

ANDERSON COLLEGE  
65th Anniversary  
FOUNDERS' DAY CELEBRATION  
Wednesday, February 11, 1976

MR. ARTHUR E. HOLMAN, JR.  
Anderson Insurance Executive

GUEST SPEAKER

INTRODUCTION OF MR. HOLMAN  
BY DR. CORDELL MADDOX  
PRESIDING

I have the honor now of introducing our distinguished guest speaker, Mr. Arthur E. Holman, Jr., an Anderson insurance executive and a leading authority on Anderson County history. Mr. Holman is a sixth generation Andersonian and has a keen interest in Anderson history.

He is a graduate of the University of South Carolina where he was a member of Phi Beta Kappa, Omicron Delta Kappa and Sigma Nu fraternities. Returning to Anderson after his graduation from USC, Mr. Holman entered the general insurance business and for many years has headed the Holman Insurance Agency.

Mr. Holman has taken an active part in the civic and religious life of Anderson. He has served as president of the Anderson Chamber of Commerce, Anderson Jaycees, Community Concert Association, little theater, the library association and the Anderson School of Theology for Laymen.

He is a member of Grace Episcopal Church where he has served as both Junior and Senior Warden.

Mr. Holman studied piano for seven years at Anderson College under Misses Ouida Pattison and Grace Cronkite.

His interest in Anderson College has grown through the years. He served as co-chairman of the college's capital campaign a few years ago, served as president of LEAC for five years, and is now chairman of the college's Advisory Council.

He is married to the former Emma Lee Felkel, an Anderson College graduate.

I am delighted to present to you now, Mr. Arthur E. Holman, Jr.

## ADDRESS OF GUEST SPEAKER

MR. PRESIDENT, LADIES AND GENTLEMEN:

Colleges, like individuals, are affected by their environment. The character, ideals, and spirit of a community are inevitably reflected in a school. On this meaningful anniversary, it is altogether fitting that we look back to the early days of Anderson to see what kind of people inhabited this area.

There was no Anderson when the struggling colonies declared their independence from England. The counties now known as Anderson and Pickens were peopled sparsely by Indians and abounding in wild animals. When the four signers of the Declaration of Independence left the prosperous and elegant city of Charleston to go to Philadelphia, Indians roamed the hills we now call home.

After the Revolutionary War a treaty was signed at what is now Clemson by General Andrew Pickens and the Cherokee Indians in which the northwestern corner of the state was ceded to South Carolina. Much of the new territory was given to soldiers of the Revolutionary War in payment of their services for fighting in the war. General Robert Anderson, for whom the city and county of Anderson are named, was given a large tract of bounty land near Pendleton.

There is a prosperous section of Oconee County which is still called Bounty Land. On the main highway from Seneca to Walhalla stands a large church known as Bounty Land Baptist Church.

The new territory, which was later to be called Pendleton District, soon started filling up with white settlers. Where did these people come from? It would be logical to assume that most of them landed in Charleston and came up from the coast to the new land. Such, however, was not the case.

As you know, in this era the only modes of transportation were by water or by horseback or wagon. Through the heart of South Carolina runs a sandy area, extending from Aiken through Columbia and Camden. Wagon wheels mired up in this sandy belt and made transportation almost impossible. The sand hills were known as the Sand Barriers. Some enterprising men tried to build a plank road through the sand hills, but without success. Consequently, there was little communication between the upper and lower parts of the state until the coming of the railroads after 1835. The first railroad into Anderson did not come until about 1855.

The early settlers came from Pennsylvania, Virginia and North Carolina. They came across the mountain trails on horseback, on foot, and an occasional heavy-wheeled cart, the wheels being slices of some huge log with a hole made through the center. Most of these settlers were sturdy Anglo-Saxon people whose families came from England and Scotland. It is significant that to this day, the people of Anglo-Saxon descent comprise the great majority of population.

