

# The Almanian

STUDENT PUBLICATION OF ALMA COLLEGE

VOLUME 30

ALMA, MICHIGAN, TUESDAY, SEPTEMBER 22, 1936

NUMBER 1

## COLLEGE BEGINS 50th YEAR

### 107 Freshmen Are Registered For Opening Classes

### 278 Enroll To Reach New High For Seven Years

Freshman Class is Largest Since 1929

### 18 Transfer to Alma

Registration figures released by Professor Clack show that the enrollment is the largest that it has been since 1929 and that the freshman class is also the largest since then. At that time there were three hundred one students as a total for the year, while there are two hundred seventy-eight; but it is expected that this year's figures will exceed those of '29. One hundred twenty-five new students have registered, one hundred seven being freshmen as compared with last year's crop of sixty-seven.

There are forty-seven seniors, fifty-eight juniors, and sixty-six sophomores. As yet the number of music and special students is not known exactly.

Again the men outnumber the women but this year by a larger margin. Of the regularly enrolled students one hundred eighty are men while ninety eight are women. Here are the totals for the four classes.

	Men	Women	Total
Seniors	29	18	47
Juniors	37	21	58
Sophomores	43	23	66
Freshmen	71	36	107

Total 180 98 278  
Transferring from other colleges are three seniors, seven juniors, and eight sophomores—a total of eighteen as compared with the eleven leaving Alma for other colleges.

The new seniors are: John Adams and William Phillips, University of Michigan; and Robert Bricker, Olivet.

The new juniors are: Jack Anderson and Thomas Toler from Johnson Bible College, Robert Wieneke and Grace Byron from Bay City Junior College, Charles Dove from Jackson Junior College, Catherine Billet from Indiana Central College, and Violet Ledward from Grand Rapids Catholic Junior College.

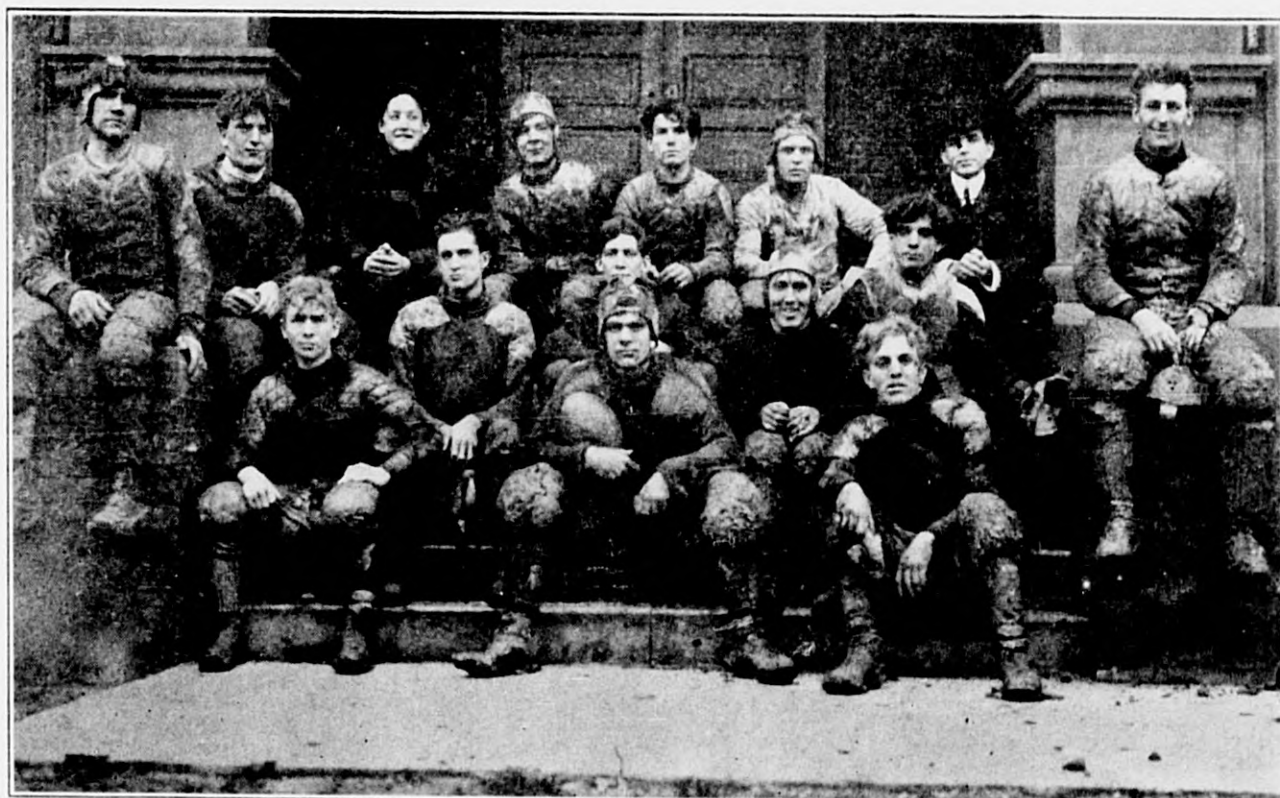
New sophomores on the campus are: Henry Broughall, Wheaton College; LeMar Case, Bay City Junior College; Richard Elve, Moody Bible Institute; Gordon Gropes, University of Michigan; Thomas Plowman, Michigan State Normal College; Clarence Spenis, Greenville College; Stanley Sweet, Wayne University; and Myron Wieneke, Michigan State College.

