To Fellow Clemson Alumni:

On behalf of the Clemson Alumni Corporation I take pleasure in welcoming all Clemson Alumni and former Clemson men to Homecoming Day at Clemson on next Saturday, October 12th.

A meeting of the Alumni Corporation will be held in the Field House on Saturday at twelve o'clock noon, and we are expecting a large crowd on this auspicious occasion. Our Clemson football team plays Wake Forest on this day at three o'clock P. M., and this game is pronounced to be one of the outstanding games throughout the country this season. Wake Forest has defeated the University of North Carolina and other strong teams, and, of course, you are familiar with the splendid record of Clemson this year.

We are anxious to have every Clemson man present at this Homecoming who can arrange to be there. Clemson has made many improvements since a great many of the Alumni and former students were there, and it will be well worth the trip to come back and witness the progress made at your Alma Mater. On your brief visit to Clemson you will have the privilege of meeting our excellent new President, Dr. R. Frank Poole, (a Clemson graduate). You will have the opportunity of seeing the magnificent new Textile Building; the splendid new Agricultural Building; the present College Library, converted from the old Agricultural Building; the commodious new Post Office; the enlarged Y. M. C. A.; new paved roads and driveways on the campus; and many other fine improvements. You will cherish the chance to greet your friends and old College mates.

This is the propitious time for Clemson men to return to the Tiger Lair for the biggest Homecoming that we have ever experienced. I again welcome you and expect to see you in Tigertown on Saturday, October 12th.

J. Strom Thurmond
President Clemson Alumni Corporation
words, "Non ministrari sed ministrare" - "Not to be ministered unto but to minister." This is a splendid motto and exemplifies the spirit of one who loves mankind and is eager to render a service. It is a motto that could well be hung over any desk or mirror, that could well be engraved on a locket or ring, that could well be inscribed on any soul's banner of ideals. The path to power is the lowly road of service. Humble helpfulness and not prideful self-pretension is the way the truly great must walk. Any greatness except that based upon unselfish service is illusion.

A poet once wrote,

"Count that day lost,
Whose low descending sun,
Views from thy hand
No worthy action done."

One's greatest happiness comes from rendering a genuine service to his fellowman or to his state and nation, and we should self-examine ourselves every day and ascertain whether our deeds for that day exemplify a true citizen and patriot characterized by a spirit of service. One should live so straight and honest and square that he will be a landmark, and whose memory and ideals will linger long in the minds of civilization after he has passed. This reminds me of those lines of the poet that are so appropriate here,

"When a great man dies,
For years beyond his ken
The light he leaves behind him
Will shine upon the path of men."

Probably the thing that has made the Junior Order and the Woodmen of the World and the other fraternities such great organizations is Loyalty. Loyalty is the most priceless quality of the human soul. A man may be stupid and guilty of other shortcomings, but these will be excused if he is loyal. It has been said that people love dogs more than any other kind of animals,
and I think I can explain that by saying that the dog is the most loyal of all beasts, and is considered the incarnation of loyalty. A man may be ambitious, energetic and honest, but he will be despised by his fellow man if he is not loyal. He may possess the keen mind of a statesman or the strong form of an athlete, but if he is not loyal he is bound to fail. A man may be endowed with wonderful natural ability or may even have greatness thrust upon him, but if he hath not loyalty in his soul, the seeds of success are not in him. Loyalty is the one quality that sets a man apart more than a kingly robe. It is the thing that causes institutions or nations to rise or fall. The success of a business or corporation depends more on the loyalty of its employees than upon anything else; without it, the business or corporation is doomed to failure. It is the one quality above all others that elevates a man to the highest pinnacle of honor, virtue, happiness and success, and without it he can easily sink to the lowest depths of vice, shame and misery. Loyalty is the outstanding quality that makes manhood worthy and womanhood lovely.

Fraternalism instills loyalty in its members. If Fraternalism had no purpose other than this it would indeed be worth while.

In closing, I wish to thank Station W A I M for its kindness for permitting this short broadcast on Fraternalism, and again say that the State Councilor of the Junior Order is genuinely grateful to the hospitable citizens of Anderson for the pleasant and enjoyable stay of our members in your splendid city.

I thank you for your attention.