirts a dominant vogue.

By Christmas, "hollering" struck campus. Screams were linked to screams, whether at midnight or midday. A student correspondent to the paper asked what caused these strident sounds. East Carolina sociologist Charles Garrison estimated that "most holler because of frustration." As it occurred only among groups of students, some observers suggested it resulted in joy from having completed semester tests. Psychology chair Wilbur Castellow judged it as "elemental primal scream therapy." Had North Carolina author Thomas Wolfe heard it, he might have described it as the "goat yell" of youth.

Graduating seniors in the spring of 1980 formed the final class enrolled during Leo Jenkins's chancellorship. The world had intruded in unexpected ways since they first registered. No ivory towers had kept it out. In nearby Greensboro, a shoot-out in November 1979 between Communists and Ku Klux Klan members resulted in five deaths. Iranian revolutionaries had seized American hostages. A war scare erupted as the Middle East seethed.

The politics of oil intruded. The cold war continued. Students worried that the draft, suspended in the 1970s, might again be activated. SGA president Brett Melvin joined other student chairs to present President Jimmy Carter with their opposition to the draft. In 1982, the Army Reserve Officers' Training Corps placed a detachment on campus.

John East, an East Carolina political scientist, had long doubted the course of



Army ROTC cadets, as well as their Air Force ROTC counterparts, recalled World War I, when the student body drilled in front of old Austin. In 1984, however, they used rifles and uniforms to make their point. If they qualified, these officer apprentices and their fellows could obtain a scholarship and commission. Student photographer Gary Patterson caught the moment.

the welfare state. A failing of modern political thought, he claimed, was “that anyone who went before you didn’t know anything.” The Republican ran in 1980 against incumbent U.S. senator Robert Morgan and won.

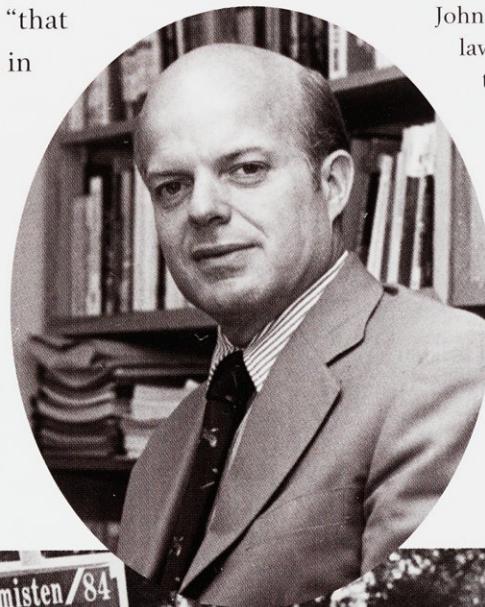
More students joined the Young Republicans. The *East Carolinian* carried a column “From the Right,” written by the “Coalition.” On campus, arguments over involvement in Central America led the newspaper editor to fear an adventure in El Salvador that would spawn another Vietnam-like engagement. Writing of the Nicaraguan civil war in 1987, the “Coalition” contended that, while the United States twiddled its thumbs, Nicaragua will “become the first Marxist-Leninist state on the American mainland.”

New chancellor Thomas Bowman Brewer, hired in 1978 after a nationwide search, heralded change for East Carolina. As Jenkins retired, he told a reporter that he liked the Texan, then provost at Texas Christian University. Those faculty members who had interviewed him told Jenkins they were pleased. Jenkins did remark, “It’s going to be difficult for him.” How would Brewer fit into the institutional habits of East Carolina? Jenkins had become a fixture, first arriving at East Carolina in 1946. Administrators and trustees had grown comfortable with his ways and his personnel.

In September 1978, Brewer observed at the autumn convocation that rapid growth and expansion would pause for the next few years. The university could concentrate on overall excellence and seek greater patronage from foundations and other private sources. One need was a greater range of doctoral programs, which would elevate the university’s category to “research institution.” This new status would garner more funding from the UNC general administration. Brewer hoped that as early as 1979 the necessary steps would begin. Research in oceanography should be highlighted, including the new maritime studies initiative. He would emphasize recruiting “all-star” research and teaching faculty members. Some buildings needed renovation, and the campus landscaping would be reworked.

With the agreement of the Board of Trustees, in the autumn of 1978, Brewer announced a new administrative organization

John Porter East, a native of Indiana, a lawyer, and a political scientist, came to the university in 1964. He proved a stimulating lecturer in class, and he also performed in public as a provocative spokesperson for the Republican Party.



ABOVE: The two-party system became a political axiom at East Carolina in the mid-eighties.

RIGHT: Chancellor-elect Brewer welcomed students Sandy Cuthrell and Ellory Farrar to the 1978 fall semester. Trained as a historian, he had been a professor, a department chair, a dean, and a provost before joining East Carolina.

To comment on the continuing rounds of Democrats versus Republicans, . . . I have never seen so much foot stomping, name-calling, political raving, and dealing blows below the belt. . . . I do not disagree that as American citizens and students with ambitious ideas we should express our views, but need we inflict them on those who disagree with us in such an unattractive manner. It makes for distasteful reading and the reader loses sight of the rationale behind the argument. . . . I realize that the liberals and the conservatives both believe they are whole-heartily right in their views. . . . I'd like to see a little more open mindedness. . . . [It] is essential to developing the understanding necessary to get things done and make positive advancements. . . . There is so much to life than the political pitter patter I've been reading seems to indicate.

—Marty Cherry Jr.
East Carolinian
February 13, 1986

that, for the most part, would be standard for the next two decades. The offices of the academic affairs and business affairs vice chancellors remained. The former would oversee academic programs, including the nursing and allied health schools. The office of the vice chancellor for administration and planning was eliminated, as was the vice chancellorship for health affairs. Edwin Monroe, former vice chancellor for health affairs, became an associate dean in the school of medicine. The *East Carolinian* estimated him as “a dedicated warrior” in the struggle for a medical school.

Two new vice chancellorships, for student life and institutional advancement and planning, were created. Student life expanded upon the former student affairs division as well as other nonacademic units and facilities directly affecting students. The *East Carolinian* considered the new student department as “a step forward” that “blended well with the University community.” The school of medicine’s dean reported to the chancellor, as did the athletic director. University lawyer David Stevens and equal employment opportunities officer Mary Ann Rose were part of the chancellor’s staff. Other leaders retired, were reassigned, or returned to teaching.

Athletics collected a variety of headlines. Basketball coach Lawrence Gillman had received mixed support, and while Jenkins had retained him, the coach resigned in March 1979. The university did not suffer a harsh penalty from the National Collegiate Athletic Association for Gillman’s recruiting irregularities. Thirty-six-year-old Dave Odom replaced Gillman, and in 1980–81, his team savored the university’s first winning basketball season since 1975.

RIGHT: The Greek street was freshly painted each year in front of the student supply store.



Pat Dye's football team, known for its wishbone offense, in 1978 won 7 games, lost 3, and tied the University of North Carolina at Chapel Hill 24-24. With a bowl victory, the coach returned in 1979 for a sixth season, and at its completion he left, saying he could have remained in Greenville for ten or fifteen years. He accused Athletic Director William Cain and Brewer of a lack of loyalty for his program. He had suffered—he claimed without consultation—large budget cuts from Cain.

A few days later, Dye interviewed at N.C. State. He then wrote letters of apology to Cain and Brewer for his censorious remarks on their loyalty. By December's end, Dye was on his way to Laramie, Wyoming, to coach the state university Cowboys. Within two weeks of Dye's resignation, Ed Emory, a former East Carolina football star and current assistant coach at Georgia Tech, moved into Ficklen Stadium as the team's new leader. Although he retained only six starters, he declared his excitement at the thought of the coming season.

Dye's 48-18-1 record had earned fans, and some boosters believed his exit demanded an explanation. Many who thought they knew the inside story blamed Brewer for Dye's departure. The front yard of the chancellor's home on Fifth Street again filled with protesting students, this time troubled over football rather than civil rights or Asian land wars.

Cain resigned in May 1980. He left seventeen intercollegiate teams—nine men's teams, which played in the NCAA, and eight women's teams, operating under the Association of Intercollegiate Athletics for Women (AIAW). Over six hundred East Carolina students played in intercollegiate competition.

Educational institutions are different from other institutions in society, and that often causes their role to be misunderstood—or suspect.

In some ways our institutions appear disruptive to some people in the communities we serve—especially when students begin spring revels or a teacher or professor, in an effort to keep the class interested, overstates a case or stands on her/his head. We are, of course, agents of change. We are called upon to fulfill that role. Either the job is dumped on us or it is demanded of us. We have been called upon—especially in the South—to take the lead in the major social changes that have taken place since 1954. Our facilities have been the battle ground, in some cases, of that social readjustment. We have been legally obliged to give that change a moral undergirding that the churches and the parents of students were some times reluctant to supply. Although that readjustment in society is not yet complete, I am convinced that we have a right to tell ourselves that we did a magnificent job.

—John Howell
January 25, 1983



LEFT: Ficklen Stadium and its contests had become a focus for many eastern and Piedmont North Carolinians. Plans were afoot to add more seats. Contributions and monied backers, however, were in short supply given the sour economy and the ill humor of some Dye loyalists. Each game, no matter the opponent, drew well-wishers, even in the rain.



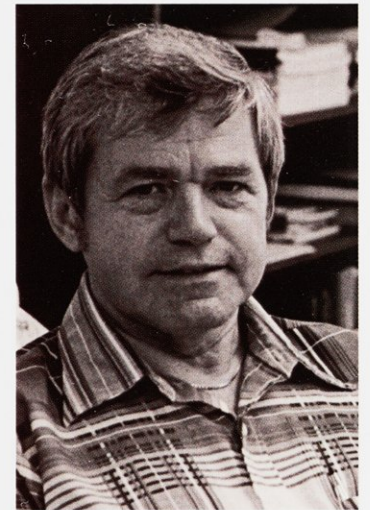
Athletic competition, intense and dedicated, also occurred outside the rectangles of stadium and court. In 1982, Felicia Warren missed clearing a track hurdle. The photographer caught her distress and, in a way, her triumph.

In August, an experienced director of athletics from San Diego State University, Kenneth Karr, became the primary athletic administrator. Issues such as intercollegiate financing, joining a viable athletic conference, and developing a successful athletic marketing plan lay on his desk for resolution. Funding his program depended primarily on student fees, home ticket sales and away-game distributions, and Pirate Club contributions. He estimated that East Carolina boosters should double their contributions from the current \$350,000, and the new sum would cover athletic scholarship costs.

To reduce deficits, Karr cut the field hockey and wrestling programs, despite objections. He then worked to adjust the football schedule to include top-twenty teams, a move designed to draw crowds to Ficklen and to increase away-game income. He also moved the women's teams into NCAA membership.

Exposure in regional newspapers furthered the plan. Afternoon Saturday games won columns of coverage with photographs. Night games, owing to press times, did not. Ficklen needed another expansion. In an interview with a student reporter, Karr, who maintained that athletic fame enhanced the public impression of the university, held "that's why we must work at our image, to be a class act." He vowed he would not "take a step back."

Chancellor Brewer knew what Karr knew. A winning football team, more than



Kenneth Karr had cleared at San Diego State many of the hurdles standing before East Carolina's athletic ventures. He led the effort for eight years, from 1980 to 1988.



Faculty and staff members hand-carried in 1982 fragile devices from the pathology department to its new home in west Greenville. Carts of boxes and other materials went by commercial movers. Constructed in 1923, Ragsdale functioned first as a women's dormitory. Its basement in the next decade became an athletic hall for thirty men. In 1953, a new wing was built. In 1976, the building accommodated a medical school. Later it housed offices for other faculty and staff members.

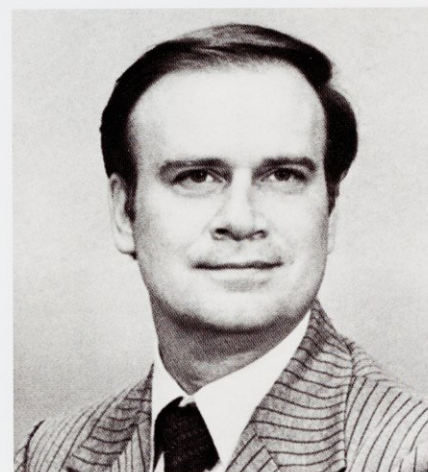
baseball or basketball, would benefit all of East Carolina. Through Vice Chancellor Donald Lemish's institutional advancement division, the university won in two consecutive years the U.S. Steel Foundation's Case Award for increased alumni giving. Donor numbers went from 1,674 to almost 6,000. Honors scholarships, underwritten by alumni, provided four-year tuition to talented high school seniors. By 1981, East Carolina awarded sixty-five of these grants. The office of admissions under Walter Bortz also planned to draw academically gifted students to the university.

Brewer overrode the Faculty Senate and placed a fall break on the academic calendar. Almost all of studentdom rejoiced. For improved campus communication, he asked William Shires, news bureau director, to edit a twice-monthly newsletter, using the old *Pieces of Eight* title.

On March 30, 1979, a circle of leaders pushed shovels to break ground for the \$26 million medical science center to be named for the Brody family. These benefactors would give over \$22 million to the university by 2000. A radiation therapy building came next. The school of medicine moved from Ragsdale, where it had been housed.

In May 1981, twenty-four students received their doctor of medicine degrees. Across eastern North Carolina, the hope for a fine medical program had become reality. Soon, in cooperation with Pitt County Memorial Hospital, kidney transplants, heart bypasses, and other medical advances would follow.

McGinnis Auditorium and the Wahl-Coates Building were reworked after eight years of promises made to theater director Ed Loessin. In March 1982, new seats were installed. The sumptuous long-running summer theater, which had



Coming to campus from the University of Alabama at Birmingham, Donald Lemish brought new tactics in fund collection. He oversaw the news bureau, institutional research, the alumni office, the Regional Development Institute, and several foundations.



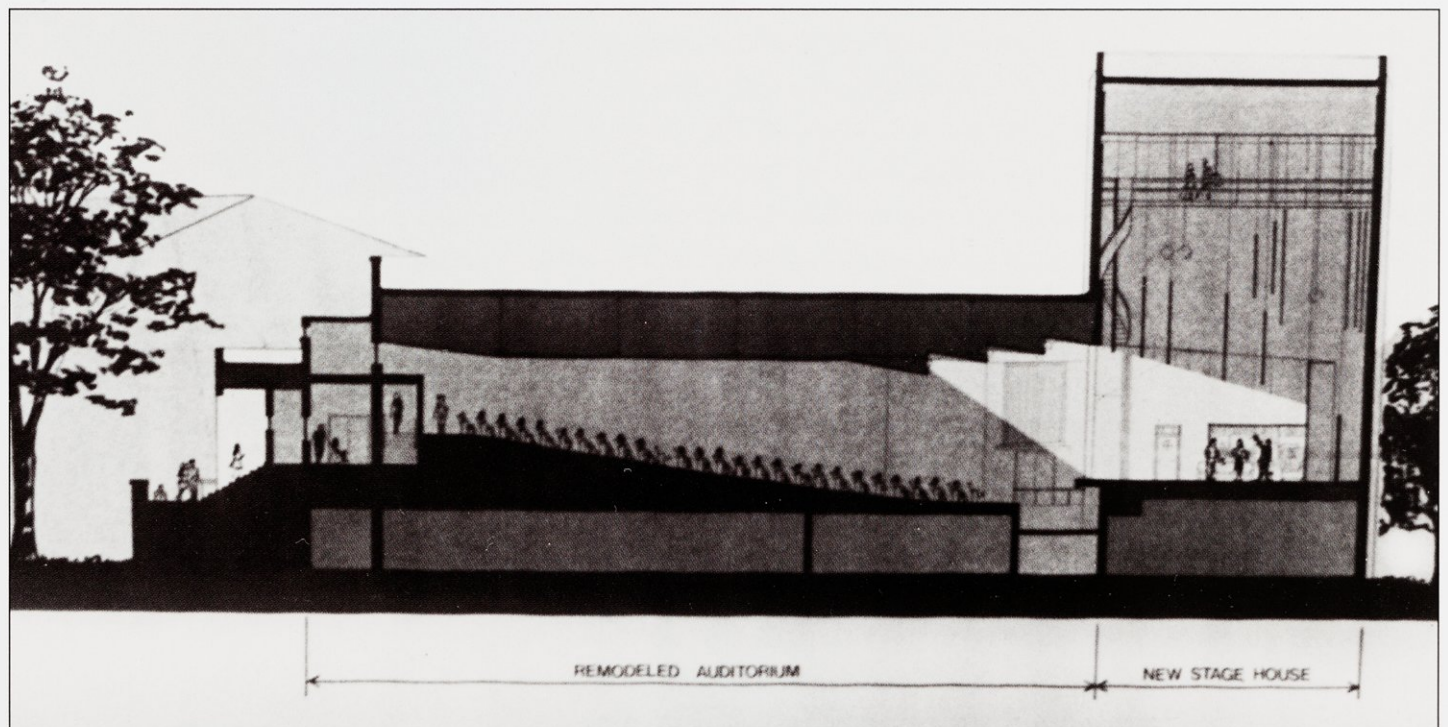
Douglas Caldwell, superintendent of grounds, arrived at East Carolina in 1968. He observed that bushes and trees grew well on the campus mall even after eastern North Carolina summers. Flowers and annuals were less hardy.

been suspended owing to a lack of funds, returned, aided by a \$15,000 legislative allocation. The refinished Wahl-Coates Building became the John D. Messick Theatre Arts Center, dedicated in May 1981. Brewer concentrated on Wright Building, grown shabby with years of usage. A two-step reconstruction began. Older dorms, including Jarvis, were refurbished.