### New Laboratory to House Equipment in Chemistry

A new laboratory for special equipment next to the Physical and Analytical Laboratory is in the process of being installed in the Chemistry Building. When completed it will provide ample room for special apparatus to be used by Analytical students as well as serving as a much needed hall-way through the first floor of the building.

### Beat Hope!

### The Almanian Spirit Has Endured For Fifty Years



Champs of 1902: Top row, Fuller, Beechler, Hatch (coach), McBride, Art Helmar, Hewit, Mitchell, Shiner. Second row, Whitney, Bangs, Hurst, Brown. Bottom row, Harkness, Angell, Anderson. (See Aunt Fanny's story on page two.)

### Gordon Macdonald 500 ATTEND Back in Alma as Coach

#### Former Star Returns to Alma After 9 Years

Leaves Post at Traverse City to Take Over Duties of His Teacher

Horatio Alger could find a plot for a success story right here in Alma College simply by following the career of Gordon Macdonald, who succeeds Royal R. Campbell as athletic director. Macdonald worked his way through Alma, starred in college athletics, and now has returned, ten years later, as head coach of all sports. Macdonald's feats on gridiron, basketball courts, and diamond while at Alma rival any of those of Frank Merriwell.

Macdonald entered Alma in the fall of 1922, coming from Bay City where he had starred in four sports at Western High School. Freshmen were eligible for varsity athletics at that time and in his first year Macdonald became a regular on the football eleven. He was more than a triple-threat man, running, passing, punting, drop-kicking, and kicking off. He played end on defense and fullback on offense, calling signals from the latter post. That year he was chosen fullback on the second all-MIAA team.

During the next three years Macdonald's feats stamped him as the greatest fullback ever produced in Alma College and for his hard driving he earned the nickname of "Wolf". For three consecutive years he was chosen as fullback on the All-MIAA football team and was picked at fullback on the all-time college team. In his junior year he was unanimous-

(Continued on page 8)

### 500 ATTEND LUNCHEON IN GROVE AT RALLY

#### Old Grads Return to Honor Col. Knox

Alma's fiftieth anniversary got away to an auspicious start when approximately five hundred alumni, students and friends of the college greeted Col. and Mrs. Frank Knox with an informal luncheon at the president's home. In addition to the Republican candidate for the vice presidency there were several other political dignitaries present including Governor Fitzgerald and former governors Fred Green and Wilbur Brucker.

The luncheon, which was a part of the Knox Rally as planned by the Young Republican Club of Gratiot County, was attended by the greatest number of alumni that has returned to Alma for any one occasion in many years. Many of the graduates from around the beginning of the century and the late nineties, including Col. Knox' classmates, were back, some of them for the first time since their Commencement days. Among the earlier graduates were Rev. Sidebotham of East Jordan and Prof. Kendal P. Brooks of Mt. Pleasant, classmates of Col. Knox. Others who attended school in the golden days of Alma's youth and who came to pay a tribute to an Almanian of their generation were James B. McCallum, '92, Holton, Michigan; Carolyn Butler Fairman, '01, Chicago; Anna Elizabeth Dayton, '02, Oak Park, Illinois; Harry E. Reed, '01, Akron Ohio; Mr. and Mrs. Ernest E. Noble, '93 and '94 respectively, of Fremont, Michigan; Ella Watson McCall, '96, Grand Haven, Michigan; Charles E. Long, '02, of Grand Haven; Mrs. Lamont, '92, Bay City; Eulah L. Hannah, music student in 1898; Grace Sherman, art student in '98

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### Dr. Rorem Is New Dean and Education Head

#### Succeeds Tyler As Prof. Of Education

Becomes Dean As Mitchell Relinquishes Post

Dean S. O. Rorem comes to Alma College with a background of twenty-five years experience in the field of education. He resigned at Plattsburg Normal, Plattsburg, N. Y., where he had charge of child development courses, to accept duties as dean and head of the Education Department here.