The pioneer settlers had courage and a willingness to endure hardships because pioneer life was lonely and dangerous. There was no government help, no subsidies, no supermarkets, no mechanization, no roads. To clear land, build homes, and provide the bare necessities of life required courage and hard work.

Among the many admirable qualities of these people were their strong convictions about religion and education. They had a strong and unyielding faith in God which led them early to erect simple church buildings where they could worship God as their consciences dictated.

Likewise, they realized that education was a necessity for their children and small one-room schoolhouses sprang up in their settlements.

The county seat of the new district of Pendleton was the town of Pendleton. It became a popular summer resort of the Lowcountry people and it was one of the most cultured and charming places in the South. Many homes, beautifully restored, attest to the gracious life in this area before 1860.

It is interesting to know that by legislative act of 1808, all monies received from sale of lots in the new town of Pendleton went to the commissioners to establish a circulating library. The library continued in operation until 1825 when it was incorporated as the Pendleton Male Academy.

As immigration increased and people settled the forests, the huge district was found cumbersome, and another division became necessary. In 1828 the Pendleton District disappeared and was replaced by Anderson and Pickens counties, named in honor of two distinguished soldiers of the Revolutionary War.

The town of Pendleton was too near the edge of the new district of Anderson, and commissioners were appointed to pick a site for a new county seat. After some discussions, and a few warm mugs of ale from a backwoods bar that stood about where Fleishman's Store is now [the east side of the Square], the location now occupied by the present courthouse was chosen. One hundred thirty acres of land were purchased, and the Square we still have was laid out for business.

The vast majority of the early settlers in this area were Presbyterians and Baptists. The Methodist Church in America was organized in Baltimore in 1784, and their circuit riders soon became familiar figures in the new territory. The first church of any denomination in the town of Anderson was St. John's Methodist Church. It was a small log house that stood on the corner of what is now West Benson and South Murray Avenue and was erected in 1828.

The Baptists in the new village of Anderson worshipped at Mt. Tabor Baptist Church which stood where Orr Mill is now. In 1834, Mt. Tabor was moved to the city of Anderson and became the First Baptist Church, which has been so prominent in the history of Anderson College. A frame building was erected to the north of the present location covering a part of what is now the graveyard. In 1853 a new brick church was erected. Through the efforts of Col. J. P.

Reed, permission from the town was granted to close Church Street and place the church at its head, and there the First Baptist Church stands today.

Although public schools did not come to the town of Anderson until 1896, there were many and varied schools. Any person in the town who remained without education was without excuse. Some of the finest teachers that the state has known taught the youth of this community. In 1847 there was a growing feeling in the community that Anderson needed a school of higher education. Three prominent citizens, Daniel Brown, Col. J. P. Reed, and Stephen McCully, met at the beautiful home of Mr. Brown, Sunny Side, which stood about where McDuffie High School is now. They determined that Anderson must have a well-equipped school for girls. The Baptists, who were numerous and wealthy, were induced to adopt the institution. The new school opened under the name of Johnson Female Seminary in February 1848. The Seminary was named for the noted Baptist leader, Dr. William B. Johnson, although at the time of its founding Dr. Johnson had nothing to do with the school.

Originally, the Johnson Female Seminary was housed in an eight-room brick building which stood on the spot next to the First Baptist Church, which later was the site of the Baptist parsonage.

The catalogue of the Johnson Female Seminary dated July 1848 states:

Johnson Female Seminary was so called in honor of the distinguished Dr. William B. Johnson of Edgefield. The public would infer from the name given to the institution that it was designed to be under the Baptists. It was not done, however, with any view to the inculcation of sectarian bias. The teachers have been selected from three different denominations. The only sense in which the school can be said to be under Baptist control is that they own the lots, erected the buildings, and furnished the necessary apparatus.