The alumni office acquired a large home on Fifth Street for its headquarters. Alums Luther Taylor, class of 1957, and Marvin Slaughter, class of 1950, underwrote its purchase. Brewer asked that planned parking lots be redesigned. He hoped to increase tree planting to satisfy the campus save-the-trees committee led by Bernard Kane of allied health. Trustees endorsed a new high-rise classroom building on the remains of the Sallie Joyner Davis Arboretum, and Little and Associates, of Charlotte, were engaged as architects for the project.

At the conclusion of Brewer's first year, he and the trustees undertook an immense planning project. A planning commission drafted a set of university goals, and six subcommissions evaluated and proposed responses for the planning commission's review and approval. Undergirding task forces supplied data and recommendations. Faculty chairs of subcommissions contributed key leadership: Eugene Ryan, philosophy; Trenton Davis, allied health; William Bloodworth and Marie Farr, English; William Queen, coastal marine; and Don Sexauer, art. Over nine hundred trustees, administrators, faculty members, staff, students, and alumni participated.

The planning report would also serve as the university's response to the



McGinnis, built in 1921 mainly as support for Wahl-Coates School, became a more modern facility with the 1981 renovations. Some students thought ghosts flitted about the theater when the wind was right and the lights were low.



High ground won in the 1960s civil rights campaigns became symbols for following student generations. In 1981, Cornell Allen, Edna Moore, Gracie Wells, Alfreda Wright, and Russell Parker sang as they led a march remembering Martin Luther King Jr.

Southern Association of Colleges and Schools reaccrediting visit in 1982. Reporting to UNC system president William Friday on the planning effort, Brewer described it as “heartwarming to witness the great progress made in such a spirit of cooperation and commitment.”

In the late autumn, news spread that the East Carolina chancellor had interviewed with the University of Louisville’s presidential search committee. East Carolina’s trustee chair Troy Pate, an alumnus and a Goldsboro banker, estimated that good people attracted attention: “That’s to be expected.” A Louisville committee visited campus, and the press recounted that Brewer was one of two finalists. Then, to the surprise of the Louisville search chair, Brewer withdrew his name. He said he was happy being in Greenville.

In August 1981, the trustees elected as chair Ashley Futrell, a newspaper editor from Washington, N.C., and as vice chair Ralph Kinsey. A Charlotte lawyer, Kinsey had attended the university; he proudly recalled playing under Clarence Stasavich with the aid of a football athletic grant. Futrell theorized the “university sort of needs to do some settling down.”

The trustees also agreed to join the Eastern College Athletic Conference–South, composed of Old Dominion, George Mason, James Madison, the University of Richmond, and William and Mary. Basketball and other sports would benefit. Football remained independent.

West Virginia University sources released Brewer’s name as a possible uni-



Ashley Futrell, seen here chairing a meeting of the Board of Trustees in August 1981, had been a member for thirteen years. In the North Carolina Senate, the D Day veteran had earlier belonged to the coalition that won university status and the medical school.

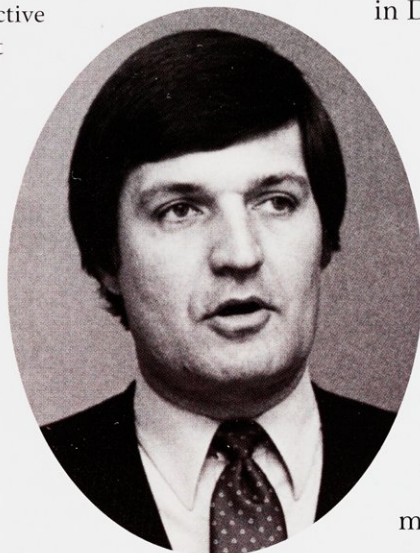
versity presidential candidate. The chancellor denied he sought the position; Kinsey, however, considered Brewer's commitment to East Carolina "questionable." Brewer submitted his resignation. No authority, he said, had requested it. At the end of the month, President Friday came to the campus to apply a steady hand.

Trustee chair Futrell saw turmoil on campus since the news came from West Virginia. Reviewing Brewer's three-year term, Futrell said he "made too many changes too fast." Futrell wanted the new chancellor "to sweat purple and gold," and he counseled that the university needed another Leo Jenkins. Futrell resigned in December 1982.

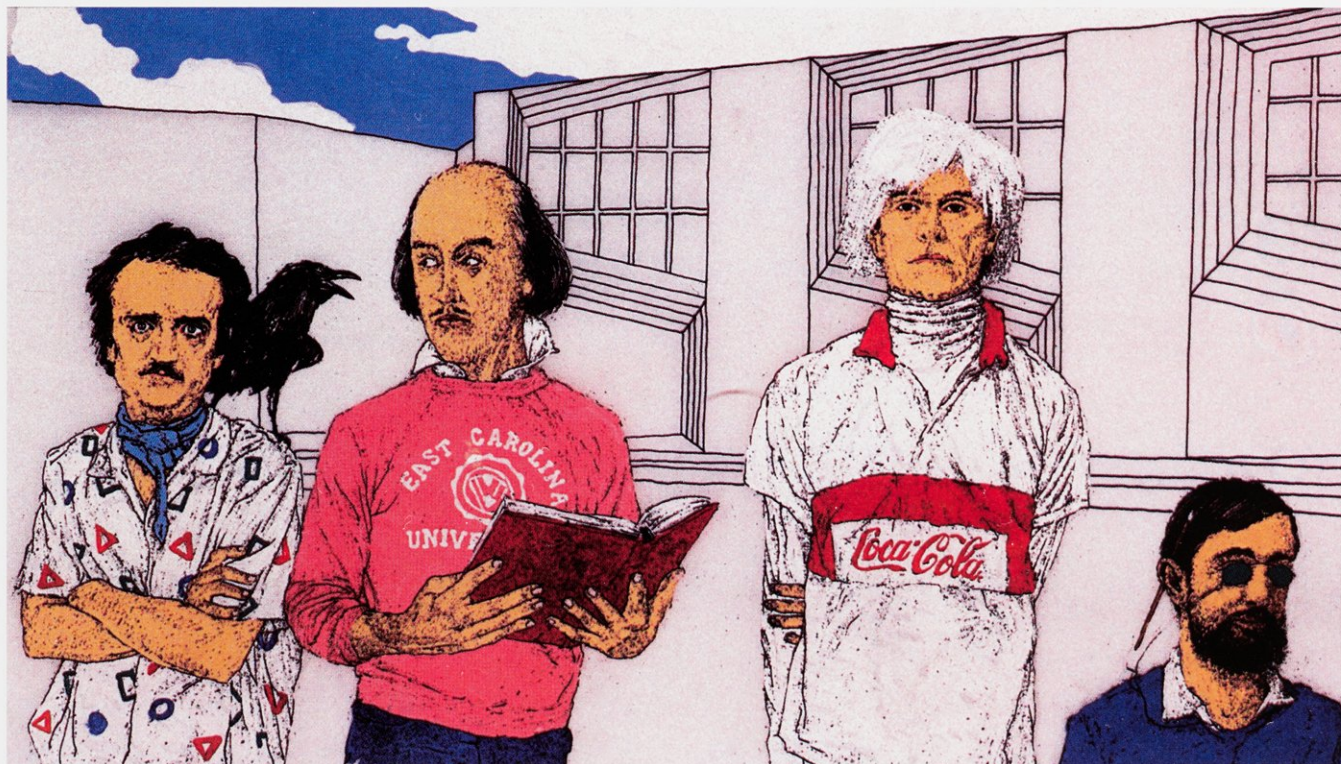
SGA president Lester Nail felt "a loss" with Brewer's resignation. The chancellor, he thought, had "done an excellent job" for the students. The Faculty Senate commended Brewer by a vote of thirty-one to seventeen for fostering qualitative growth. Current alumni association president Philip Dixon and his three immediate predecessors, Daniel T. Hannon III, Jerry Powell, and Max Joyner, praised Brewer in a letter sent to Friday and reprinted in the *East Carolinian*. They applauded him as "an individual . . . not afraid to make hard decisions."

These four alumni cited advancement during the chancellor's term to offset accusations of disloyalty and lack of commitment to the university. They, who had "worked closely" with Brewer, reported that only a "vocal minority" had ever charged Brewer with not supporting East Carolina's sports programs. They surmised the accusers lacked information. Brewer had recruited

Philip Dixon, class of 1971, was active in SGA politics during his student days as a business major at East Carolina. A native of Wake Forest, he secured a law degree at the University of North Carolina at Chapel Hill, then returned to Greenville to practice law.



Having met them in class in words and pictures, artist Neil Copping, in the 1987 *Rebel*, knew these artists' continuing influence was as modern as he pictured their garb: Edgar Allan Poe, William Shakespeare, Andy Warhol, and Henri Toulouse-Lautrec.



faculty to join "the quality already on campus." He "gained respect for the university . . . which it has not previously enjoyed." East Carolina, upon his resignation, had "sustained a great loss."

Friday, in January 1982, named John McDade Howell interim chancellor. The East Carolina communities knew well the fifty-nine-year-old political scientist, who was highly accomplished in East Carolina's administration. He would slow down the long-range planning process, he said, so that the new chancellor should have time to study the documents.

The trustees also proposed to digest more carefully the planning commission's recommendations. They asked postponement of the Southern Association of Schools and Colleges' March 1982 visit. But the association insisted on keeping its date, and the university easily won reaccreditation.

Over 150 candidates applied to the chancellor's search committee. Names were submitted to Friday. In May, he chose Howell, who pledged "not to rearrange" as he had "nothing in mind." As for recent personnel shifts in administrative cadres, he dismissed the issue: "People come and go."

The planning commission would continue to serve in a reduced fashion under the new chancellor. Its earlier recommendations and summaries would, in many instances, be adopted and serve as a direction for the remainder of the decade. Howell intended to raise funds and sponsor research. His wife, Gladys David Howell, proved a knowledgeable companion in meeting the public and seeking their support.

To expand recruiting of capable and motivated students, the chancellor broadened the university scholars program. He depended upon the secondary and tertiary administrators to handle day-to-day functioning of the university. If a serious on-campus problem arose, he would turn his attention to it, however. To the consternation of some, he banned tobacco smoking in classrooms. He also pledged his commitment to a first-class athletic program.

In one season, it almost happened. With players including Terry Long, Earnest Byner, and Tony Baker, Ed Emory's 1983 squad won eight of its eleven games, losing to Florida State by one point, Florida by seven, and Miami of Florida by five. A victory over N.C. State in Raleigh led after the game to a midfield rally of purple and gold. Shouts of "Hey, EC, you look so good to me!" echoed. The team finished the season ranked seventeenth in *Sports Illustrated's* final poll and twentieth in the Associated Press's. This pattern would repeat in the future: seasons of struggle followed by amazing victories.

Howell had instructed the athletic department two years earlier to enroll academically prepared athletes. The next year, in



John Howell displayed to observers an active and articulate mastery of the academic environment. Both Howell and his wife Gladys related well with the university's communities. In his administrative appointments, he drew from internal candidates more than from those beyond Harrington Hill.



ABOVE: Ed Emory's first game subdued Duke 35-10 in Durham in September 1980. The Blue Devils found Earnest Byner difficult to stop. Other teams discovered the same thing.

RIGHT: The NCAA did not regulate this sport, but fans of chocolate-pudding wrestling, shown here at the Elbow Room in 1983, found it rigorous and exciting.



December 1984, after a conference with Karr, he dismissed the coach. In the previous year, Emory's team had a 19 percent graduation rate. Of the forty-six recruits in the autumn of 1984, twenty-five scored under 700 on the SAT. Twenty-one were admitted by exception. Further discrepancies emerged as football accounts were audited.

The chancellor notified the NCAA. A year's probation, but no sanctions, followed. By the mid-eighties a group of college and university presidents led a national reform movement to improve academic performances among college athletes. East Carolina representatives participated in these discussions and recommendations.

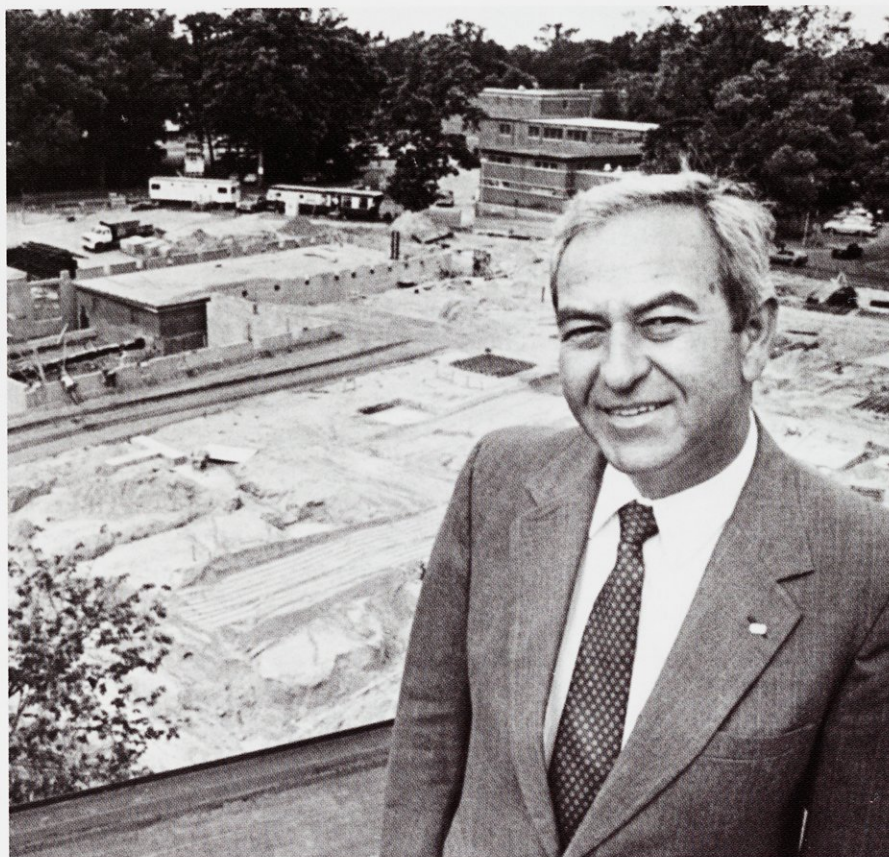
The university mascot, the Pirate, was sanitized. The older symbol had a rough-and-ready look. A mascot committee proposed, in the words of its chair David Stevens, a new pirate "without having the appearance of a scrunge." Senior art major David Franks created an image with a large chest and a more trimmed appearance, striding confidently. Some die-hard fans preferred the older, nasty look.

Art Baker, offensive coordinator during 1983 and currently a Florida State assistant, replaced Emory. His team would face such opponents as Auburn, South Carolina, Miami, Penn State, and Louisiana State in the next two years.

The trustees advanced medical school dean William Laupus to vice chancellor for health affairs. The new health sciences building was dedicated in November



As a publicity stunt, a sports publicist asked a group of elementary school children what name the new mascot should carry. The result was Pee Dee. The title lasted about two years before student pressure mounted to return "the Pirate" to use. "Pee Dee" won.



LEFT: In 1986, school of business dean Ernest Uhr viewed the footings for the long-delayed general classroom building.

1982. The Board of Trustees discussed re-creating the health affairs division by returning the schools of nursing and allied health from their current organization in academic affairs. Howell preferred the current design.

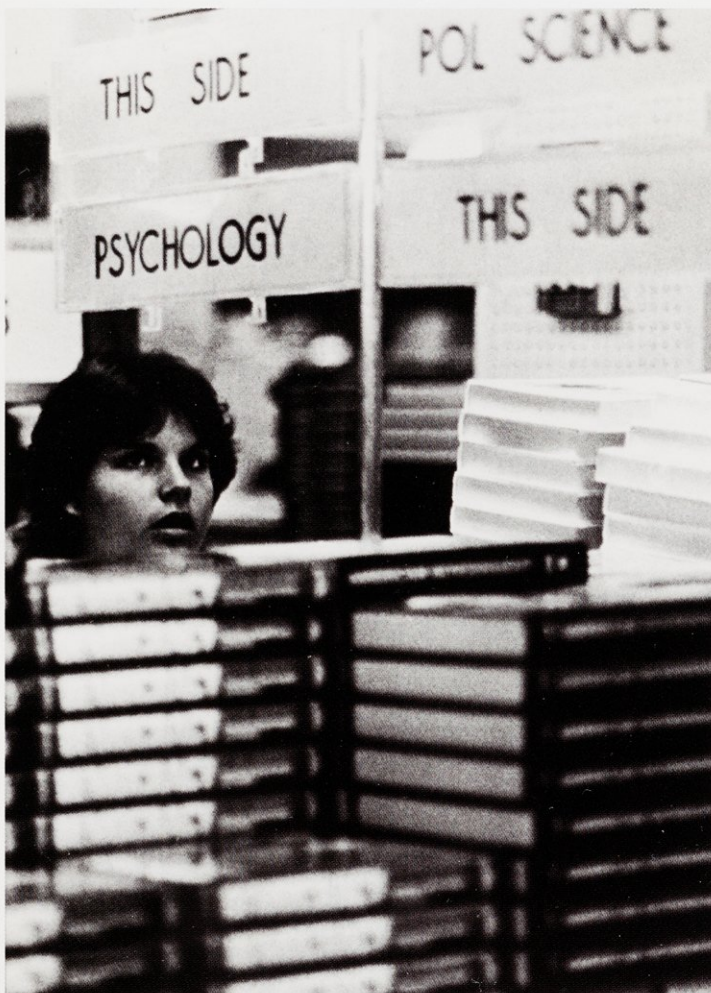
Academic affairs vice chancellor Robert Maier's successor came from arts and sciences, its dean Angelo Volpe. The *New Yorker* underscored the use of computers for the academic world. For example, their use for class schedule registration would reduce long lines, a tradition from yesteryear.