Dean Rorem was born in Radcliff, Iowa, in 1887, where he attended high school for three years. After finishing the prep school studies at Morningside Academy, he enrolled in Morningside College and graduated in 1909 with majors in English, history and politics. In college he ran the half-mile and broad jumped under John L. Griffith. He was editor of the college paper during his junior and senior years, participated in class plays and received a certificate of elocution for work in speech courses. He was a member of Delta Chi fraternity. Following graduation he was a reporter on the Minneapolis Journal and took a trip to Europe. Returning from Europe, he took up graduate work in English, drama and French at the University of Chicago, receiving his masters degree in 1926.

Since receiving his degree from the University of Chicago, Mr. Rorem has been superintendent of schools at Danville, Ill., Lebanon, Pa., and Chester, N. Y. He again took up graduate work while he was a member of the New York University faculty and received his Ph.D. from that institution.

### First Faculty Consisted Of Ten Teachers

College Came As Result Of Healing Of Schism

### A. W. Wright is Benefactor

On September 16, 1887, Alma College opened its doors. It was under the guidance of Dr. George F. Hunting, president, a Board of Trustees and a faculty comprised as follows:

Rev. Geo. F. Hunting, D. D., president and professor of Mental and Moral Science.

Rev. Theodore Nelson, L. L. D., professor of English language and literature.

J. W. Ewing, A. M., professor of mathematics and physics.

Lewis Stuart, A. M., professor of ancient languages.

Charles A. Davis, A. B., professor of natural sciences.

B. A. Welsted, charge of commercial department and instructor in German.

Miss Mary E. Gelston, M. A., charge of ladies' department; professor of French and Latin.

Miss Kate L. Booth, instructor in drawing and painting.

Miss Lelia A. Stevens, instructor in vocal and instrumental music.

C. W. Yerington, instructor in penmanship.

Alma College was established by the Michigan Presbyterian Synod because it was felt that there was a need for a Presbyterian college in Michigan. Previous to the establishment of Alma the Michigan Presbytery had been friendly to Olivet College, which is a Congregational school. Alma College grew out of a healing of a schism that had occurred in the church shortly before. In 1837 the Presbyteries had split into two factions, the Old School and the New School. The only difference was that the New School permitted Congregational Churches to ally themselves with it. For this latter reason Olivet was considered very much a school for Presbyterians. Presbyterians were on the Board of Trustees and the school had access to Presbyterian funds.

The Old School tried to establish a Presbyterian college in Marshall in 1837 but failed because they could not compete with the university at Ann Arbor.

When, in 1870, the Old and New Schools united into one General Assembly there was again talk of founding a Presbyterian college in Michigan. Dr. Ambrose Wight preached a sermon on the need of such a college in a prayer meeting in Bay City and after the service one Mr. Alexander Folsom offered the Synod \$50,000 for the establishment of such a college. The Synod accepted the offer and Rev. August F. Bruske, of Saginaw, was appointed to find a location for the college near Saginaw. Ithaca, St. Johns, Mt. Pleasant, St. Louis and Alma made plans to secure it. Alma finally got the school, mostly through the efforts of A. W. Wright who offered the building of a newly built normal school and land valued at \$40,000.

For many years Alma College continued in the dual capacity of college and normal school. The college proper offered four degrees: Bachelor of Arts, Bachelor of Philosophy, Bachelor of Letters and Bachelor of Science. All courses lasted four years and each year was divided into three terms of fourteen weeks each. In September, 1890, the school was

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## Welcome to Our Community

In extending our welcome to the new students we wish to welcome them not only to a college but to a community as well. For Alma College is a community, a society in which human relationship is as important as scholastic achievement. Although the acquisition of knowledge and the attainment of a scholarly frame of mind are of great importance, of equal importance are the friendships that one makes while on the campus. In a way the latter are of greater importance. For Alma College was founded not so much to instill a mass of data into the minds of its students as to teach us (as William James put it) "to know a man when we see one." Of all the routine of class and laboratory work, of all the midnight reading and the hours of studying only a few general ideas will remain with us when we graduate. But the friendships that we form here, the habits that we acquire when we make those friendships, the tolerance that is necessary to maintain them—these will remain with us forever.