The Seminary prospered beyond the wildest dreams of its founders. In 1852, Dr. Johnson came to Anderson to make the commencement address. He spoke of the superiority of the university system of education and asked the question, "If the university system be the better one for boys and young men, why should it not be for girls and young women?" His question received a warm response from the trustees and they decided to raise their institution to a university. In February 1853 the University opened with an able faculty. Dr. Johnson, who moved to Anderson in January 1853, on account of the health of a daughter, was invited to be chancellor of the University. In five years after its founding, the institution had 600 students. This is particularly remarkable in view of the fact that the population of the town of Anderson was only about 500.

When the student body could no longer be accommodated in the existing facilities, a new building was erected on South Main Street on a site that became known as University Hill. The cornerstone of the new building was laid September 24, 1856, with appropriate addresses by two of the leading citizens of the town, J. L. Orr and J. P. Reed.

Mrs. Mary E. Daniel who was a very remarkable woman and a teacher of great ability, served as principal of the University. A tablet in her memory is on the west wall of the Main Building at Anderson College, just outside the Martin dining room.

In 1853, at the South Carolina State Baptist Convention in Greenville, action had been taken to sponsor a college of higher education for females. A group of citizens of Anderson met at the courthouse on June 9, 1854, to discuss if Johnson University and its facilities could be transferred to the convention in order that this school might be considered as the one to be sponsored by the convention.

In Greenville, the citizens had a similar meeting the same month and proposed to transfer the male and female academies of that city to the Baptists. A gift of \$20,000 from Greenville decided the issue. The trustees of the academies gave their charter rights to the trustees appointed by the convention for the purpose of establishing a college for women on the site of the academies.

Due to ill health, Dr. Johnson left Anderson with his daughter in 1858, and moved to Greenville to live with another daughter and her husband. He died there on October 2, 1862. The citizens of Anderson unanimously requested that his body be buried here and he was laid to rest in the cemetery of the First Baptist Church.

Johnson University continued to grow and progress until the war made it necessary to close its doors, never to open again.

Although its life was brief, it exercised a lasting influence in the community. Even in my lifetime, I remember older residents of the town recalling, almost in reverence, the tales of Johnson University which their mothers and grandmothers had told them.

It was the beneficial influence of Johnson University on the life of the city that, a half century later, led a number of its older citizens, along with vigorous younger leaders, to launch a movement which was to result in the founding of Anderson College.

After the disastrous years of the war, the once wealthy and influential state of South Carolina lay in the dust of defeat. So bad were the conditions, that someone wrote a book about South Carolina entitled *The Prostrate State*. State and local governments were controlled by carpetbaggers and scalawags. Anderson County was under military rule for 11 years after the war.

Anderson suffered many indignities and felt greatly degraded by the events of those days. But such a state of things could not go on forever. Insult and oppression had been borne as long as Anglo-Saxon blood would stand for it. In 1876, under the dynamic leadership of the great war hero, Wade Hampton, control of the state was wrested from the radical and foreign elements. A marker in the Anderson County courthouse pays tribute to Hampton, "who saved his state from deepest degradation."

With the Yankees gone and government once more in the hands of the people, life slowly came back to normal. Even in the dark days of Reconstruction, some of the leading men of Anderson persuaded Professor W. J. Ligon to move to Anderson from Pendleton and open a school in the Johnson University buildings. To that school and its justly famous teacher, practically all of the men who grew up in Anderson in the 20 years following the war owed their education. Mr. Ligon's influence was far reaching, for he trained, educated, and directed the men who shaped the destiny of Anderson for 50 years.

In 1881, General Lewis M. Ayer opened a school for girls known as the Anderson Female Seminary. The student body which numbered about 200 students a year, was housed in buildings torn down only a few years ago on Church and South McDuffie Streets, almost in front of the First Baptist Church. The school lasted about seven years until failing health forced General Ayer to close the school. As a personal note, I would like to say that I had two great-aunts by marriage who came to Anderson to attend General Ayer's school. One was from Orangeburg and the other was from Roanoke, Virginia. I shall always remember how affectionately they spoke of General Ayer and the profound impression he made upon their lives.