Students still complained through the decade of various registration difficulties, many of which emerged from their own preferences. In one registration week in the early eighties, approximately eight thousand students made more than thirty thousand course schedule changes by dropping and adding courses. Some registrants continued in the same course, choosing a more convenient meeting time or professor with a generous reputation. One student admitted that "every year I schedule my classes so they won't interfere with the soap operas I like." A casual approach to scheduling often left the student complaining one couldn't get any courses.

Ernest Uhr replaced James Bearden, exiting after fifteen years as business school dean. Work on the school's future home, the proposed general classroom building, stalled. Incoming English chair William Boodworth also would use some of its space: "The important thing is that the University get the building," with its proposed sixty-five classrooms, he said.



By 1985, personal computers had become tools upon which to compose, calculate, and play games. This IBM keypunch machine's days were numbered. Herbert Austin's portrait would remain.



If courses were alleged to be in short supply, textbooks were not.

Applying the 1972 ECU Code of Operations, faculty opinion was now solicited on continuation in office of school deans and department chairs. During Brewer's and Howell's administrations, a number of these workers were reassigned. Their successors in academic administration went into office with the majority approval of the unit's faculty. Other academic positions opened by attrition. This pattern would continue in the 1980s.

In 1983, the university faced a 6 percent budget cut and loss of faculty positions owing to scarce state revenues. Cliff Moore, the primary business officer, simply told units to cease buying materials. Student leaders requested controls on what they estimated were outrageous prices for textbooks: a semester's book bill required over \$100 or even \$150.

Student loan funds became more scarce as the administration of Ronald Reagan and the Graham-Rudman Act reduced the federal budget. Credit cards, as the decade passed, became more frequently used.

Several student elections suffered from low voting and were contested by defeated candidates. Paul Naso, the 1983–84 SGA president, in his state of the university address, observed, "We are a decentralized campus; most of the student body does not live in the dorms." The central campus community had given way to enclaves not only on campus but also around Greenville.



Ralph Nader, a critic of the economic system who would work to improve it, spoke at a spring lecture in 1985. Professor Vila M. Rosenfeld, chair of the committee, taught courses in consumer spending with her colleagues in the school of home economics.

The economy moved toward recovery in 1984. The UNC general administration approved Uhr and Bloodworth's building, but complaints grew over its placement, threatening to consume campus green space. Opponents complained that the area should be preserved. Howell insisted the administration had been sensitive to greenery: in the last fourteen years, the grounds personnel had planted 777 trees. In 1988 the building opened.

Inventive images appeared in 1985 on television screens. Music Television (MTV) ran and reran video clips of rock, rhythm and blues, and pop performers. Along with golden oldies of the 1960s and 1970s made possible by the compact disc technology, dozens of new tunes emerged, such as Wham!'s "Wake Me Up Before You Go-Go," and Bruce Hornsby and the Range's "The Way It Is." For many of its youth, Madonna's "Material Girl" epitomized the decade. Each popular tune, from those of Johnny Paycheck to U2, functioned as a time capsule. When heard later, these sounds would refresh moments and long-faded events.

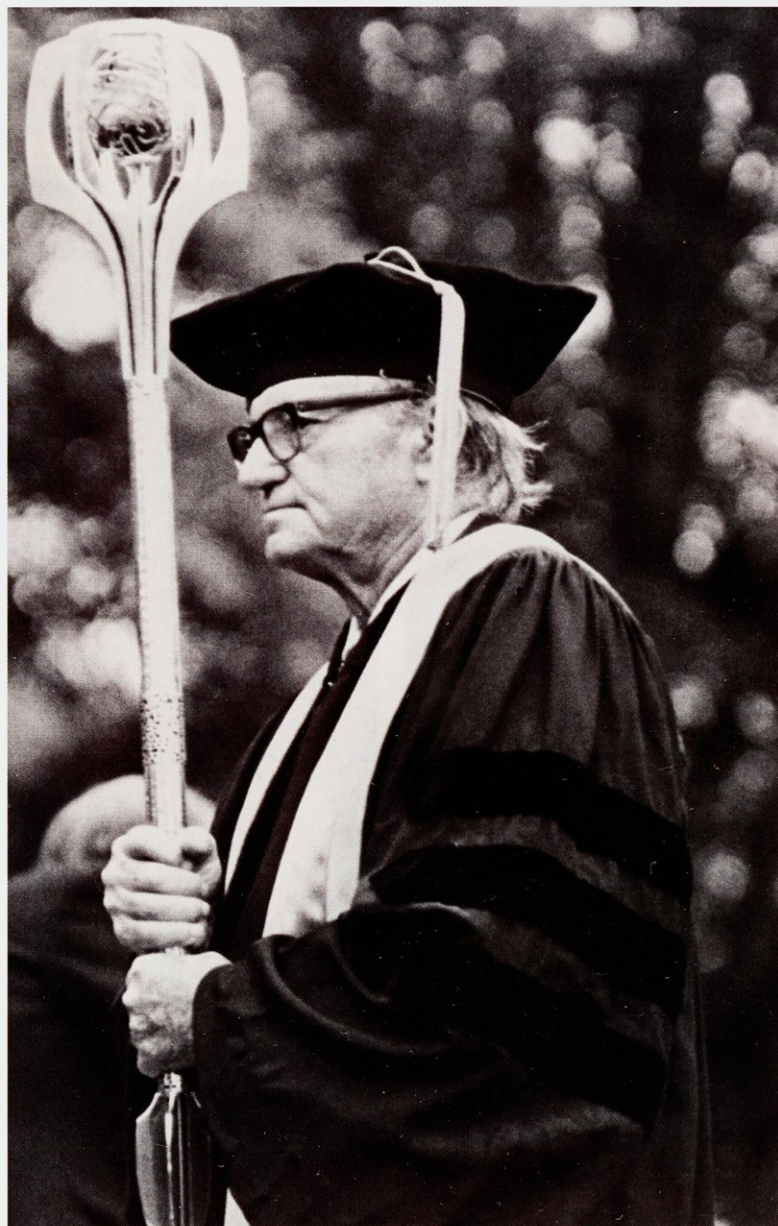
After five years as chancellor, Howell retired on March 1, 1987. The Faculty Senate commended him for "extraordinary leadership as Chancellor," and in 1991, the Board of Trustees dedicated the science complex to John and Gladys Howell.

FALL IN GREENVILLE

I am turning
brown and ready to fall.
A change of wind
gives me motion,
before I take root
become another tree, pulling for life
in this sandy soil.
I spend afternoons looking at maps,
proving that this is not the only place. Outside the air turns gray,
trees stripped of leaves
become twisted hands
try to pull down the sky.
Turning pages I think of Dakar,
Dahomy, Quito, places
I'll never see from here.
It begins to rain.
Leaving, my feet don't touch the ground. I'm not sure what's ahead
or what is left behind. I feel as if too much time has passed,
I want to move faster.
The trees are waving good-bye and I
remember never wanting to leave this place.

—Al Maginnes
Rebel
1984

In 1978, a Board of Trustees subcommittee led by John Bridgers commissioned John Satterfield, an East Carolina art professor, to fabricate what became the Trustees Mace. A descendant of medieval tradition, this silver-and-gold creation resembled the globe in the university seal. It was first viewed publicly in October at the installation of Thomas Brewer. Professor Clinton Prewett, chief marshal and mace bearer, led the academic procession. The mace would guide future graduation processions, chancellor installations, and other formal university occasions.



1. Brody Medical Sciences Building
 - A. Admissions
 - B. William Laupus Health Sciences Library
 - C. Outpatient Center Entrance
2. Pediatric Outpatient Center
3. Biotechnology Building
4. Magnetic Resonance Imaging
5. Brody Auditorium
6. Leo W. Jenkins Cancer Center
7. Eastern Carolina Family Practice Center
8. Pitt County Memorial Hospital/Admissions Entrance
9. Emergency Department
10. North Bed Tower/Heart Center
11. PCMH Visitor Entrance/Teaching Addition
12. Family Birth Center/Children's Hospital
13. Rehabilitation Center
 - A. Outpatient Rehabilitation
14. Executive Park Circle
 - A. ECU Women's Physicians
 - B. Gastroenterology/Digestive Diseases
15. Gaskins-Leslie Center
16. Warren Life Sciences Building
17. Lakeside Annex
 - A. Patient Services
 - B. Medical Records
 - C. Prospective Health/Radiation & Biological Safety
 - D. Endocrinology/Department of Medicine
 - E. Department of Family Medicine Research Division
 - F. Clinical Skills Assessment
18. Medical Foundation/Medical News and Information
19. Ronald McDonald House
20. Dual Diagnosis (Mental Retardation/Illness) Team
21. Child Care Center
22. Venture Tower
23. Monroe Conference Center
24. Building M - EMS Division
25. Building C - Ambulatory Geriatric Center
26. Building N - Health Services Research & Development
27. Systems Accounting
28. Medical Pavillion



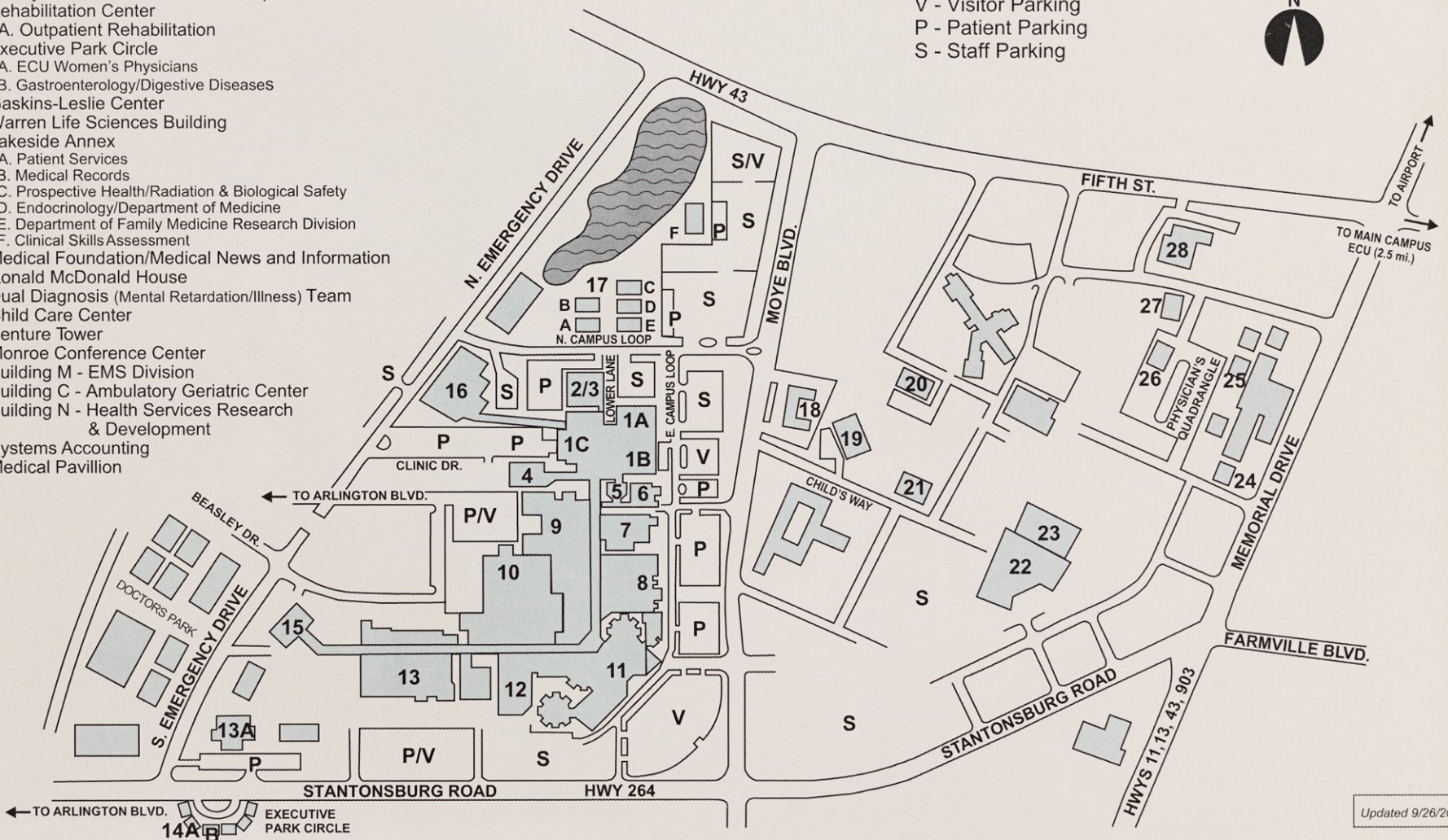
EAST
CAROLINA
UNIVERSITY

BRODY

SCHOOL of MEDICINE

and Pitt County Memorial Hospital

V - Visitor Parking
P - Patient Parking
S - Staff Parking



Updated 9/26/2003

“Don’t Go”

THE ECONOMIC and political energy that shaped East Carolina Teachers Training School had waned. The commodity-based economy had suffered striking blows, disassembling family farms only to have larger corporate ones replace them. Other pillars of the New South—textile and tobacco processing factories and the furniture factories to the west—had grown elderly.

In 1987, East Carolina cultural geographer Ennis Chestang reported, “Nobody has a milk cow with a name anymore. . . . When I ride out in the country now, I keep looking for the family farm.” He could not find one, the professor said.

East Carolina University had held open a gateway to the future for decades. From degrees available in business to art and music, the undergraduate and graduate catalogs bulged with options. Nursing to social work, environmental health to public administration—these choices matched teacher education and home economics, the humanities and sciences in breadth and depth. Medical sciences acquired doctoral degrees in anatomy, biochemistry, microbiology, pathology, pharmacology, and physiology.

Other disciplines matured to bid for final degrees in advanced studies. In 1990, the university proposed afresh ten doctoral programs. The Board of Trustees called for acceptance of East Carolina as a Doctoral II institution. Only a hesitant general administration in Chapel Hill prevented this realization. Not until 1997 would the university achieve that status. Funding to support the new classification began in 1999.

Old criticisms lingered from past tussles to attain university status and procure a school of medicine. As late as the mid-eighties, Piedmont academics questioned establishment of the medical school. In 1991, however, the University of North Carolina at Chapel Hill’s medical school honored its graduate Edwin W. Monroe for distinguished service. The next year, the Association of American Medical Colleges chose East Carolina as a national leader in the education of generalist physicians. Dean James Hallock, who followed retiring William Laupus, now led the school. Health care to the region and minority access to medical education both expanded.

Tied with Pitt County Memorial Hospital, which was on the verge of becoming a private institution, the medical school treated thousands of patients in its clinics. The Leo Jenkins Cancer Center became a centerpiece for a twenty-nine-county service area. As the decade passed, experimental techniques such as tele-



ABOVE: An aging tobacco barn could be viewed with sentimentality. In reality, it was one of the last buildings of an older, difficult method of curing bright tobacco. It needed round-the-clock attention, using large supplies of oak and pine. A certain constant temperature was required, and manual labor provided the energy to see the crop properly cured. At mid-century, electric- and gas-fired barns began replacing this system.

OPPOSITE: The 2004 graduate catalog displayed this guide to the Brody School of Medicine and Pitt County Memorial Hospital. As on East Carolina’s main campus, successful parking required a bit of luck and knowledge of the traffic flow during different times of day and night.



ABOVE: At the Brody School of Medicine, W. Randolph Chitwood developed innovative procedures in cardiac surgery. This encompassed development of endoscopic techniques. After obtaining a medical degree from the University of Virginia, he spent ten years in the Duke University surgical residency program. In 2004, he received the University of North Carolina's O. Max Gardner Award for "contributions to the human race."

medicine became practical tools. Heart physician W. Randolph Chitwood performed on May 3, 2000, the first robot-assisted mitral valve surgery in North America using Inventive Surgical's *da Vinci* surgical system.

The school campaigned against health-harming practices such as smoking and obesity. The crusading surgeon general, Joycelyn Elders, was invited to speak in the spring of 1994 at the school's graduation ceremonies. Her earlier controversial statements had stirred disagreement. By cautioning against the use of tobacco, she angered both the industry and local politicians. Calls to withdraw the invitation did not alter Dean Hallock's course, and while he received coarse epithets and accusations, she was welcomed at the ceremonies. On this occasion, academic freedom triumphed.