Look at a group of old graduates when they return for a homecoming. They don't recall the lectures that they heard in the class rooms or the experiments they performed in the laboratories. Their whole time is taken with the discussion of friendships that were made back in the days when they were in school. The lectures and the experiments were important only insofar as they made those friendships more worthwhile.

There are a few people whose thirst for knowledge supercedes their desire for human companionship. It is their privilege to study to their hearts' content and it is society's good fortune that they do. But most of us are not interested in such scholarly pursuits. The best that a college can do with us is to make us tolerant and willing to accept the responsibilities that are indispensable to a democratic society. There are many places where one learns to be tolerant while he is in school. There are many activities that train one to carry responsibility. The very fact that in and by ourselves we are a community affords us infinite possibilities for making the proper friendships.

Our advice to the new people is to look about them, to see those who have been here one year, two years, twenty years, forty years and realize that all of them have something in common, that that something is the common training under the institutions and customs that are Alma College. Then it is for these new students to learn our customs and our practices and make them a part of themselves.

This year Alma celebrates her fiftieth birthday. She is still very young. She can pride herself on a few accomplishments of a few graduates. Her greatest pride, however, must be a cohesion among its students and alumni, a common loyalty acquired in the atmosphere of this campus. The knowledge, the habits and the attitudes that we acquire here will spell our personal success in our future lives. The cohesion and the loyalty that is created as a result of the friendships that we make on the campus are the foundation stone on which the future of the college must be built.

Freshmen,  
Upper Classmen—

## CAPLE'S

WELCOMES YOU!!!

It's great to see you back . . . It's great to have another opportunity to serve you . . . and don't forget—

"SEE DON FOR THE BEST CORSAGES IN TOWN!"

## Maestro Leaves



COACH CAMPBELL

## Students Regret Coach's Departure After 15 Years

"Argyle" Campbell Leaves  
Envious Record

After serving for fifteen years, in which he compiled a record that aroused the envy of all the coaches in the state, Coach Roy Campbell has severed his active relations with Alma College. Every student on the campus looks on his departure with surprise and extreme regret. Students will miss his wry smile and his Scotch humor. The football team will miss his intelligence and his indomitable spirit.

There is a host of men (some are students; many more are among the alumni) who owe a great deal to Coach Campbell. Many who now enjoy fine positions would never have finished college had not the "Old Man" helped them along. Many alumni coaching in high schools throughout the state have come back to him for solutions to their problems and rarely has "Argyle" failed them. Many more men reported for athletics with nothing more than a desire to play and graduated not only with a thorough knowledge of athletics but with an idea or two about playing a much more important game.

In his work Coach Campbell was like an artist. He took an artist's pride in producing a winning team. He showed an artist's anger when one factor or another spoiled his masterpieces. He ignored criticism. He overlooked the many pleasantries that one should cultivate to insure his own security.

There were never personalities on Campbell's team. There were only artists who worked to share his pride in producing a masterpiece. There were times when his players hated him for his almost inhuman passion for perfection. There have been other times when the same men have been awed by his ingenuity and his boundless enthusiasm. There was never any time when every member of his athletic squads did not admire the thoroughness of his workmanship. No pupil of Coach Campbell who has taken his instruction seriously will ever be satisfied with half-way measures. For he has been influenced by an artist who judged work not by the hours put in but by the results.

It is with respect and admiration that the student body says "so long" to Coach Campbell. Every student who has known him wishes him the best of luck in the future.

## HELEN'S HOSIERY SHOP—

A Little Store That's  
Big in Service.

Hose, Dress Accessories



## ALMA FOLKS

by  
Aunt Fanny

Howdy folks! Yes, I know you don't know me but I know you and between us we have a lot in common. You folks are Alma people and I've knowed most the Alma folks for nigh onto fifty years. What we got in common is the heritage that's with this school and that isn't anything small. No, sir; not all the big frogs come from big puddles and this little puddle right here has turned out some pretty fine specimens. And there's a lot of history back of this place too; there's heroes and thrills; there's laughter and pathos, love and romance.

Well, I'm going to tell you folks something about your heritage. The first thing you'll learn about this place is that Alma folks have always loved their Alma Mater. There have never been any odds that that love couldn't overcome. They've left a spirit, these people who have come and gone, a spirit that's a mixture of Yankee persistence and Scotch stubbornness. That spirit has done many things that other factors should have done and probably did them better.

That picture on the front page tells the story. There you can see the determination that has characterized Alma people for fifty years. That's the team of 1902. They say this year's team has got a hard job ahead of it; well, maybe so. But the team of 1902 had a hopeless job and they came through like Almanians always should. The picture was taken on the museum steps after the Olivet game here. It had rained for several days before the game and Davis Field, which had just been graded, was a sea of mud.