The decade of the 1890s saw a great upsurge in industrialization of Anderson County. Up to this time, agriculture was the main source of income. In 1894, Mr. W. C. Whitner established a hydroelectric plant at High Shoals on Rocky River, about 6 miles south of Anderson. He transmitted power from High Shoals to the city of Anderson. This was the first long distance transmission of power in the South and the electric generator then used was the first alternating current machine in the world to be built and operated for an initial voltage of 5,000 volts. Anderson's name, "The Electric City," came from Mr. Whitner's efforts in the field of electricity.

Although there has been a textile plant in operation at what is now known as La France since before the War between the States, the rise of textile plants in Anderson County did not come until the decades of the 1880s and 1890s. Pelzer Mill was erected in 1882. The first mill in the town of Anderson was Anderson Mill, built in 1890. Orr Mill soon followed as did Riverside, Toxaway, Brogan (now Appleton), Equinox, and Gluck. These industries provided a steady source of income to thousands of people who moved in off the farms and from the mountains. The payrolls were a great stimulus to the economy of the county.

Economic conditions continued to improve in the first decade of the twentieth century. The horrors of the war and the dark days of Reconstruction were behind them. A free public school was operating successfully in Anderson. There was a growing movement in the community for a school of higher learning. It was the same spirit that more than a half century before had culminated in the founding of Johnson University.

The Anderson Chamber of Commerce, which was founded in 1902, was composed of able and public-spirited leaders of the community. They were alert to the rising demand for a local college and sensed that the time had come for action.

In the spring of 1910, Mr. G. M. Tolly, a well-known furniture merchant, was president of the Chamber of Commerce. Under his guidance, a committee was formed to canvas the business community to see how many of the leading citizens would support such a move. More

than half of the goal of \$100,000 was quickly secured. With the strong backing of the *Anderson Daily Mail* and its editor, Mr. A. M. Carpenter, the people of the city and county soon subscribed the balance. Also, a choice tract of 32 acres of land had been secured on the Boulevard.

The next step was to determine who would own and operate the school. The Chamber of Commerce's Founding Committee had one prerequisite for the money. The new college must be a Christian college. With this directive in mind, the committee discussed the matter with several religious denominations. It was the consensus of opinion that, because Anderson County was predominately Baptist, it would be best to offer the funds to the Baptists to build and operate the new college.

At the 90th Annual Session of the South Carolina Baptist Convention in Laurens, in November 1910, a committee of 43 leading citizens of Anderson presented the offer of \$100,000 and the 32 acres of land to the convention. The chairman of this committee was the brilliant jurist, the late Judge H. H. Watkins. After quite a bit of discussion, the convention accepted the offer of the citizens of Anderson on December 1, 1910. A board of trustees was elected, and Anderson College was chartered on February 14, 1911, by the State of South Carolina.

An important point to note in connection with the founding of Anderson College is that the entire impetus came from the people of the community. They raised the money, secured the land, and then went out to find a denomination to operate the college.

The next step after the chartering of the college was to find a president. This turned out to be quite a problem. Finally, Mr. J. K. Breedin, who had been headmaster of the defunct Orangeburg Collegiate Institute, was employed as general administrator on June 11, 1911.

Much had to be done before the first students could be enrolled. The physical plant had to be built, faculty members had to be employed, and an academic program had to be established. All the buildings had to be furnished, teaching materials purchased, and books secured for a library. An adequate supply of funds was a necessity. The year 1911 was a very poor crop year and money was in short supply in the community. The local trustees borrowed \$50,000 on their personal credit in order for the building to begin. A newly formed organization of some of the leading local ladies formed the Ladies College Association, and conducted a number of fund raising enterprises which were very helpful. Despite the serious financial problems that plagued the fledgling institution, the faithful and devoted citizens of Anderson County gave sacrificially of time and money to overcome these difficulties. It should be noted that because of prior commitments to Greenville Female College, no funds from the state convention could be given to Anderson College at this time.