In 1987, a victorious East Carolina football team won 32–14 in Raleigh over North Carolina State University. Thousands of fans rushed the field and overran a fence in the south end zone, shouting "Hey, EC, you look good to me!"

While the East Carolina nation celebrated, neither the student body nor the chancellor could be held responsible for raucous crowd behavior. Yet the blame was thrown in the direction of Greenville, N.C. State athletic director Jim Valvano called for a year's moratorium on games between the two teams. In January 1988, an indefinite cancellation of East Carolina–N.C. State football games was announced. Not until 1997, in part because of diplomacy and legislative pressure, were the games resumed. N.C. State won 37–24—and its fans charged the field.

The new chancellor stepped away from these untoward public events. Coming to office in March 1987 as East Carolina's seventh installed executive officer, Richard Ronald Eakin, a Pennsylvanian, held a doctorate in math and statistics



James Hallock (standing on left) became dean of the school of medicine in 1988 and several years later was named vice chancellor for health sciences. This native of New Jersey obtained his medical degree at Georgetown University. A specialist in pediatric medicine, he pursued energetically the school's three principal goals: primary care, minority access, and regional health care. He resigned in December 2000. Seated, left to right, William Laopus, David McRae, and Jack Richardson.



East Carolina's trustees not only gave time to the university, they opened pathways to influence and authority to its benefit.

from Washington State University. Since 1964, he had risen in the instructional and administrative ranks at Bowling Green University. Before accepting the East Carolina position, he served as vice provost for institutional planning and student affairs at the Ohio school.

In September 1987, Eakin observed that “the first and most critical challenge we face is the need to plan.” He also would weigh the university’s impact upon surrounding neighborhoods and the city of Greenville.

Eakin insisted upon a unified visual design for both new buildings and complementary landscaping. Jo Ann McGheehan Eakin energetically promoted her husband’s campus beautification projects. Concerned with the university’s image, which he considered fifteen years out of date, the chancellor sought a new logo and publishing motifs. He also planned the construction of two parking decks and a new use for the site of the abandoned swimming pool at the corner of Fifth Street and Cotanche.

Strategic planning came to the university. A full-time architect and a planner were secured, Robert I. Webb and Sue Hodges. Properties acquired included an office complex on Fourth Street. Greenville Utilities, the city, and East Carolina financed lighting for Fifth Street. A new student recreational facility proposal surfaced. A few years later, an additional twelve acres next to the allied health building on Charles Boulevard came to the university with the help of a donation from William Blount.

Eakin pledged to the Faculty Senate that he would “engage, in every way I can, the faculty in decisions.” A body of forty-three administrators and key faculty as-

Chancellor Eakin visited with students and offered them assistance after their dormitory, Clement Hall, suffered a fire in 1989.



BELOW: J. Y. Joyner Library dominated the central campus following a three-part \$30 million expansion between 1994 and 1999. Its clock tower in this illustration chimed high noon under a high-flying blue eastern North Carolina sky. It also reflected Chancellor Eakin’s determination to use unifying themes in campus architecture.





Fifth Street retained the earlier ambience of the campus as a two-lane road. Riding its climb up Harrington Hill stirred older alumni to reminisce.

sembled the strategic planning document, and in 1990, the Faculty Senate ratified the university's plan. It would be applied at the top of the administrative echelons with an expectation that operating academic units would design goals to fit the prime document.

The plan, which was annually upgraded under the guidance of university planner Robert Thompson, who succeeded Hodges, held nine goals: (1) demonstrate excellence in undergraduate education; (2) offer outstanding and distinctive graduate programs; (3) promote excellence in teaching; (4) demonstrate excellence in research and creative productivity; (5) recruit and retain academically proficient and talented students; (6) ensure respect for individual rights and human diversity; (7) provide effective university leadership in public education; (8) provide effective university leadership in public education, health care, and regional development; and (9) possess state-of-the-art information resources management capabilities. To realize these intentions, the plan concluded, an effective and efficient leadership of the university would be required. Eleven committees would implement the plan.

Trustee members and Eakin reviewed the university's support components. The chancellor found the organization "large and complicated." Four new divisions were formed. Personnel became human resources, joining telecommunications, physical plant, and public safety as separate agencies. Eakin returned the schools of nursing and allied health in July 1987 to the division of health affairs. In 1992, plans projected them moving physically to the west Greenville medical



LEFT: Sun-illuminated autumn leaves frame a side of Whichard. Opened in 1924, the brick building with a red tiled roof served as the original Joyner Library. The music department made it home in 1956. In 1959, the trustees named it for the former trustee and East Carolina advocate David Julian Whichard. In 1968, with a new annex, it became a primary office complex on campus. The 2000 master plan described it as part of the pre-World War II buildings along Fifth Street that possessed "a unique architectural tradition."

campus. The health affairs vice chancellorship was rolled into the medical school dean's office. One person would fulfill both roles. In the same year, health and human performance became East Carolina's eleventh professional school.

Eakin's administrative habits resembled those of Leo Jenkins. He inclined to leave persons once selected in place. Circumstance, however, brought change. During Eakin's thirteen years as chancellor, five different people occupied the vice chancellorship for academic affairs. In 1999, Richard Brown, vice chancellor for administration and finance, was given the title of executive chancellor. He aided Eakin in finance, operations, and administration and would also substitute when Eakin was absent. The chief information officer also joined the chancellor's cabinet.

A resolute intention of Eakin's administration would affirm campus diversity. Some force for this initiative came from previous developments. The institution's earlier teacher education programs had enrolled women. Many of its instructors were women, but only a few had gained administrative positions.

One of the four sixties-bred reforms, gender equity, appeared at East Carolina in the seventies. Professor Tennala Gross, a mathematician, became president in the 1970s of the North Carolina women's political caucus and eastern coordinator for the Equal Rights Amendment-United. As chair of the faculty welfare committee, she oversaw the first published faculty salary survey. It uncovered, among other items, income inequities among East Carolina faculty women. In 1979, the administration made adjustments, owing in part to requirements of the Equal Pay Act of 1963.

In 1972, President Leo Jenkins formed a campus committee on the status of women. Discussions on status, salary, and a lack of women administrators fueled the agenda on this faculty-staff group. In the 1980s, a lunchtime learning project was begun to discuss these issues.

In 1985, Patricia Anderson, a professor of education, became chair of the women's committee, and the move toward a women's studies degree accelerated. In 1986, an interdisciplinary degree was adopted. Other directors included Marie Farr, of the English department, and Susan McCammon, of the psychology department. In 1995, a B.A. program in women's studies was offered.

Search committees found qualified women candidates. Trustees such as Sandra Babb argued for more women appointees. Marlene Springer became in 1989 the first woman selected vice chancellor for academic affairs, the university's chief academic officer. For the first time since 1946, a woman, Courtney Jones, won the student government presidency in 1992, teaming with vice president Sherry Smith.

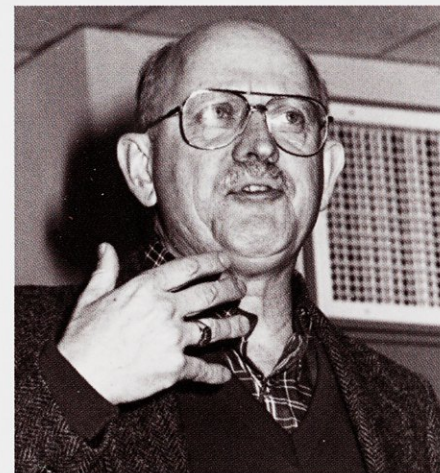
East Carolina's women now walked in an open society with both new opportunities and hazards. Increased sexual assaults proved a part of this new world. East Carolina responded with protective measures that included increased campus lighting, patrols, heightened awareness sessions, and alarm systems. As the



In the latter decades of the twentieth century in eastern North Carolina, Halloween was considered by young adults to be an East Carolina University festival.



LEFT: Tennala Gross, a math professor, taught some of the first computer language classes at East Carolina. In the 1970s, she managed the large central computer in new Austin.



ABOVE: Al Mathews, vice chancellor for student life, became a part of the Eakin administration in the late 1980s. He would lead the division until the end of the following decade.



Volleyball was one of nine intercollegiate women's sports at East Carolina during the 1990s. The others were basketball, cross-country, soccer, softball, swimming, diving, tennis, and track and field.



Bate's doors frame students at break time in an evening class. These classes continued an earlier custom. K-12 teachers, busy in the daylight hours, enrolled in most of the early graduate classes offered after dinner. Smoking had been banned in the 1990s from interiors of university buildings. As a result, smokers could be found in all types of weather around building entrances.

In 1988, Sonja Love became the fourth black homecoming queen. An honors student, she represented Tyler Hall.



student population spread into Greenville and its environs, residence hall students followed less strict rules, so that students would not leave the dorms.

Racial minorities had been members of East Carolina's staff since the school's beginning. In the late 1950s, its members enrolled in summer school teacher education courses. Degree programs opened to black students in the 1960s, and in the subsequent two decades, African American student leaders continued to ask for more black faculty. In student government elections, blacks often ran for office and won. The publication *Expressions*, after a rocky debut in the previous decades, earned national recognition as a campus minority voice.

Larry Smith became the first minority assistant vice chancellor. Many black athletes continued to win games and honors for the university. As the 1990s progressed, African American student musical and artistic contributions garnered public accolades.

Eakin moved to increase minority enrollments. He convinced the Faculty Senate to lower the high school math requirement for admissions from three units to two. Math marked a frequent scholastic stumbling block for graduates from eastern high schools. The students, black or white, could enter with a one-course deficiency that would be removed with additional course work once enrolled. In

1990, a 700 score on the SAT became the minimum for admittance. The university also opened a weekend college, with course work taught each Friday evening and Saturday.

These steps did not, however, institutionalize accomplishments along the minority and gender frontiers. Besides federal and state statutes, a series of documents crafted in academic committees, aimed at faculty, academic administrators, and students, codified further institutional intent. A procedure for grievances relating to sex discrimination and other equal employment complaints became administrative law, as did a policy on improper relationships between students and faculty. Sexual harassment and discrimination policies for students and faculty along with due process procedures passed the Faculty Senate and gained the chancellor's signature.

In 1993, the Faculty Senate accepted a credits committee report that urged tightening undergraduate retention values. Given more strict regulations, some faculty reasoned students would rise to the challenge with greater energy. Although the grade issue remained a faculty-administration decision, a majority of the trustees objected. The standards, if adopted, would, they contended, place too many roadblocks for students enrolled from eastern North Carolina. Eakin appointed a committee to review the proposal's merits. Some items were adopted. Not until December 1998, under faculty chair Brenda Killingsworth's leadership, did the reform become policy.

The first two years of undergraduate study—general education—posed a trial for many students. A survey in 1995 indicated 55 percent of those in the introductory math course 1065 made Ds or Fs. In Math 1074, the figure was 51 percent. In first-year courses in physics, biology, and chemistry, 49 percent of the grades were below a C. Academic affairs emphasized tracking freshmen and

Since 1973 we have had unit codes for academic units on campus. Prior to that time, units had no organizational structure, no policies, or procedures to guide the unit in its operation. Without unit codes we were driven or led. . . . The year 1973 was a turning point at this university. The university really began to employ the concept of shared governance as part of these new procedures. Faculty were given the responsibility for writing the document that described the operations of their academic units. . . . Most of our faculty have always had the privilege of working within the structure of a unit code. Maybe we take too much for granted. Some of our senior faculty can relate to you how much a part they had in the operation of their unit before 1973.

—Don Sexauer
Chair of the Faculty
Pieces of Eight
November 15, 1996

The new pirate held the center of the football field. After games, however, he bore a well-used look.



Through the years to come, remember and support this place and especially members of this faculty and administration who have given so much to you and to our state. Keep this university ever vigilant, ever vital, and, above all, keep it free of hostile forces from within and without, keep it ever the servant of all the people, and return here time and again to renew your sense of purpose and dedication and your commitment to a better society.

—William Friday
Commencement
June 1999

sophomores more closely. Efforts also aimed to perfect academic advising. Students usually could not declare their majors until they successfully navigated forty-five semester hours of general education. In 1995, 7,500 students were enrolled in general education courses.

For the upperclassmen who had chosen academic majors, arts and sciences ranked first; teacher education ranked second, followed by business, human environmental sciences, art, and nursing. Among those aiming for graduate degrees, the college of arts and sciences led. Teacher education was second, followed by medicine, business, and nursing. Enrollments hovered around sixteen thousand during the 1990s. In the spring of 1995, 3,428 graduates received bachelor degrees. Arts and sciences led with 888 recipients.

As they advanced in academic standing, East Carolina's students frequently moved into apartments, homes, and rental houses. Only 25 percent remained on campus, which was less expensive. In 1996, a survey of students revealed a double room without air conditioning on campus cost \$1,690 for nine months. A

This graduation scene does not appear overburdened with solemnity. Dowdy Student Stores rented most graduates their gowns and caps and offered graduation invitations, East Carolina class rings, and diploma frames.



nine-month meal plan required \$1,760. The residence hall charge included phones, cable, and utilities. Average rooming expenses were estimated at \$383 a month.

An off-campus apartment required a twelve-month contract. Two roommates were charged, on average, \$4,560. Additional expenses included a \$100 utility hookup, average utilities of \$720, a phone bill around \$240, and a \$240 cable bill. One person spent \$2,700 for food in an academic year. These items combined monthly cost a student as much as \$508, not counting the cost of travel to and from campus, where parking was limited.

In April 1994, a group calling themselves STOPP—Students Tired of Parking Problems—requested parking decks to lessen the pressure. Eakin counseled that the decks, with an estimated cost of \$10,000 for each car, were too expensive. Anyway, he smiled, the university plan was to develop a pedestrian campus. Parking and traffic gained further attention from Vice Chancellor Richard Brown at the crosswalk before Brewster at Tenth Street. A second stoplight and new bushes were placed before Christenbury Gym to funnel students to the crossings. Sometimes it worked. Sometimes it didn't.

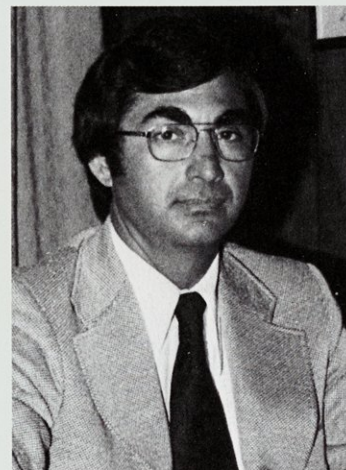
University expenditures for the 1994–95 year stood at \$289 million. State appropriations contributed 41 percent of the operating funds. Other income included: tuition and fees, 11 percent; grants and contracts, 6.5 percent; private gifts and contracts, 13.8 percent; sales and services, 22.2 percent; auxiliary enterprises, 14.5 percent; other sources, less than 3 percent. The General Assembly now permitted tuition to remain on campus. Tuition increases partly resulted from this decision. By 2000, the annual tuition for in-state students advanced to \$1,095.

As costs multiplied, the chancellor's office continued to practice public and private fund-raising. To aid in developing resources, in 1994 Eakin established a Board of Visitors, the first chair being Janice Faulkner.

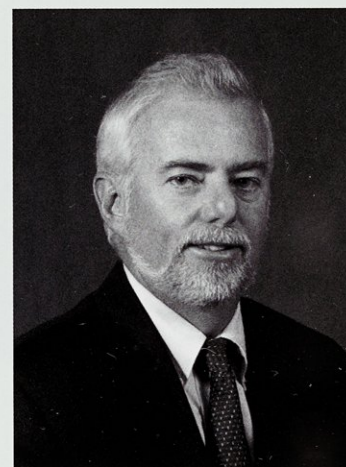
On campus, Eakin welcomed a variety of people intent upon contributing in some fashion to the university, attended receptions and dinners, and met with trustees. Away from campus, he petitioned legislators, conversed with University of North Carolina management and Board of Governors members, entertained corporate leaders, sought people with land to sell, engaged alumni, soothed sports boosters, and spoke with municipal leaders. Many of these occasions were public. Others were behind closed doors, and results sometimes surfaced semesters later.

Some contributors, for example, left shell collections to the biology department or rare books to the libraries. Other benefactors donated funds sufficient to have buildings named for them. Eakin eventually found it a stressful lifestyle. He regretted, he told an interviewer, having "been screened away from the students."

His rising national reputation and that of the university attracted other universities. In 1992, after an interview on campus, he became one of three final candidates for the University of Akron's presidency, but he removed his name from



Don Leggett, a native of Windsor, graduated in the class of 1958 and obtained a master's degree in 1962. He joined the university in 1970. For fifteen years, he directed alumni development. Afterward, he worked in a variety of ways with university advancement. Few alumni served East Carolina as well or as long.



Richard Brown became East Carolina's fourth fiscal officer in 1988. A native of New York and a certified public accountant, he left an associate vice presidency in the state university system of New York to come to Greenville. For the next fifteen years, he performed as the primary vice chancellor in tumultuous financial times. He also retired twice, once in 2000 and, called back to duty, again in 2002.