It looked pretty bad for the home boys. The Olivet team outweighed ours by fifteen pounds to the man. They were a cocky lot too. They stayed at the Wright House and we on the Campus heard that some of the players were betting ten dollars that they would trim Alma. Ten dollars was a lot of money in those days and for us poor Scots it was a lot more. It really scared us when we heard the Olivet boys were betting that way 'cause it just seemed to us that the only thing anybody would bet that much money on was a sure thing. I reckon the Olivet folks figured the same way. What with all that and the rain it really looked bad for us Almanians.

We saw a magnificent fight in the mud that day. In ten minutes we didn't know one team from the other. There were only two things that helped us figure out which team was which: the Alma boys were a lot smaller and not two of them had uniforms alike. In those days every man furnished his own uniform.

There wasn't any funny stuff in that game. It was all rugged, man to man combat. It was brute strength against indomitable spirit and in the end the latter won. Time after time Olivet pulled back her huge tackles and crashed them into the smaller Alma line. Each time, however, they were thrown back by Will Brown and Frank Hurst, the tackles. Angell, the center and little Hartness, a 150 pound end who was the scrappiest footballer that ever drew on a cleated shoe. Old man Beechler was in there too and he played a lot of football as he always did.

Alma finally won that game, ten to nothing. But it was a terrific battle in which a smaller Alma team took an awful beating. The feature of the game was Pearle Fuller's great punting. Time and again when Alma was held in her own territory Fuller booted the ball deep into Olivet territory de-

spite the mud. A great ball player, Pearle Fuller. A greater field general Alma has never known and certainly no single player was better liked by his fellow players. Pearle Fuller was to Alma's teams of his day what George Washington was to the Revolutionary Army. Many called him the greatest player Alma ever produced. He died when he was still in the thirties.

Olivet won the toss. They kicked and McBride, the Alma fullback, brought the ball from the fifteen to the forty five yard line. Brown and Hartness failed to gain and Fuller kicked to the Olivet ten yard line where Hartness brought the Olivet man down before he could move.

Olivet made the five yards that were necessary for a first down in those days in the prescribed three downs. But Alma held them on the next series of downs and took possession of the ball. Then the real fight started. Pounding the Olivet line like mad men, mud flying in all directions, Fuller, Brown and Beechler carried the ball to the Olivet two yard line. From there Beechler scored on a guard-back play. Score: Alma 5, Olivet 0.

For the rest of the half it was largely a punting duel between Fuller and Olivet's quarterback, Ellis. A few moments before the half ended Ellis got away a tremendous kick that rolled to the Alma seven yard line. Alma rushed the line once. Then Fuller went back of his goal line to punt. The pass from center was bad. He fumbled but recovered the ball on the one yard line as the whistle sounded ending the first half.

It was an astounded Olivet team that left the field at the end of the first half. When they came back for the second half they were fighting mad, furious with the insult these young farmers were handing them.

But within two minutes after the second half started the Almanians had added insult to insult by pushing over another touchdown. The late Frank Hurst, as great a tackle as we have ever seen, took over the ball carrying duties. With his huge legs pounding the mud like pistons he lugged the ball to the Olivet goal line from where McBride carried it over.

From that time until the end of the game Olivet tried to smash Alma's line. A few times they got deep into Alma territory. In the shadow of its own goal the exhausted Alma line rallied itself and held each time. Then Fuller would go back and pound his toe into the mud-soaked ball and Olivet would have to start all over again, this time from sixty to eighty yards from Alma's goal.

Late in the game little Hartness had to be carried from the field with a badly wrenched ankle. He cried because he couldn't stay in the game. The other ten men played every minute.

That game made the team of 1902. Nobody could beat them after that. In the last game of the year they beat Michigan State, 16 to 5 to win the championship. In that game, Fuller, playing his last game, covered himself with glory once more. In addition to his great punting he kicked a long field goal and returned punts in such a manner that although Childs, the State punter was kicking the ball between 40 and 60 yards his final average was about 25 yards as Fuller ran one punt after another back to the original line of scrimmage.

Yes indeed, they were a great bunch in those days and the greatest of them was Pearl Fuller.

AFTER THE THEATRE . . .