By the middle of August 1912, the first three brick buildings were finished and it became apparent that the first session could begin on September 18, 1912. The first student to enroll was Miss Anna Tribble of Anderson, who later became Mrs. Tom Pearce of Columbia. The number of students for the first semester numbered 75 and the faculty numbered 16.

The trustees had a great deal of trouble securing a president for Anderson College. Mr. Breedin had been employed to help with the numerous duties of starting the college, but he was not considered for president.

Finally a highly respected leader in Baptist circles was secured to serve as acting president. He was Dr. J. A. Chambliss who had served as editor of the *Baptist Courier* and as pastor of several prestigious churches. He was 72 years old when he became the first president of Anderson College.

Since Dr. Chambliss had agreed to serve as president only until a replacement could be found, the trustees set about to find a new president. At that time, Dr. John F. Vines was serving as pastor of the First Baptist Church in Anderson. He had been a strong advocate of the founding of a college and his church had felt a particularly strong relationship to the young college. In fact, the First Baptist Church has always been regarded as the mother church for the college. The trustees decided that Dr. Vines was the man needed to be president of Anderson College. Dr. Vines accepted with the understanding that he would remain as pastor of the church. He was installed on March 24, 1913, and served for two years, leaving in 1915 to become pastor of the First Baptist Church in Roanoke, Virginia.

Dr. James P. Kinard, who was head of the English Department at Winthrop, was secured as the successor to Dr. Vines. Actually, he was the first full-time president Anderson College had up to that time. A scholarly man, Dr. Kinard strengthened the faculty of the college. However, World War I had begun and economic conditions were sluggish. The enrollment dropped, and the college was in serious financial condition. Because of these conditions, Dr. Kinard resigned as president on March 14, 1916.

Once more the trustees turned to the First Baptist Church and elected their pastor, Dr. John E. White, as president. Dr. White continued as pastor of the First Baptist Church and president of Anderson College until 1927. He was a very dynamic man and widely known throughout the entire South. He brought prestige to the college and guided it through a decade of highly eventful times. During his tenure of office, the United States entered World War I. After the war came the financial crash in which five of the six banks in Anderson went broke. Despite the constant problem of finances, the college reached new heights in academic achievements and enthusiasm of the student body. Another problem facing the college during the latter years of Dr. White's regime was the necessity of being accredited by the Southern Association of Secondary Schools. To be accredited would have required an endowment of at least \$500,000, plus other physical and academic requirements which were totally out of the realm of possibility. Dr. White resigned and accepted the pastorate of the First Baptist Church of Savannah on September 1, 1927.

In January 1928, the trustees elected Miss Annie Dove Denmark as president. She had come to Anderson College in 1917 as a member of the music faculty and later had become dean of women. Dr. Denmark served as president for 25 years and carried the college through its most trying and momentous times. Shortly after she took office, the United States was plunged into the most devastating depression in history. Anderson College had a long-standing debt of



\$60,000 and the pressing need for being accredited became acute. The Baptist Convention was unable to help.

At this time there were no junior colleges in South Carolina and the junior college movement in the United States was in its infancy. Dr. Denmark saw the great service Anderson College could render in this field, and the college opened its doors as a junior college for the session 1930-1931 with an enrollment of 103 students. Economic conditions nationally continued to deteriorate. So desperate were the finances at Anderson College that many of the trustees thought the school would have to close.

However, they were underestimating the determination and faith of Dr. Denmark and her faculty. She called the faculty into a meeting and told them of the desperate plight of the college. She told them that if they were willing to work for meager salaries out of the funds left over after payment of interest and installments on the mortgage, then she believed the college could stay open. Almost unanimously they agreed, and it can be truly said that the college operated from 1932 to 1939 on the generosity and spirit of service on the part of Miss Denmark and her fine faculty.