ABOVE: The 1999 flood made its mark. One commentator noted that Green Mill Run, which spilled across Tenth Street, reclaimed its old channel, at least for a few days.

RIGHT: The media diversified. In this 1994 scene, a student reads his *East Carolinian* while the tape player at his hip gives sounds previously available only from fixed stereo sets. The campus radio station advertises its sounds in the paper.



the nominees list. In 1995, he emerged as one of four finalists for the same position at the University of Louisville. J. Craig Souza, East Carolina trustee chair, thought the nomination spoke “well of East Carolina.” After a visit to Kentucky, Eakin withdrew his candidacy.

Bond issues during the decade reconstructed Joyner Library, expanded the Rivers Building, renovated Jarvis Residence Hall, built a new technology and science building, purchased land, started a new Todd Dining Hall, reconditioned Flanagan, and paid for numerous other physical improvements. A “shared visions” campaign gathered over \$64 million in private contributions.

Several hurricanes in the 1990s seriously disturbed campus routines. In 1999’s Floyd, the most serious, the administration, staff, and faculty took major steps to soften its aftermath upon students. Eakin suspended classes for a week while displaced flood victims found new lodging and replaced damaged possessions. Most of these students returned to class.

Leftover fashions, culture, and music from the eighties persisted. Duck Head Bermuda shorts drawn from sixties designs made a fashion statement in khaki or tan. So did Eddie Bauer or L. L. Bean. Backpacks grew larger. Polos and T-shirts, the latter loose and often long-sleeved, remained. Toward the end of the decade, some women students adopted short knitted shirts with low-cut jeans. Men wore shorts into the winter—some below the knee, some with professional sports or other universities’ logos. This could be taken as a sign of ruggedness or, given Greenville’s weather, lack of certainty that the season had changed.

In the early nineties, another student clothing style, grunge, appeared on cam-



pus. Coming from the Pacific Northwest, it represented Seattle's punk-rock evolution. Denims were its major fashion statement: bigger, more colorful jeans, along with rock concert T-shirts, usually under plaid, flannel shirts. Overalls with one or two straps accompanied these designs. Shoes ran from chunky to combat boots.

Grunge music went nationwide with Nirvana's "Smells Like Teen Spirit." Local affectations included a rumpled appearance, with long, oily tresses (on both males and females). Black was a dominant clothing color, and baseball hats, displaying ancient vintage and wear, were backups. For faculty who had taught many 8:00 A.M. classes, nothing here proved disconcerting. In 1996, the fashion faded, although elements remained, especially the well-worn baseball hats.

Tattoos were additional symbols of student autonomy. In the early nineties, a tattoo salon opened downtown, offering students a variety of body illustrations. Tattooing became popular. Many designs were permanent, but, as the decade closed, some students preferred temporary adornment—for parties and celebrations. The next day, the facsimiles could be washed away.

Laura Wright, an *East Carolinian* columnist, in mid-decade surmised that a lack of major wars or other crises had prevented this student generation from uniting. She believed that students watched and knew of current events but expressed a world-weariness and tended to disbelieve news commentators and newscasters. A self-described Generation X member, Wright felt she and her friends did not have a lot of hope for the future, having not been given any.

This generation did possess more education than those of the past but had

LEFT: East Carolina continued to be an assembly point for politicians. In the spring of 2001, following his recent election, President George W. Bush came to campus to tout his tax-cut plans. In a crowded Mingus Coliseum, he waves his famous "W" sign. He was the first sitting president to visit the university.

ABOVE: With a click over eight minutes left in the 1992 Peach Bowl, East Carolina quarterback Jeff Blake found his team losing to North Carolina State by seventeen points. In the next few minutes, the team scored two touchdowns. Luke Fisher then stretched to make the third. State missed a last-second field goal, and the Pirates won 37-34. The Peach Bowl turned purple. Across a tide of joyous followers, a flag waved: "ECU 11-1. I believe." The team returned to Greenville ranked ninth in the nation.

A LETTER NEVER SENT TO MY DAUGHTER

Dear Stephanie

The Dogwood we've both enjoyed in Spring
is still there in the yard next door.

It's tinged with crimson now,
to show some secret wound left by you
leaving for another fall semester.

There is green around the veins of each leaf,
making slender fingers pressed against the red.

Spring's hand held in Autumn's,
as yours so often once was in mine.

Much love,
Dad

—Ernest Marshall
Rebel
1990

fewer opportunities, she surmised. “We’ve got MTV. We can talk about videos.” *The Simpsons* was a cultural phenomenon on TV, and tattoos were popular. She and a friend, weighing the fad, guessed that it represented “a form of tribalization for a generation without any unifying principles.” Then there were nose rings—and other rings—which apparently served a similar uniting leitmotif for the Xers.

Another columnist, Patrick Hinson, disagreed; he saw choice as paramount for students. For “some of us here,” self-realization caused a change of majors. A student may have selected a career but found, as study progressed, that viewpoints changed. Hinson recalled Robert Frost’s “The Road Not Taken,” with its blunt truth that humans must choose. College was the time to ponder and pick a path to the future: one would not return again.

Organized religion had also evolved around the campus borders. The Buddhist Meditation and Study Group, Hillel, Latter-Day Saints, the Muslim Student Association, and the Universalist Fellowship joined a list of older campus ministries as well as newer Christian groups: Navigators, New Generation Christian Fellowship, and The Way Campus Fellowship. Older ones continued: the Inter-Varsity Christian Fellowship, Campus Crusade for Christ, and Baptist, Church of Christ, Episcopalian, Lutheran, United Methodist, Presbyterian, and Roman Catholic gatherings. There were unlisted organizations, too.

The *Buccaneer* yearbook ceased in 1990. Cost, lack of student cooperation, and recent difficulties in publication led to a videotape substitute. Although video was an unstable medium, the first video yearbook in 1992 was followed with four more. While a student poll appeared to favor a return to the *Buccaneer*, the yearbook then ceased. Annuals from other colleges experienced the same fate. A grand tradition had faltered and fallen. Efforts to revive it did not succeed.

Athletics, both intramural and intercollegiate, tendered opportunities for campus communities. Few other institutions surpassed the number and quality of playing courts and fields. A student recreational center, designed by the architectural firm of Corley, Redfoot, and Zack, in Chapel Hill, opened in 1994. The

On the west end of campus, at Cotanche and Ninth Streets, the Student Recreation Center, full of exercise devices, tracks, pools, and the “Center Court,” complemented nearby Joyner Library. Both buildings had red brick faces. This building’s opening in mid-decade led to the closing of Christenbury’s pool and other recreational facilities.



\$16 million building featured gyms, indoor tracks, swimming pools, basketball and racquetball courts, and administrative offices among its assignable 100,000 square feet.

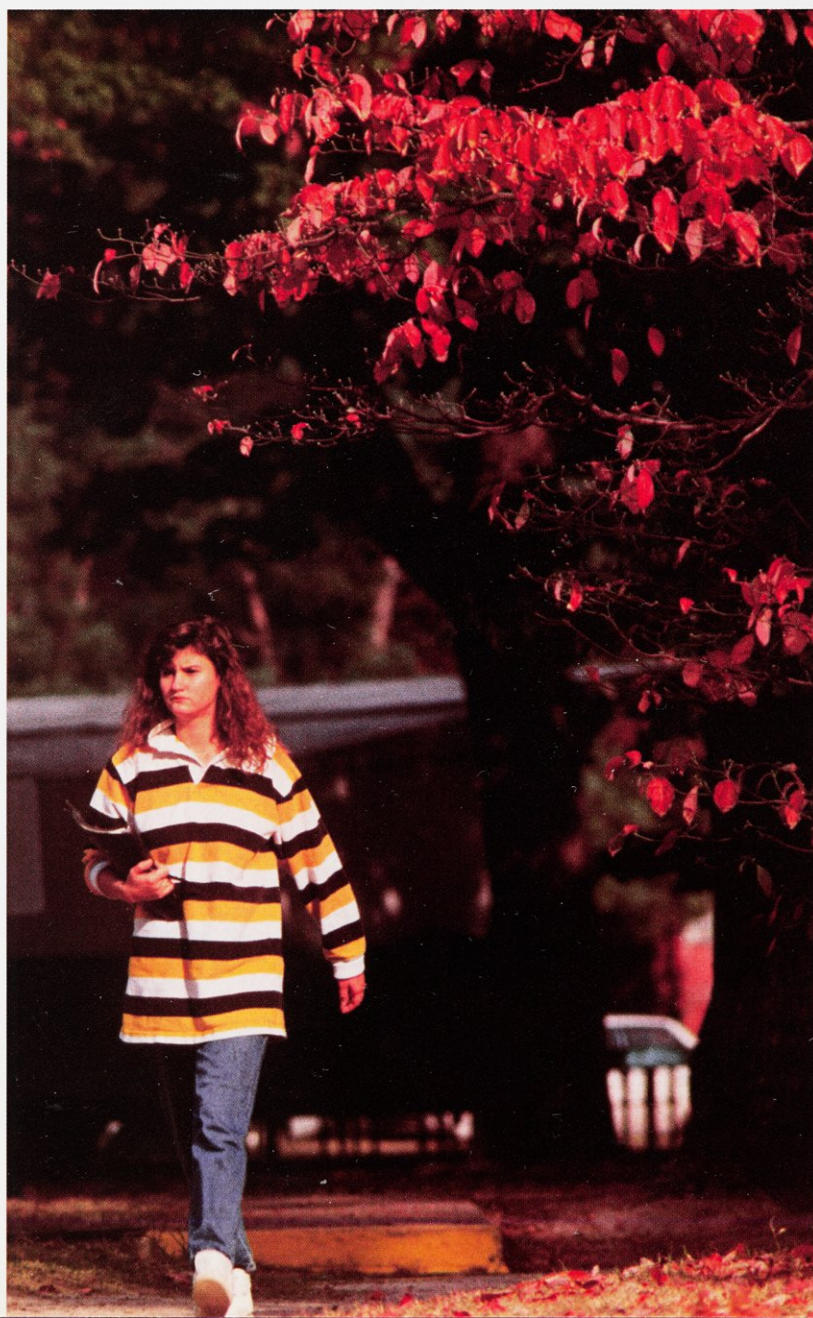
The building rose in the face of contention, as current students complained they would pay a new fee but would graduate before it opened. Along Charles Boulevard, playing fields for both the intramural and the intercollegiate leagues were heavily used.

East Carolina's alleged party-school identity also dwindled. The downtown scene had changed. While the Attic continued as one the South's finest small venues and the Elbo in 1997 remained, others had bloomed and closed. Susie's opened in 1985, serving pizza at seven tables. It served two types of keg beer and became a favorite of students. When it moved in 1987 to acquire more room, the owners renamed it Susie's Treehouse. The menu broadened, townies joined the students, and it became a rowdy place.

In 1989, owing to taxes and lease problems, Susie's closed. Other downtown

BELOW LEFT: Determination framed the face of this student—maybe to take a test, maybe to return a library book, maybe to reclaim a towed auto. Or maybe the sun was too bright.

BELOW RIGHT: On occasion, in the late autumn, the Tar River sent a calling card. The campus, sounds muffled by the fog, seemed from another time.





TOP: A spreading awareness of violence produced this display of T-shirts. The slogans marked a public attempt to curb this cruel compulsion.

BOTTOM: The pre-World War II watchman on foot evolved into a single campus cruiser and then to a squadron of police cars. Here, officer Chad Miller patrolled along the row of residence halls on the northern part of campus. His shoulder patch promises to “protect and serve.”

watering holes met a similar fate. Modified restaurants and other taverns replaced many of them. In 1999, the *East Carolinian's* top five were BW-3, Pantana Bob's, the Underwater Pirates Cove, the Cellar, and the Sports Pad.

One observer in 1996 complained downtown had changed from “being a comfortable spot . . . to a place of unease and discomfort.” As a popular spot to “hang out,” it had also attracted “Greenville's predators.”

New roadhouse-styled restaurants along Greenville Boulevard lured patrons. Large parties moved, as had been the practice in earlier semesters, to farms or other rural sites, although country venues were susceptible to rainouts. One favorite fraternity and sorority spot was Mosier's farm, where a party traditionally concluded Greek Week. It was not unusual for beer companies to partially sponsor these gatherings.

During Alcohol Awareness Week in October 1987, Jerry Lotterhos, a health professor, published a survey of 380 students. During the previous six months, 85 percent had consumed alcohol, and 51

percent had smoked marijuana. Twenty-nine percent claimed they had cut class owing to hangovers. Thirteen percent believed that they had received a lower grade owing to alcohol.

The legal prohibition in the mid-eighties of drinking under age twenty-one had not affected 71 percent of the surveyed students. They only changed the location of consumption, primarily to their dormitory rooms or apartments or rural sites. Ten percent stopped drinking altogether when the law was enacted. Lotterhos considered this law counterproductive and thought education about substance abuse was far more effective.

Vice Chancellor for Student Life Al Mathews, replacing the retired Elmer Meyer, suggested that students held “a misconception of what it means to be a college student.” He found a national trend: freshmen thought college was “an unrestrained and unconditioned party scene” with only a small amount of academic class work required. The media, as in the legendary motion picture *Animal House*, presented a false view that college was for “frolicking and partying.” In Mathews's view, this caused a large number of them to fail during their first two years. Mathews also judged that financial difficulties swept them to disaster, particularly those living off-campus.

A student life survey in 1994 reported that East Carolina students' drinking habits did not differ from national patterns. Most university students who drank began in junior high and high school. Between Sunday and Thursday, 95 percent did not drink. Thirty-one percent admitted to using marijuana in the last year.

Most of those surveyed thought other students drank more than three times weekly. The survey, however, found that 84 percent drank once a week or less. Binge drinking appeared among a third of the survey participants, a figure that vexed student life administrators. A summary from the report concluded that al-



cohol did not play “a significant role” in most students’ lives at East Carolina. By the autumn of 2001, the *Princeton Review* found no reason to place East Carolina in the top twenty party schools. Student Barry Ward thought it “stupid” that any list existed.

Personal computers and an extensive fiber-optic network proliferated. In the 1990s, use of digital machinery revised instructional patterns in the classroom and the laboratory. The university libraries abandoned the card files in the eighties. Large computer banks in Joyner gave students, as well as their personal machines, access to information and illustration beyond campus walls. Most faculty members eventually possessed a university-furnished computer. Printers and scanners became common in offices and dorm rooms, and hackers appeared.

Faculty members and students grew more self-sustaining. Preparing research papers and reports became a much easier chore with advanced word processing programs. Application of these digital wonders to medical education and services had a revolutionary effect. The arrival of e-mail, not only from colleagues on campus but from continents away, became a common event. In 1999, twenty distance-education courses became available on the Internet. Data banks were a handy few taps away. East Carolina became noted for its digital systems. A national authority labeled the university one of the most wired in the nation. A new support group, unimagined a few years earlier, dispensed precious counsel and assistance for the new device.

The digital age reconfigured common words and gave new meanings to old combinations, confusing members of older generations with terms such as *backup*,



ABOVE TOP: Sometimes life’s hard edge appeared on campus. This group of students, in the cold, had been ushered out of their dormitory, owing to smoke from an accidental fire.

ABOVE: The early-nineties “dumb terminal” provided a new step in library reference. The seeker, using an index, selected a CD from the files, and the article appeared. No hard drives were used. This pioneer on the digital frontier appears pleased by this process.



In his first year as head coach, Steve Logan defeated nationally ranked Texas Christian University. Words used to depict his coaching style included “intense,” “iron disciplinarian,” and “fiery.” Logan argued successfully during his tenure for construction of the Murphy Center, a strength-and-conditioning facility for student athletes.

bugs, bus, chips, crashes, downtime, motherboard, power surge, and servers. New terms were even more mysterious, but the new generation slipped into these words as easily as they did their Rainbows, Nikes, New Balances, or Reeboks.

Long-playing records remained viable into the early nineties, but tapes, while more versatile than compact discs, proved fragile and unhandy. FM radio carried much of the new and old music. In the new century, however, the computer’s wizardry began to alter CD technology. For a typical student, music from the past became readily available and, with Napster, almost free. Video recorders captured movement and sound. Earphones and small amplifiers gave cellular telephones the potential, as e-mail had, to connect an ECU student with the rest of the planet.

Minges Coliseum, Dowdy-Ficklen Stadium, and an enlarged athletic complex housed the college teams. Concrete stands replaced older seats in the middle nineties. Adjustments and additions followed. Athletic Director Ken Karr resigned in January 1988 and completed his career as a professor of physical education. His successor, David Hart Jr., formerly the Pirate Club executive secretary and associate athletic director, continued Karr’s legacy.

Athletic income continued to come from the same three sources: attendance revenue, Pirate Club contributions, and student fees. Added to these during the nineties were profits from Pirate apparel and television funds. Hart’s success brought the University of Maryland courting, but in 1995, he accepted an appointment at Florida State University. After a search, Michael Hamrick, from the University at Arkansas at Little Rock, accepted the athletic director position. By 2000, the annual athletic budget had grown to \$10 million.