MARIONED CAFE



# A PAGE OF KNOX HISTORY

## Knox and Gridiron Comrades Recall Old Days



Col. Frank Knox, G. O. P. vice-presidential nominee, (second from the right), was a football hero at Alma college back in 1823, when he and the three companions here pictured were members of the squad. The picture, taken Monday at the Knox rally at Alma, shows (left to right): K. P. Brooks, now a member of the faculty of Central State Teachers college, Mt. Pleasant, who was captain of the scrub team in '96; Rev. C. W. Sidebotham of East Jordan, who played a tackle; Col. Knox, a halfback, and Prof. George B. Randells of Alma college, who played quarterback and was the team's field general. Photo by courtesy of Saginaw News

## Col. Knox Entered Alma College With \$25

Was Sign Painter, Swipe, and Physical Director While in School.

Frank Knox walked into Alma in September, 1896 with twenty five dollars in his pocket and a great deal of confidence in himself. Out of work and nearly penniless, a Presbyterian minister in Grand Rapids, his home, persuaded him to come to Alma where he could earn his way through school. At that time tuition was around thirty dollars. Living expenses were proportionately lower and there were no theatres or other attractions which could take the students' money. The only vice college students had then was to go down to "Stevie's", a small confectionary located where the Main Cafe is situated at the present time.

William Franklin Knox became plain "Frankie" when he came to college and that name remained with him. Today when classmates write about him they still like to refer to him as Frankie.

One of Frankie's first jobs was spading gardens for Mr. A. W. Wright, the multi-millionaire benefactor of Alma College. Mr. Wright was a very strict gentleman with a love for precision. He wanted his garden spaded exactly eighteen inches deep and he insisted that it be no more or less than that. It was often exasperating for Frankie but it was good training as he later learned.

The year's expenses at Alma College at that time were around two hundred dollars. Frankie got through his freshman year on one hundred and seventy. To economize he rented two rooms with two other freshmen. Here the three cooked their meals. The rooms were fair but the meals were decidedly bad.

In his sophomore year Knox capitalized on his ability to paint signs and with another student, Milton Holmes, he sold the idea of advertising along the roads to several Alma business men. He was the salesman as well as the artist (Continued on page 7)

## "Frankie" Also A Good Athlete For Alma Mater

Played With Dr. Randels In Revenge Game

Frank Knox was a good football player when was in college. He might have been a much better player when he was in college. He train. But Frankie was a busy boy. He had to earn a living besides get an education. He could not practice regularly and his senior year he did not play at all except for one game.

Knox captained and coached the team in 1895, which was his sophomore year. In 1897 he was so taken up with his Anti-Coffee business that he had no time to play. There were many men in college at that time who were good enough to play on the first team but who just didn't care to play. Among these were Milton Holmes, later salesman for the Republic Truck company, and Weston Johnson, who is now one of the secretaries to the Presbyterian Board of Foreign Missions.

One day in the fall of '97 the "scrubs" went to Saginaw to play a much stronger (and rougher) semi-professional football team. The smaller and less experienced Alma men took a terrific lacing. This made Knox very angry and he swore that those rough necks from Saginaw would get what was (Continued on page 6)

## Knox' Early Life One Of Hard Struggles

Rose To Prominence From Poverty By Hard Work And Frugality

William Franklin Knox was born in Boston, Mass., on New Year's Day, 1874. His parents, William Edwin Knox and Sarah Collins Barnard Knox were of English-Scotch extraction. The elder Knox had been trained as a plumber and steamfitter but had left that trade for the business of oyster marketing. In 1879 a great fire destroyed all the property in one section of Boston except the Knox place of business. Mr. Knox accepted an offer of five times the rental of his place and went to Nova Scotia to make a fortune in canning lobsters. Many people at that time believed that fortunes could be made by setting up lobster canneries. Too many did, in fact, and William Edwin's business went under.

The family returned to Boston but there was nothing there for them. Tired of the heartaches and trials of the East, the Knoxes turned toward the West. They made their way to Grand Rapids, Michigan, where Mr. Knox started in the marketing business. He had many bad habits as a business man, however, and before long he was again in the red. Because he was too easy with credit his business went from bad to worse. It was not long before Frank found himself out of a job.

During his stay in Grand Rapids Frank Knox always had hard work to do for very little remuneration. When he was nineteen years old he made \$1.25 a week by getting up at three o'clock in the morning to deliver the Grand Rapids Democrat to a hundred subscribers before breakfast. After school he delivered a hundred copies of the Grand Rapids Eagle for one dollar (Continued on page 6)

## Stories Told By Old Friends Reveal The Frank Knox They Knew in '90's

Many stories are told about Col. Frank Knox' escapades while he was in Alma College. At the Knox Rally held Labor Day, old friends of Knox told many stories about Knox' days in Alma College. Among there was Reverend C. W. Sidebotham of East Jordan who was in Knox' class. The following is his account of the much publicized sign painting that Knox did while he was in school here.