During these years the Baptist Convention had been able to give little or no help to the college. However, in 1938 the convention and a group of friends of the college in Anderson County liquidated the long-standing debt. Thus, for the first time since its beginning, Anderson College was debt free. In looking back over these years, it is very evident that survival was nothing more than a miracle.

During the last 15 years of her presidency, Dr. Denmark carried the college through the days of World War II and the transition period that followed. The curriculum underwent changes to meet the needs of the day. Dr. Denmark was highly regarded and respected all over the state and she was called upon frequently for talks. The town of Anderson and friends of the college over a wide area were deeply saddened at her decision to retire in May 1953.

Dr. E. F. Haight, who was well-known in educational circles of Southern Baptists, became the sixth president of Anderson College. Dr. Haight announced on accepting the job that he would work for the addition of new buildings such as a library and gym which would help toward making Anderson College a fully accredited junior college. The new library was opened in 1956, but enrollment had dropped and the college was operating at a serious deficit. In August of 1957, Dr. Haight tendered his resignation to teach Bible at Louisiana College.

Once more the college was without a president. A number of Baptist leaders in South Carolina questioned the need for Anderson College. Fortunately for the future of the college, the board turned to one of its most able and loyal members, Dr. J. E. Rouse, to become president of the college. The new president, who took office on September 30, 1957, was well-known and highly respected in the state, and his election was widely approved by friends of the college everywhere.

During the 17 years of his presidency, Dr. Rouse led Anderson College in its greatest expansion. In 1959 the college was fully accredited by the Southern Association in Louisville,

thus bringing to fruition a goal so long sought for, and ushering in a new era of usefulness for the college. Ten new buildings were erected on the college campus and the existing buildings were extensively improved. Gifts totalling several hundred thousands of dollars were given for trust funds and scholarships as well as capital improvement campaigns. Enrollment grew from about 180 to 900 when he retired on January 8, 1973. Besides great strides in physical and financial resources, in student body and faculty, Dr. Rouse and his lovely wife, Zana, brought a new era of good relations between the citizens of Anderson and the college. With their sincere love of the college and its friends, they made people from all walks of life proud of Anderson College and its mission.

June 1, 1971, was another significant date in the history of Anderson College, for on that date Cordell Maddox came to Anderson to become executive vice-president under Dr. Rouse. When Dr. Rouse retired January 8, 1973, Cordell Maddox succeeded him as the eighth president of Anderson College. With his dynamic enthusiasm and dedication to the cause of Christian education, Dr. Maddox has injected a spirit of youth into the college environment. His administration has been marked by growth in many areas, including physical facilities, student body enrollment, diversification of curriculum, and a spirited sports program.

Anderson College has come a long way in its 65 years, but fortunately for the community she is not ready for retirement. Indeed this anniversary we are observing is only a prelude to achievements never dreamed of by her founders. The continuing need of this junior college is evidenced by its capacity enrollment of some 1,150 students. Its beautiful campus and the academic program attest to the high standards set by the administration. True, the college still needs many things – endowment, additional buildings, endowed professorships, to name but a few. But if the institution remains true to its mission, these things will come.

As we look back over the life of Anderson College, we pay tribute to the founders for their faith and vision in the establishment of the college. For most of its existence there has been a constant financial struggle, and for the first 40 years this was accomplished almost solely by local support. To these loyal friends, many of them now gone, we are indebted.

Education is a continuing process. The youth of today are growing up in one of the most challenging times in history. Opportunities undreamed of a generation ago await the student today. Let us hope that the administration and faculty of Anderson College, while holding to the faith and principles of the founders, will meet the challenges of tomorrow with an open mind and a desire to enrich the lives of generations yet unborn. May we, the friends of Anderson College, pledge to Dr. Maddox and his fine faculty the tools and support to accomplish this mission.