Athletics continued to supply an assembly point for the campus communities. In the nineties, the East Carolina nation enjoyed some dramatic football victo-

Some of the most intense games played at East Carolina occurred on the intramural fields. This team, Renegades, won the baseball championship in 1989.



ries under Bill Lewis and Steve Logan. As spectacular as any, Lewis's 1991 team won every game but one—at Illinois. Victories over South Carolina, Syracuse, Pittsburgh, and Virginia Tech carried the team to a top-ten national ranking, and a win over N.C. State in the Peach Bowl produced an 11–1 record. Lewis moved to Georgia Tech the next week.

The Pirates, coached by Logan, won more football games than in any similar period in the sport's history at East Carolina. In 1997, the school joined Conference USA, where Logan also produced a winning record. His teams went to five bowl games. Reviewing the situation, the University of North Carolina at Chapel Hill and N.C. State scheduled games with ECU at the decade's end.

Men's baseball continued winning, first under Gary Overton and then with Keith LeClair. Baseball still drew crowds. In 1992, for example, with both teams nationally ranked, East Carolina defeated UNC-CH before 2,700 fans at Harrington Field. In 2000, East Carolina's team gained a ranking of tenth nationally. The team went to the NCAA regional often in the decade. Swimming continued its history of achievement. Women's basketball, soccer, volleyball, and track were competitive.

On the other side of the campus, Joyner Library was refurbished, financed from a \$3.1 billion public bond issue. Within its bright new walls, more than a million books and a matching amount of microforms were available. Campus classroom space grew scarce. Attempts to expand eastward past Elm Street produced strong neighborhood reaction. After that, a majority of trustees voted against this expansion. Enrollments, including distance education students, inched toward nineteen thousand. On the west campus, plans were drawn to construct a new home for the medical science library and the schools of allied health and nursing.

Chancellor Eakin announced in 2000 his intention to step aside; he would teach in the school of education's educational leadership department. At the December graduation, he again spoke against the "self-deprecating rhetoric" used to describe East Carolina: things are better than are said. Whether one wished so or not, "each of us will have a lasting . . . effect on the lives of others."

Other graduation speakers left memorable words, too. At the spring ceremonies in 1994, veteran Washington, D.C., journalist Daniel Schorr, looking upon hundreds of giddy graduates, advised: "Don't go. There's nothing better out there than what you have here."

In the late evening, with the campus hushed or asleep, moonrise occurs again over the roof edge of Wright Building.





LEGEND

- UNIVERSITY PROPERTY
- PRE-WWII BUILDINGS
- LANDSCAPED OUTDOOR ROOMS
- FUTURE BUILDINGS

DEVELOPMENT HERITAGE

THE BUILDING STYLE, SITING AND MATERIALS OF THE PRE-WWII CAMPUS INSPIRE A UNIQUE ARCHITECTURAL TRADITION.

DEVELOPMENT POLICY

1. Campus buildings share a common architectural vocabulary and materials palette.
2. Campus buildings reflect a human, pedestrian scale in height, massing and detailing.
3. Campus buildings create a series of well-developed, landscaped outdoor rooms that link one building neighborhood and precinct with another.

3.1D

CAMPUS DEVELOPMENT FRAMEWORK

PRE-WWII CAMPUS ARCHITECTURE



ELLERBE BECKET



DECEMBER 2000

A New Beginning

ARTISTS AND WRITERS can craft words and images that give relevance to an era in a manner that no one else can. Charles Dickens opened the first chapter of *A Tale of Two Cities* with “It was the best of times, it was the worst of times.” These often-quoted lines described East Carolina at the beginning of the twenty-first century.

Good news flourished in numbers. Graduates for the 2000–2001 academic year numbered 3,787. Arts and sciences conferred 851 degrees. Computer science successfully counseled 154 majors to graduation. Nursing counted 202. Business valued its 567 graduates; education applauded 508. The Brody School of Medicine awarded 71 new medical doctorates.

In the last decade, the university had constructed buildings, enrolled more students than ever, and increased its human resources. Joyner Library had been rebuilt. The football players and coaches enjoyed six bowl games and many winning seasons. State funding reductions still left 40 percent of the university’s \$374 million budget coming from Raleigh. Nine-month nonmedical faculty’s salaries had increased an average of 19 percent since 1997.



OPPOSITE: This map from the 2000 master plan projected new buildings, identified by light orange. By 2005, some were built or on the way.

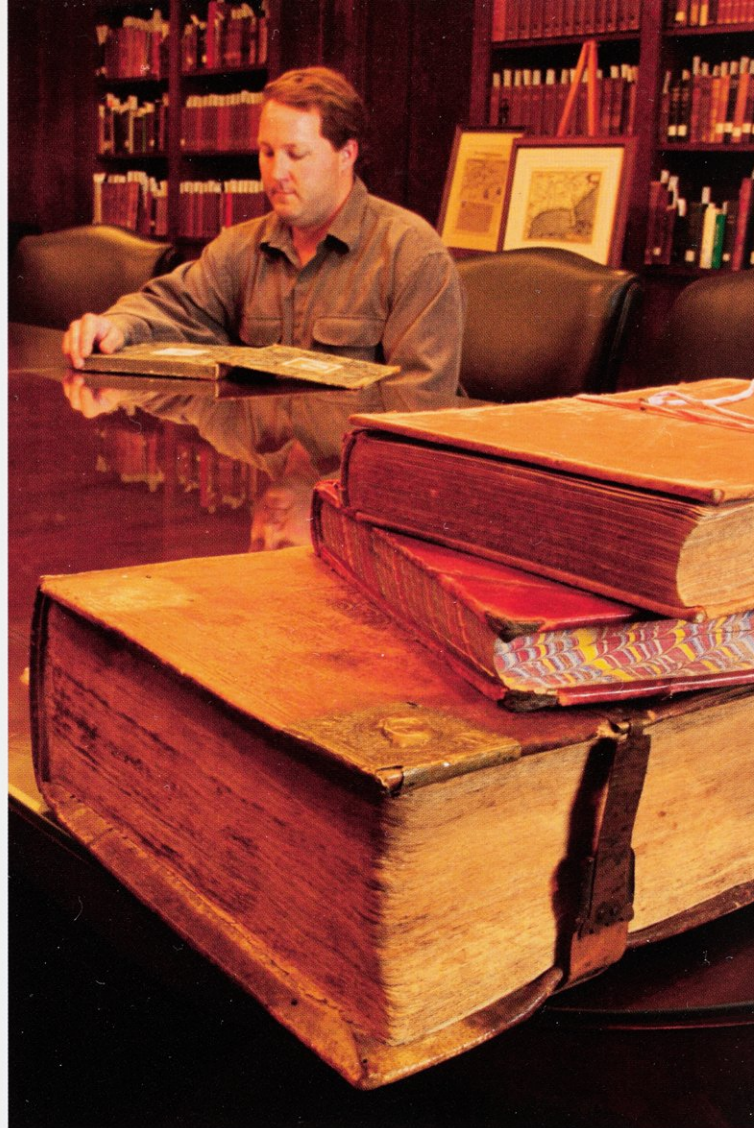
BELOW: Upon completion of another alteration of Flanagan, the building reopened in January 2005 to house anthropology and geology, replete with exquisite laboratories for instruction and research. The \$14 million required for reconstruction came from the 2000 North Carolina bond project.





TOP: A slow afternoon, a bench, a book, and a Pepsi—the university's official soft drink—made the burden of education easier to tolerate.

BOTTOM: Upon joining Conference USA, East Carolina often appeared on ESPN's college football schedule. No matter the score, the roving television camera excited hearts and throats.



In the old books in special collections, some dating from the sixteenth century, history graduate student Brian Clayton validated footnotes in a term paper due the next day.

In the morning heat of a 2001 August Monday, faculty members assembled in Wright Auditorium for the annual autumn convocation. For the first time in fourteen years, Richard Eakin did not make the presentation. A new chancellor spoke instead.

Auditorium air conditioning blunted the outside dazzle of the sun. Faculty predecessors of nearly a hundred years ago—a handful of women in full flowing dresses and men dressed in suits and ties—met in cooler mid-September. Now in 2001, while some male administrators wore the older fashions, casual attire pleased most of the gathering professors.

This early starting date came from Chapel Hill. The University of North Carolina general administration had requested during President C. D. Spangler's term that each semester contain 150 teaching days. Throughout the UNC system, semester calendars averaged around 144; the new directive added a week or more of classes to each. Calendars had become more urban, loosening bonds of the rural world, where crop gathering had mandated a later beginning in autumn.

Faculty numbers, both full- and part-time, registered 1,355. Most were expected to teach for nine months, within the framework of two semesters. Their collective age was forty-seven. Women comprised 39 percent, minorities 10 per-

cent. Nine-month salaries averaged nearly \$60,000, while the Brody School of Medicine faculty salary mean was \$105,000.

Faculty composed 33 percent of East Carolina's human resources. In executive and administrative positions, in the secretarial and clerical ranks, in service and maintenance, technical workers and skilled craftspeople, 2,821 workers supported and sustained the institution.

Student registration on campus reached 18,174 students. Their living expenses alone matched that of a small town's population. These and the above figures revealed East Carolina as a powerful economic engine for the region, and its dimensions stretched far beyond the imaginings of the founders.

The new chancellor addressing the convocation, William Van Muse, would soon become the eighth installed chief executive. His selection had revealed changing governing processes of the university.

In the search committee that recommended Chancellor Eakin in 1987, the trustees limited faculty and staff access to the candidates, requiring, for example, prior submission of questions at a public meeting. In the 2000–2001 search committee, four faculty members were appointed, a departure from the earlier practice of choosing from Faculty Senate nominees. They joined eleven other people.

The committee's chair, Board of Trustees head Philip Dixon, in December promised the Faculty Senate an open process. Finalists would meet various groups of staff and faculty. The body asked for an increase in membership, but a 22–24 vote prevented a formal resolution to visit with candidates. Faculty chair and search committee member Robert Morrison proposed in January 2001 that staff and faculty interview the finalists, but the search committee declined.

After hiring a search agency to sift the candidate pool, the committee nominated three candidates. System president Molly Corbett Broad then gave her preference to the Board of Governors, who announced the selection. This closed procedure elected Muse, former president of Auburn University. Possessing a doctorate in business administration, this Mississippian had been highly popu-

Trustee chair Philip Dixon and University of North Carolina president Molly Broad before the doors closed on the proceedings of the fifteen-member 2000–2001 chancellor search committee.



ABOVE: Things just wore away—even brick. Mason Charles Briggs reworked a walkway across from Rawl on a June day, with high humidity and 90 degrees on the thermometer.

LEFT: The student transportation system had grown in routes and size by the first years of the twenty-first century.

This commonality of academic life is what binds all of us, everyone reading this, together. We all lead a life as Pirates. . . . ECU, for most students, is the last of our educational experience. There will never be another. It has changed us and changed our future. . . . It has taught us that we have to create the future or others will do it for us. . . . Power goes to those who show up.

—Phillip Gilfus
East Carolinian
April 3, 2001

lar with the Auburn faculty. A delegation from his old school cheered him at the following installation ceremonies.

Such secrecy in the search process did not attach only to the new East Carolina chancellor. The Board of Governors and the president insisted on this new standard. Broad fancied a “silent search,” while only Morrison and trustee Charles Franklin on the search committee favored an “open search.”

Broad had also declined a faculty request for an open search from another member of the system. This closed procedure had been used for chancellor searches at North Carolina State University and the University of North Carolina at Chapel Hill. A telling argument held that an open search would unnerve even the best candidates. News of their candidacy at East Carolina could harm their relationships with their home schools. Shared governance, on this occasion, had been set aside.

In a few months, at his installation Muse proposed his academic priorities. For the most part, they had been embedded in the strategic plan cast during the last semesters of Eakin’s administration. The new chancellor found that document impressive.

An impelling reason for East Carolina’s founding—teacher education—took precedence in Muse’s list. North Carolina’s supply of teachers had been allowed



ABOVE: Professor Phillip Pekala joined East Carolina in 1981. In his lab, he focused on regulation of glucose transporter gene expression by TNF. The class of 2005 elected him a master teacher. The Board of Governors chose him for the Board of Governors Excellence in Teaching Award.

RIGHT: Chancellor William Muse, lower left, and some former Student Government Association presidents assemble on the steps of Mendenhall for the photographer.



to dwindle. East Carolina had continued to educate teachers. Education dean Marilyn Sheerer, however, listed the pressures against increasing numbers of teachers. An economic boom in the previous decade had attracted many potential majors into better-paying positions. Starting teacher salaries in North Carolina—\$25,238—had not captivated them.

Current teachers left employment. Some retired; others left the profession after a year or two owing to better opportunities. Stress also contributed to reduction in numbers. The education faculty, with new additions, aimed to provide many replacements. North Carolina governor Mike Easley acted in 2005 to remedy overall teacher salary deficiencies. He would match the North Carolina teacher salary average with that of the nation.

Human health stood next on Muse's agenda. The Brody School of Medicine and the schools of allied health, nursing, and health and human performance provided an academic core. The fine and performing arts followed on his plan, as did regional economic advancement. Muse believed these and the strength of the graduates from the college of industrial and technical arts could spur the regional economy. He expected the liberal arts and humanities to shape the academic groundwork for each area.

New degrees were included in the summary. A school of engineering would provide skilled backing for developing the region. Other suggestions circulating in and around campus included new schools of pharmacy and dentistry. Discus-



Before becoming dean of the school of education in 1998, Marilyn Sheerer chaired the elementary and middle school-grades education department. In July 2005, she was appointed interim vice chancellor for advancement. In 2006, she became interim vice chancellor for student life.

In January 2004, a sellout crowd of partisan Pirates roared. Their team faced eighth-ranked University of Louisville. Minges rocked, but Louisville, a Conference USA adversary, won 76-66 in the nationally televised game.





ABOVE: The bare geometry of steel beams contrasted with the agility of this workman as he bravely stared down the heights of the new Science and Technology Building. Completed in 2004 along Tenth Street at Rock Spring Road, this massive facility housed chemistry and the school of technology and computer science. Its lower walls were designed to block Green Mill Run should another high flood occur. Architects Rich Beal and Blake Talbot conceived the structure.

RIGHT: The new Rivers Building addition provided an auto-free, handy campus passage for pedestrians and bikers. Another project financed by the 2000 North Carolina higher education bonds, the \$10 million facility opened in the autumn of 2004. Pearce, Brinkley, Cease, and Lee were the architects.



sions of the trustees aimed at an additional six thousand students. Muse was willing to consider an enrollment of 25,000 to 27,000 by decade's end.

New buildings and refurbishment of old ones continued physical modernization. Flanagan received renovation for the fourth time since its doors opened in 1940. Thousands of steps a day had an effect. The science and technology building, the new Joyner Library, and the Student Recreation Center matched in size. The Rivers Building and its expanded plaza closed an entrance to Fifth Street.

A restyled student health center gained a new examination suite and student lockers. Asbestos was removed. Jones Dorm, redesigned and restructured, offered 446 single bedrooms. Management of the Croatan, the large snack bar south of Rivers, announced Chick-fil-A would soon be served. Many students and faculty took pleasure at the thought.

On the western health science campus arose walls of the long-planned nursing, allied health, and medical library building. These details gave every evidence that the university prepared to meet the new century. Ken Tippet, Greenville senior planner, observed that the city had become a "central location," owing to the university and Pitt County Memorial Hospital, which prepared for a \$15 million expansion.

An epochal event occurred in 2001 just as classes reached their operating speed. On September 11, terrorists demolished the twin towers of the World Trade Center in New York City and attacked the Pentagon in Washington, D.C.

News networks rebroadcast the images throughout the nation. It became a personal moment for almost everyone at East Carolina. Whether it would rank, as events unfolded, with other defining dates experienced by the university over the century remained to be determined. Commentators made comparisons to November 1918, October 1929, December 1941, and November 1963.

In the 1990s, the *East Carolinian* began reporting more frequently upon national and international events. During Operation Desert Storm, a shooting war in the Middle East, students mulled possible revival of the draft. Some faculty members, staff, and students in the reserves and the National Guard had been called to duty. As the United States became involved in the Balkans later in the decade, more thought was given to the nation's role overseas. Volunteers continued to staff the military. The draft remained on the other side of the horizon.

But 9/11 was different. Bright colored images from televisions and computers showed weary firefighters, survivors weeping, and dusty destruction in New York. The nation had been attacked. Patriotism blazed. A possible U.S. involvement again in the Middle East became a theme for debates on Harrington Hill. Over a thousand students joined in Wright for a memorial service for the fallen.