Says Mr. Sidebotham: "I have seen in some of the papers reference to Frank Knox and another student painting barns during their college life at Alma. As I happen to be the other student I can tell a little about it. One summer vacation for a part of the time I worked for Frank in his "Anti-Coffee" venture. We painted "Anti-Coffee" advertisements on fences and barn sides. We could not locate the owner of one barn but that did not deter Frank from telling me to proceed in giving the barnside a yellow background on which he was to do the lettering. As we were well into the work the farmer appeared on the scene with florid face, picturesque language and a foreboding pitchfork. Frank rose to the occasion and explained the preservative value of what we were doing, and how that sign would attract attention so that passers-by would stop and see what a fine farm the man had. Frank thought the farmer should pay us well for the benefit we were doing him. His powers of persuasion were so efficient that the farmer did pay us and appeared to be delighted with the job that we did.

"Frank paid me a dollar a day (10c per hour) for my work. His remuneration was to come from the profits of the business venture. I made more out of it than he did."

Mr. Fred W. Hooper, who has lived on or near the college campus throughout the life of the college, knew Frank Knox very well when the latter was a student here. According to Mr. Hooper "Frankie" was frequently short of money. On such occasions he invariably borrowed five or ten dollars from one of his friends. Always within

three or four days he would repay the debt. Even while he owned the "Anti-Coffee" Company he was constantly running out of cash. It always amazed Mr. Hooper how the young man managed to earn the money with which to pay his debts.

"One day in 1898", says Mr. Hooper, "he came to me and asked if he could borrow fifteen dollars. Of course I was only too glad to help him. Many times before I had loaned him money and always he had repaid me. This time, however, Frankie failed to come back for several days. In fact the next I heard of him he had gone off to join up with the Rough Riders. My wife told me that that was the last I would see or hear of my \$15. But I didn't agree with her. I had a feeling I'd get that money back some day.

"Well, the Spanish-American War came and went and still I got no word from Knox. I was sitting in my living room in what is now the Phi Phi Alpha fraternity house one night about midnight when I heard a knock on the door. I opened the door and there in the doorway stood Frank Knox with \$15 in his hand ready to pay his debt of several years before."

## Alma Alumnus Goes to Colombia As Missionary

Reverend William Winston Thomas, pastor of Munger Presbyterian church in Saginaw and a member of the class of 1930, was endorsed by the Saginaw Presbytery as a missionary to Colombia, South America. There he will teach school and do evangelistic work.

Both Rev. and Mrs. Thomas are graduates of Alma, both specializing in religious education. Mr. Thomas went to the Presbyterian Theological Seminary, Chicago, after graduation from Alma.

Although he will be in the foreign field, the Saginaw Presbytery voted at its meeting last week that Mr. Thomas shall retain his membership in the Saginaw Presbytery, where he began his ministerial work several years ago.

## "Anti-Coffee" Was Knox' First Venture

Colonel's First Business Scheme Failed

Perhaps the most outstanding venture of the many that Frank Knox entered while a student in Alma College was his attempt to conduct a breakfast cereal business during his senior year. He called his product "Anti-Coffee".

At the time Frank Knox was in college a notion was sweeping the country that coffee was very bad for one's health. Everywhere new cereals were appearing on the market to satisfy a new demand. A local attorney, Mr. Torey, had conceived the idea of inventing a cereal which could be sold in packages at very reasonable prices. He went to Mr. Steve Bennett, now an insurance agent but at that time the proprietor of the very popular confectionary where all the college students gathered of evenings, and asked that the merchant join him in the venture. Reluctantly "Stevie", as he was known to the students, consented. Gathering together a great number of varied ingredients and using a peanut roaster they concocted a sort of a cereal, which, after many tastings, they thought they liked very much.

Having now invented their product the two venturesome gentlemen proceeded in their attempts to sell it. Here, however, they failed. Mr. Torey was not a salesman and "Stevie" could not both make the stuff and sell it at the same time. At this critical point young Knox entered the picture. He was sure he could sell the cereal. What is more, he was convinced that such cereals as these were to become the important foods of the future. He went to Mr. Torey and asked him how much he wanted for his share of the business. Disgusted and tired, the lawyer agreed to sell his share in the business for \$75. Then (Continued on page 7)



### Corona HEADS THE CLASS



Students can improve their grades by handing in Coronatyped instead of hand written work. FLOATING SHIFT, TOUCH SELECTOR. Take one home and pay \$1 per week. Free carrying case.