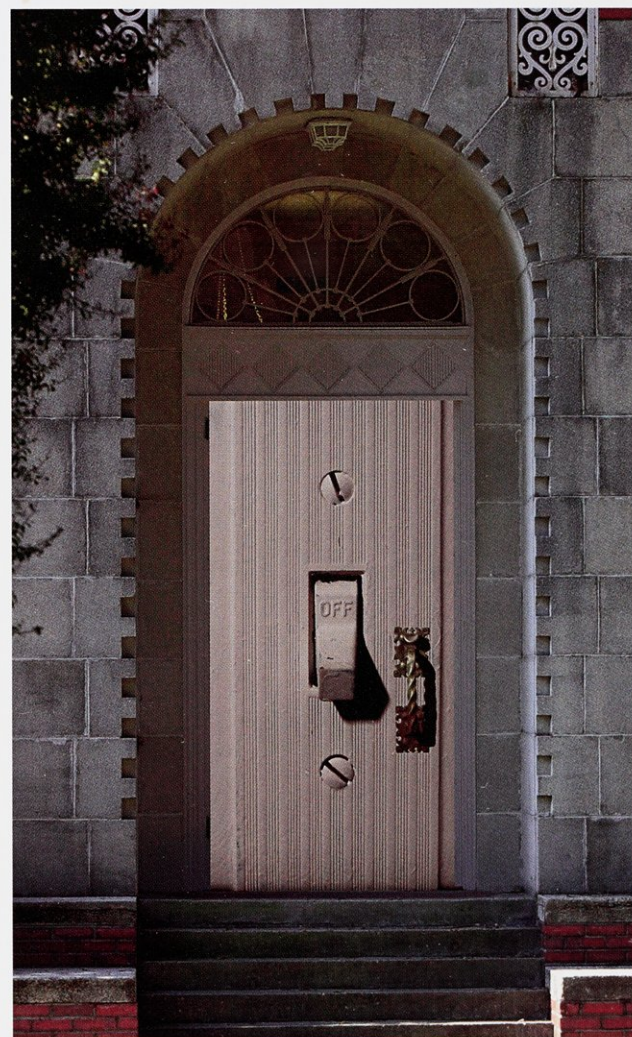
At Joyner's steps, a few days later, the Student Government Association sponsored a vigil in the evening that drew hundreds of people. Over lit candles, the crowd softly sang such songs as "Lean on Me." Small American flags flew from windows of cars traveling Tenth Street. East Carolina faculty, specialists on the Middle East and U.S. politics, appeared nightly on local television news. Red Cross representatives reported dramatic increases in campus blood donations. And eventually war came, first in Afghanistan, then in Iraq. Campus unity lasted only briefly, however. As a quick victory did not resolve Iraq's governmental quandary and the war stretched into years, other points of campus opinion arose.

North Carolina's economy continued to encounter rocky moments, leading to further budget cuts in higher education. In the spring of 2002, across-the-board reductions included health sciences. The summer theater closed owing to budget issues. Unfilled positions remained unfilled. On at least one occasion, the UNC Board of Governors refused proposed tuition increases to offset the lost funding.

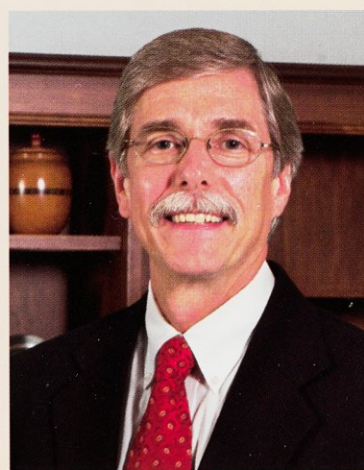
Muse faced several command decisions. He declined, despite an invitation, a candidacy for Mississippi State University's presidency. The vice chancellor for academic affairs position and that of health sciences stood vacant. Its former occupants had moved to other positions. Two faculty members joined five other people in the search to fill the academic affairs job. For health sciences, three faculty members joined nine others. The Faculty Senate did not participate in the selection process.

In July 2002, after the nominating committees made recommendations and with upper administrative approval, Muse's choice for health sciences was West Virginian Michael J. Lewis, who held both an M.D. and a Ph.D. Lewis in turn would soon recommend appointment of Cynda Johnson as dean of the school of

Energy costs advanced as operating budgets stumbled. Senior associate vice chancellor George Harrell advertised peak usage days and advised employees to turn the switches off after the end of the day's work. Photographer Cliff Hollis imagined one great switch to accomplish this goal.



These three deans (top to bottom), Cynda Johnson of medicine, Phyllis Horns of nursing, and Steve Thomas of allied health sciences, prepared to lead the schools in the health science division into new buildings and new programs. Each school had been chosen by the chancellor for special emphasis.



medicine. In her career, she had emphasized family medicine, with great interest in rural health care and medical research.

Muse selected William Shelton, former president of Eastern Michigan University, as vice chancellor for advancement. The experienced educator, with strong ties to the National Collegiate Athletic Association, would guide fundraising, alumni affairs, communications, and university marketing, including athletics. To boost the university teams, Shelton and Athletic Director Mike Hamrick introduced a new "battle flag," featuring the tried-and-true skull and crossbones.

For academic affairs, Muse chose William Swart, dean of engineering and technology at Old Dominion University. Not since the 1960s had the university had an administrative office carrying the title of provost. The proper authorities approved these appointments.

For some time, rumbles had come from the office of the system president's staff that East Carolina had too many freestanding schools. On campus discussions had occurred among the larger ones about creating additional colleges similar in organization to arts and sciences. Provost Swart moved quickly, proposing six new entities.

The schools of business and education were each elevated to college status with few administrative adjustments. The college of health and human performance contained the core courses from the former school. The college of human ecology was formed from human environmental sciences and the school of social work.

The college of industry and computer science came from a reorganized computer program and the former school of industry and technology. A program in general engineering would be added. The college of fine arts and communication contained older schools in art and design, music, theater and dance, and communication.



Left to right, Tom Feldbush, vice chancellor for research, economic development, and community engagement; Michael Lewis, vice chancellor of health sciences; and William Swart, provost, found much to applaud in the 2003 faculty convocation.



Chemistry major and award-winning student Mary Bosserman used instruments and devices far beyond those available to the students of Herbert Austin in the early years at East Carolina. Her mentor and professor, Paul Gemperline, in the background, helped burnish her mental tools to achieve.



On a bright day, these two students took shelter in the campus cupola. One fed the soul with art, working on a painting of Joyner Library. The other found the real stuff just as appealing.



Arts and sciences dean Keats Sparrow (*left*) convinced both the chancellor and the Board of Trustees to adopt a new name for the college. After study, he proposed Thomas Harriot be memorialized. A sixteenth-century English scholar, Harriot trained Phillip Amadas and Arthur Barlow for their expeditionary voyage in 1584 to Roanoke Island along the North Carolina coast. Upon returning, they reported their findings to Elizabeth I: “It is withal, Madam, the Goodliest Land under the Cope of Heaven.” Harriot also assisted Walter Raleigh’s effort at settlement in a similar manner. Sparrow retired from the deanship in 2005, having served the university’s foundation college since 1990 as its dean and a patron of liberal learning.

Provost Swart also intended to align more closely academic affairs and student life. He needed to diminish expenditures, given the legislature’s tightened purse stings. He observed, “We simply have to find a way to be more efficient.” He placed student life vice chancellor Garrie Moore (*right*) as one of his subordinates. A native of eastern North Carolina, Moore came to the university as a special assistant to Chancellor Eakin. Upon the retirement of Vice Chancellor for Student Life Al Mathews, Moore was chosen as his successor.

When a roving reporter asked her opinion, one student simplified matters. Jamaica Bardney, a first-year student, proposed a postponement on new faculty hiring: “I think we have enough faculty.” She suggested that computers be fixed.





In March 2005, Clark-LeClair Stadium opened. This \$10 million reconstruction of Harrington Field carried the names of the William H. Clark family, donors of \$1.5 million, and former baseball coach Keith LeClair. Over 4,440 fans cheered the first game. Charles Boulevard also underwent a face-lift to handle game traffic more easily.

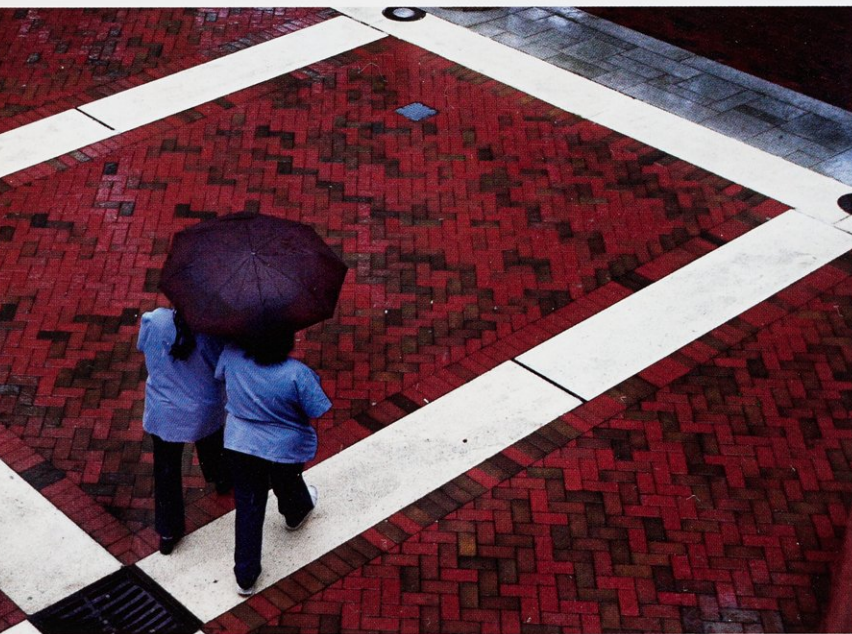
Sophomore Celeste Frank, in contrary fashion, counseled that saving funds would occur if computers were not updated. No clear paths to efficiency seemed to exist.

Swart commented that “one cannot continue to do things the same way and expect different results.” The provost also intended to establish a performance-based management structure. He also sponsored expansion of distance learning and made plans to institute an honors college and reawaken the honor code. The provost’s office established a lecture series that discussed future technical and military developments. A study began to join smaller departments with larger ones. By January 2003, eighteen task forces working on various reform proposals reported to the provost’s office. The Faculty Senate approved the academic realignments, as did the trustees.

Intercollegiate athletics also came knocking on Muse’s office door in Spilman. He understood, as did his predecessors before him, that athletics gave East Carolina recognition. In his view, “it also adds an element of excitement and a source of pride and identity.”

Baseball prospered. Coach Keith LeClair led the team to a number-nine national ranking, winning the Conference USA championship in 2002. After becoming ill, LeClair was replaced by Brian Mazey. A reworked baseball field on Charles Boulevard at the cost of \$12 million also intensified community support for the nineteenth-century game.

Football coach Steve Logan resigned in December 2002. His leaving divided the ranks of the Pirate loyalists. Many fans had esteemed Logan’s forthright manner and his record sixty-nine victories. Others thought he had lost too many must-win games. A few weeks later, Muse endorsed successfully to the trustees his successor—John Thompson, a University of Florida defensive coach. In August 2003, Athletic Director Hamrick left.



University housekeepers LaToya Kinsley, left, and Tamara Berry, right, mastered July’s rains in 2003 with a single umbrella. On their way to lunch after a morning of work in Joyner Library, their goal was worth the trek.



One of the three original buildings on the main campus, the old cafeteria, on the right, and its additions underwent modification one more time in the autumn of 2005. It would become a centralized site for student services.

Muse suffered two heart events, the most serious being bypass surgery at the beginning of 2003. He returned to his office a few weeks later and appeared as vigorous as before the operation. The academic revisions were in full swing. He pushed for more advanced programs.

At Auburn, Muse had not been tied to a centralized system. In North Carolina, the UNC structure continued to channel elsewhere or postpone proposed East Carolina graduate programs. President Broad's own experience had been in the carefully structured California state system, where a few universities at the top of the pyramid carried the major burden of graduate education.

Muse also worked at placing the Pirates in one of the evolving athletic conferences. Gossip had it that the Big East was a target—maybe an even larger conference. Muse apparently called upon the Pirate nation for aid. Other influential state leaders later claimed they helped him in this cause.

Following a consultant's visit, a new parking system introduced zones. The closer to the main campus, the higher the fee. Staff and faculty could register for the prime A lots. The numbers were limited to available spaces. Students were awarded the edges of campus or, if they resided on campus, a bit closer. Large transit authority buses made for an easy commute to class. In the new system, over one hundred parking tickets were issued each class day.

Two major audits occurred. One unearthed a loss of over \$100,000 and had occurred over six years. Another reportedly involved misuse of a large grant. A betrayal of friendship by a staff member made headlines. Muse now occupied an awkward position, at least from the press's view. Internal disapproval over the leadership of Provost Swart and struggles for control and application of the university budget became part of this unfortunate mixture.



Sarah Holcomb surveyed remains of a house along Bath Creek. The 2003 summer project sought to identify these ruins as a residence of John Lawson, an eighteenth-century adventurer and founder of Bath. Anthropologist Charles Ewen explained, "We have three hundred years of history in a foot of soil." As a result, "we are digging at three-inch levels."

Known for what the *East Carolinian* called his “authoritative management style,” Swart moved personnel and replaced others with associates from Old Dominion. On campus, some staff and faculty felt the chancellor or the provost should withdraw. President Broad conferred with Muse about these divisive factors.

On September 11, 2003, the UNC system’s chief legal counsel attended a trustees’ meeting in Raleigh. The next day, Muse submitted his resignation. Broad appointed William Shelton interim chancellor a week later. Faculty chair Rick

Niswander gave his support to the appointment. Broad and trustee chair James Talton discussed selecting a new chancellor. On September 30, Swart was reassigned to a faculty position in the school of business. Jim Smith, executive assistant to the chancellor, became interim chief academic officer.

Shelton assured any doubters that “this institution and its technical core have not missed a beat during the events of the last several weeks.” The provost’s lectures were canceled. Garrie Moore returned to his former status as a member of the chancellor’s executive committee. He would retire in 2006.

BELOW: Each of the four seasons’ beauty could be found at East Carolina. Autumn took dominion here.



BELOW: Staff from the Student Recreation Center dumped buckets of ice in the outdoor pool in January 2002. Members of the East Carolina Polar Bear Club then jumped in. Some devotees of this annual affair were screaming before they ever hit the frigid water.



Greenville and the university were poised to open a closer working relationship. Inability to open the campus to the east had led to a decision to secure needed expansion westward in a more gradual manner. Private homes between College Hill and the Norfolk Southern tracks were purchased along Fourteenth Street. They would be removed and that area reshaped. Construction of a new residence hall was begun by Todd Dining Hall. Land and buildings along West Tenth Street and Clark Street were secured.

By 2005, the university had acquired 158 additional acres in 5 years. These areas would be used for buildings, parking, student housing, and recreation fields. The former Voice of America “C” site became a new research campus west of the Brody School of Medicine.

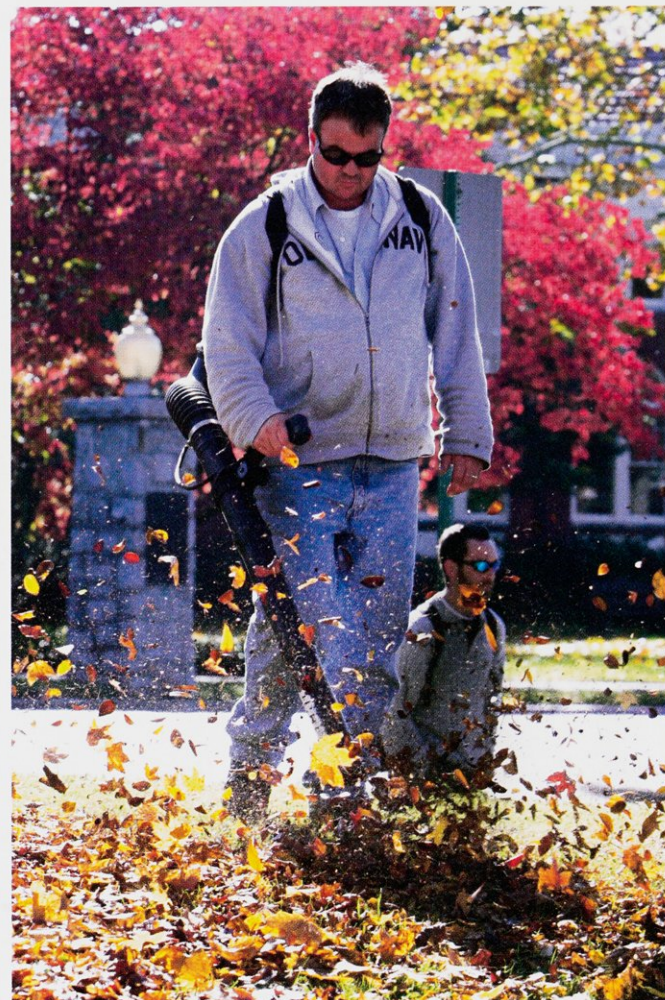
Greenville mayor Don Parrott, in discussions with campus leaders, suggested a five-lane road following Tenth Street to connect the main campus with the western medical district to Farmville Boulevard. He also pictured a new hotel for the downtown. The proposed \$15 million project would possess meeting facilities and provide a pleasant reception area for visitors. Small business owners could follow and invigorate the downtown. Suggestions included construction of an alumni center and a connecting parking deck.

While in the past performers had come to Greenville, the more celebrated took to meeting in distant huge coliseums or parks. With a centralized ticket system available, East Carolina students traveled to these events. Preferred sites were Raleigh’s RBC Center, Myrtle Beach, and the Charlotte and Greensboro coliseums.

In Greenville, the Red Hot Chili Peppers, B. B. King, Kenny Chesney, Elton John, Billy Joel, Tori Amos, and Papa Roach stirred hearts and minds. According to the *East Carolinian*, preferred digital videodiscs at Blockbuster in mid-2003 were *Catch Me if You Can*, *Two Weeks Notice*, *Analyze That*, and *Darkness Falls*. Best-selling CDs were by Marilyn Manson, 50 Cent, Cold, and Evanescence. The recording industry also sought illicit Internet file sharers. A market in used DVDs opened. A price war on books raged between the University Book Exchange and the Dowdy Student Stores. Amazon.com proved cheaper than either.

Flashes of memory remained with graduating seniors. Tammy Boyd, a family communications services major, thought she would remember her “entire freshman year.” The great flood that followed Hurricane Floyd forced almost everyone to leave her residence hall. Those who stayed “met at the bathroom where the emergency lights were.” She thought graduation would be the best remembrance. Her participation in a sorority stood next. Other graduates prized sledding during snowfalls, spring break trips, and weekends at the beach. An economics major who attended a formal remembered she danced all night “with my friends and a great date.”

Class size had varied by academic standing. Seniors had smaller numbers in their last classes. The freshmen classes tended to be larger where demand was higher. The average stood at seventeen students to each professor. Two other factors shaped enrollment: only a few classrooms on campus had seats for 150 or more students, and course capacity also depended upon the department.



Groundskeeper Simon Wright at Howard House herded new-fallen leaves after a windy late November rain.



Carol Ferreiva, a clinical professor in the school of nursing, won teaching awards. Although she was demanding, students appreciated her organization and care.

Students preferred small classes, which made access to professors easier. Between a ten o'clock and an eight o'clock class, however, students felt having a few more colleagues in the later class presented no problem.

Groups of students petitioned the Board of Governors to prevent another increase in tuition. The board agreed. Student government members and other students, with representatives from other state universities, petitioned the general assembly against more budget cuts. President Broad was pleased, as the cut amounted to only 4 percent, much less than earlier suggested.

Although in 2005 the Board of Governors again refused a tuition boost for the next two years, *East Carolinian* columnist Rachel Landen cast an insightful argument for increases. The university must not lag in support of an "intellectual environment of high quality teaching and research," she wrote in the February 24, 2005, issue. Students and alumni would suffer. The university could falter in its academic standing and reputation without adequate funding, and "our future salaries may even be affected as a result." She concluded that suddenly a \$300 tuition increase "doesn't seem like much."

The student government obtained a coffee shop for Joyner on the first floor next to the circulation desk. It proved popular, wildly so during exam times. The SGA also asked for a twenty-four-hour visitation policy in residence halls on



ABOVE: The Frisbee became popular after World War II. Originally a pie pan, in the 1960s, throwing the disk evolved into a professional sport using carefully modeled designs. For beach and campus, the games had their serious moments.

RIGHT: The maritime history program used emerging technology to explore rivers, lakes, and oceans. Lauren Hemby and her instructor Mark Kensenkothen spent many hours in dives before the newest project began. Students and faculty in the program have explored north to the Great Lakes and south to the Caribbean.



weekends. They were only partially successful. Policy permitted ten halls to allow visitation from 8:00 A.M. to 2:00 A.M. daily. There were caveats relating to guests. No unassigned guests might stay over. Three other dorms allowed visitation from Monday through Thursday, the same as above. Overnight guests were permitted on Friday and Saturday with the approval of the student's roommate. Other rules channeled conduct. Juniors and seniors also began to rent rooms in the dormitories.

By 2005, off-campus apartments had become larger. At the conjunction of semesters, apartment advertisements crowded the *East Carolinian*. One offered a furnished apartment to an individual for \$425 a month. This price included two roommates, three bathrooms, and three bedrooms. Unfurnished four-bedrooms with two baths rented for \$365. Senior marketing major Blair Evans, however, found a surprise among her utility bills. If she had known what the previous tenants had paid, she said, "I probably would've kept on looking for a place."

A new style of footwear made its way on campus: an Australian brand, Ugg, offered a sheepskin boot and modified open-heeled shoes lined with the fleece. An ideal outfit featured a pair of Uggs, a miniskirt, and a loose sweater or blouse. Ugg styles were available for men. Sperry Top-Siders made a resurgence, but not without remarks. Some observers proposed that, unless you had a boat on which to walk, you were guilty of pretense. Then there were always Rainbow flip-flops.

Gadgets proliferated, and cell phones became an accessory. An informal survey along the sidewalk from Joyner Library to Flanagan on a Thursday morning revealed that out of every ten students, six held a phone in their hands. They talked, listened, dialed, or simply held the phone. Student loneliness, which President Robert Wright had fought with county clubs, seemed solved, or partially so. One could call Mother at any time. One father made a study of numbers dialed that appeared on a monthly bill. He recognized only seven out of a long, long list.

Increasing portability of music, images, and audiobooks catapulted with Apple's iPod. Each month in mid-decade a new adaptation seemed to appear. Other manufacturers hustled to match the tiny machines. One doubter wondered why a person would spend \$350 or more on one. In a few months, they would be selling, he predicted, for \$150. In the *East Carolinian*, he crowed: "Apple is dead. Accept it." One woman spoke for the hordes of campus fans: "I love my iPod and it was money well spent. . . . Apple is better than ever."

The main campus moved westward. In the spring of 2005, along Reade Circle at Fifth Street, the \$15.9 million West End Dining Hall opened. It contained six hundred seats and included a Subway sandwich counter along with a convenience store and a series of dining bars. A few weeks later, students wanted an ad-



The East Carolina Symphony Orchestra, based in the school of music, drew from a thousand-year repertoire of composers. The Orchestra followed in the long tradition of the musical arts at East Carolina.

An architect's drawing of West End Cafeteria featured the familiar red bricks. Calloway, Johnson, Moore, and West designed the structure. If one looked closely, a new pergola recalled the image of the lost one on Fifth Street.



In the August 2005 convocation, Chancellor Steven Ballard set benchmarks for his administration and East Carolina University. He admitted that the university's challenges were many. Yet, he observed, East Carolina's opportunities were even more numerous. He intended to see that every program benefited from careful and realistic planning.

ditional Subway line opened. The cafeteria in Mendenhall was reworked to serve light, informal meals. On the main campus, the university operated eleven food markets and dining halls.

The university's academic reach stretched far beyond the West End and the medical campus. In the autumn of 2005, 3,693 students logged onto distance education courses. The program featured 1,183 undergraduates and 2,510 graduates. These Internet-driven classes contained not only undergraduate foundation work but continued professional education, incorporating physicians and other health care professionals.

Nursing enrolled 227 students in undergraduate distance education courses, library science served 209, and business administration had 209. In graduate programs, education's information technology division accepted 190, K-6 166, and nursing 72. The colleges of education, nursing, and business offered the most courses through distance education.

A chancellor search took place in 2003. Using the same process as the previous effort, Board of Trustees chair James Talton, after conversations with President Broad, appointed four faculty, including the faculty chair; four trustees, including himself; and others, including the Pitt County Memorial Hospital trustee chair, the SGA president, the Greenville mayor, a university staff person, and the Pirate Club president. The Faculty Senate failed again—by one vote—to pass a resolution favoring senate election of search committee faculty members.

Steven Ballard, provost of the University of Missouri at Kansas City, became East Carolina's ninth installed chief executive. Ballard held a doctor of philosophy in political science from Ohio State, and his studies and publications centered upon public policy. He and his wife Nancy Adams Ballard soon began the rounds of receptions, meetings, and gatherings that executive officers of universities were heir to in the early years of the twenty-first century.

The university's total annual budget verged toward half a billion dollars. By necessity, corporate structure had become part of its administrative face. Some people complained that such a size would swallow the collegial academic struc-



Since the days of Lady Principal Kate Beckwith's walking groups, East Carolina had advocated physical exercise. In the beginning of the twenty-first century, Chancellor Ballard spoke to the need for health education that highlighted wellness and nutrition. Mass calisthenics provided a step to that goal.

ture. During Provost Swart's semesters, some observers accounted for his apparent brusqueness as derived from corporate leadership practices. Ballard gave assurances that the long-held shared governance at East Carolina would continue.

Speaking to the Faculty Senate, the new chancellor pledged an open budget process. He sought to consolidate the financial stability of the Brody School of Medicine, advance research targets and investments, and continue economic development efforts through curriculum and outreach. Ballard and his associates would work to expand internal financial progress and cultivate diversity and compensation plans. With his eyes upon several goals, he would target academic programs that best realized regional missions and would design for undergraduates a nationally competitive leadership experience.

At the chancellor's installation in March 2005, he looked to the semesters ahead. To make that journey "will require true collaboration as we change ourselves in response to a chaotic environment," he said. Embracing innovation and thinking clearly were "necessary to realize our vision and our responsibility to our state." It was "a time for a new beginning."

On his first day in office, Ballard counted fifteen policy positions that were either empty or occupied with interim administrative appointees. Some replace-

The stability of our government, the safety of our homes, and the perpetuity of our civilization depends upon the universality of public education. . . . As this generation sows, the next will reap.

—Robert Herring Wright
August 9, 1924



Bringing a deep knowledge of intercollegiate athletics, Terry Holland, a former University of Virginia basketball coach and athletic director, advised that “it’s going to take work, but every goal we are talking about is obtainable.” The new athletic director also intended the university’s athletes to be good students.

RANTS

The new ECU colors: purple, gold and construction zone orange. It is all over campus so it might as well be one of our colors. Hold off the construction and let us enjoy our beautiful campus.

Generally, a professor only needs to say something seven times for it to sink in. The eighth time is over kill.

Someone stole my bike . . . again.

Aren’t Rainbows the most ugly shoes you have ever seen in your life, especially the nasty dark imprint your feet leave in it.

My roommate Steve is the worst Madden player I have ever seen. He’s bad. Staying up late and blaring music keeps up everyone living around you. Some of us have classes tomorrow and goals in life.

I know it’s January and that’s why it’s cold, but that doesn’t mean I can’t complain about it all I want to every person I run into.

Why do trains sit on the tracks in Greenville during rush hour traffic? Since when does a train sit on a track and not move?

Is chain-link fence the new decoration? Seems to be everywhere.

I can’t wait until spring break. To me it means the semester is half over and I am closer to getting rid of my current professors.

To the guy who rides around the hill in his truck, revving up his engine: Maybe you were cool in high school, but you’re not any more. No one is impressed. Grow up.

Thanks to Organic Chemistry and Cellular Physiology, I will be in summer school.

—Selected entries, “Pirate Rants”

East Carolinian

2004–2006

ment searches had begun before his term commenced, and these searches produced experienced and talented candidates. One, Kevin Seitz, from the State University of New York at Buffalo, accepted an invitation to become vice chancellor for administration and finance. James LeRoy Smith, an experienced faculty leader, was selected provost.

Just as significant to Pirate fans, Terry Holland, a new athletic director and Clinton, North Carolina, native accomplished in intercollegiate athletics, took the reins in October 2004. A year later he had recruited a new football coach, basketball coach, and baseball coach.

In the autumn of 2005, the Board of Governors, to follow retiring Molly Broad, selected a new president, investment banker Erskine Bowles. The Greensboro native made a preliminary tour of the sixteen-campus system and met in Greenville in November with the university’s trustees, administrators, and students. In appraising East Carolina, Bowles, the Greenville *Daily Reflector* recorded, admitted that the university over the years had been dealt with as “a sec-



ond-class citizen.” In the Bowles presidency, he pledged, these past habits “you are not going to have to worry about.”

As the university’s one-hundredth anniversary approached, over 1,500 faculty, nearly 2,900 staff, and 22,000 students on campus and off formed the university’s educational core. Change appeared the order of the moment. New buildings, academic degrees, and medical advances gathered attention.

The university worked robustly to assure its mission—to serve—forged in the first days on Harrington Hill: To discover new knowledge. To value the ancient learning. To find fresh paths from older ways. To educate the youth of the “Goodliest Land.” To welcome the future’s invitation.

After four years of undergraduate education and four more in the Brody School of Medicine, these graduates achieved their first professional degrees in medicine. Much remained to be accomplished. The same was true for their new alma mater. In its April 3, 2006 edition, *U.S. News and World Report* listed the Brody School as tied nationally for sixth in family care. It also tied seventh for rural medicine.

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PREFACE

Tiny Eleanor Hammond's scrapbooks. Courtesy of Doug and Nancy Williams.

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(continued from front flap)

During the past hundred years, East Carolina University has built upon the great values inherent in higher education and research. The images assembled here by Henry Ferrell and University Archivist Suellyn Lathrop present dimensions and impressions of the people and programs that have shaped ECU's past and helped set the course for its future. Come explore, as East Carolina University continues to look beyond the moment to the challenge of the next centennial.

HENRY C. FERRELL JR., a native of Greensboro, North Carolina, began teaching United States history at East Carolina College in September 1961. His disciplinary focus includes the American South after 1877 as well as U.S. national history during the first half of the twentieth century. Professor Ferrell's published work examines the role of local politics in shaping public policy at both state and national levels. Teaching courses at both the graduate and undergraduate level, Professor Ferrell has directed numerous graduate theses. In the early eighties, he was director of university planning for several years. He also has held faculty offices as chair of the East Carolina University faculty senate and chair of the University of North Carolina faculty assembly. A sought-after public speaker, in 2002 he was appointed East Carolina University historian.

FRONT COVER PHOTOGRAPHS:

The Wright Circle clock.
Elevated view of the future completed campus drawn by architect Louis Miller circa 1908.

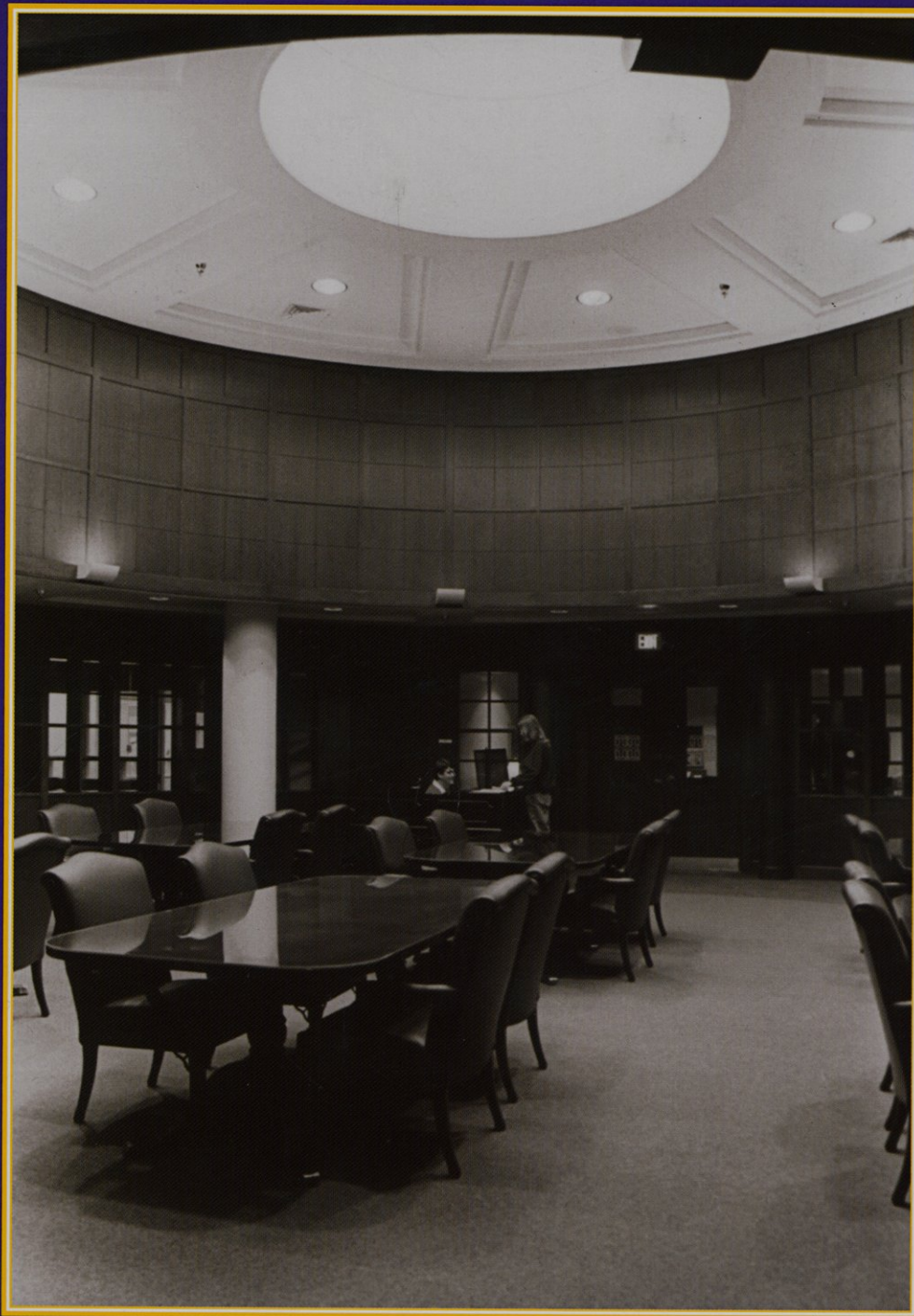
BACK COVER PHOTOGRAPHS:

The Special Collections search room in J. Y. Joyner Library.
View along Fifth Street, 1916.

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This book is for the East Carolina nation, those individuals who share memories of the university's past and common hopes for its future.



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