VARSAITY SHOP



Have you seen our new store? Drop in and let us renew acquaintances.

\*

NOVELTY GIFT SHOP

### Welcome-- Freshmen!



New Arrivals!

### SHIRTCRAFT Airman SHIRTS

Smart new stripes, checks and plaids, rich deep tones, in the latest collar styles.

\$1.65 and \$1.95

### NUNN-BUSH SHOES

"Faithful to the Last"

### GEORGE J. MAIER

~

"Clothes for Dad and Lad"

### New Latin Instructor Is Also Publicity Director

Graduate of Wooster and Illinois, Mr. Seaman Teaches Latin

Mr. William M. Seaman, who replaces Miss Banta as instructor in Latin, comes to Alma College with a wide experience in scholastic and extra-curricular activities. He graduated from Wooster College in 1930. He did his preparatory work in the high school of Wheeling, West Virginia.

At Wooster Mr. Seaman edited the student paper, the Wooster Voice, sang in the glee club and the college choir. He also played trumpet in the band and symphony orchestra. In addition to all that he was elected to the Wooster chapter of Phi Beta Kappa. After graduation he went to the University of Illinois where he received his Master's degree in classics.

During the four years following his graduate work at Illinois Mr. Seaman taught Latin and German at Knox College in Knoxville, Tennessee. He then returned to Illinois to spend the past year studying for his doctorate which work he expects to continue during his stay in Alma.

Mr. Seaman has also assumed the duties of publicity manager, taking the job which Hugh Breneman held last year.

Mrs. Seaman, who is also a graduate of Wooster as well as Wheeling, West Virginia High School, is also in Alm. The couple are living at the Montigel residence on Center street.

### Miss Vincent Is New Assistant To Dean

Replaces Miss Gesner Who Goes to Kansas City, Mo.

Miss Helen Louise Vincent, instructor in biology, will replace Miss Marjorie Gesner as assistant to the dean this fall. Miss Vincent, teaching here for the second year, graduated from Alma in 1934. She obtained her master's degree in biology at the University of Michigan and came back to replace Mrs. McGregor last fall.

Miss Gesner, who was also an instructor in history, is now at the Barstow School for Girls in Kansas City, Missouri where she is teaching history and is a supervisor in the dormitory. She leaves here after having been a student and a teacher on this campus.

### 500 Attend Luncheon In Grove At Rally

(Continued from page 1)

and '99. Many other early students were back whose names were not obtained because they eluded the registration book.

Among others who enjoyed the luncheon and the rally were Mrs. William A. Bahlke of Alma, long a trustee of Alma College, Mrs. Frederick M. Alger of Detroit Mrs. J. Henry Lancashire, Manchester, Massachusetts, also a trustee.

The air rang with stories as old cronies gathered to spin old yarns all over again. Classmates, many of them seeing each other for the first time since their student days, recalled fond memories and vowed to see each other more often. Old

Note to Alumni: Because this is the fiftieth anniversary for Alma College the Almanian shall carry news that will be of interest to the alumni as well as the students of the college. The object is to make this year a sort of reunion year even if the reunion is by such a remote method as a newspaper.

All alumni who feel that they have something that is of interest to the students, the alumni or the friends of the college are urged to write to the Almanian in order that there may be an interchange as well as a recording of the many historic events that have marked Alma's growth.

Those who desire subscriptions are requested to place their addresses with two dollars (the subscription fee for one year) in the envelope that has been sent with the paper.

pranks were relived in picturesque speech as alumni dropped their businesslike and professional air and became students again. Backslapping, hand-shaking and laughter were to be seen and heard all through the grove. It was a pageant of Alma's past and present.

Col. Knox's formal speech was broadcast from Bahlke Field where ten thousand people heard the address. Others who spoke were Governor Fitzgerald, former governor Wilber M. Brucker, Senator Vandenberg, Mrs. Knox and President Crooks who extended the college's welcome to all present.

All Alma hailed the Republican candidate as a returning son. Many old friends, people for whom he had done odd jobs when he was a student here, greeted him. The Colonel himself remarked as he spoke briefly to the huge crowd that greeted him at the railway station the day before the rally: "This is certainly different from the way I first came to Alma. As I recall I walked in."

### First Faculty Consisted Of Ten Teachers

(Continued from page 1)

changed to two semesters of eighteen weeks for purposes of instruction and examination only.

During the first four years of the college the enrollment ran as follows:

1887-88	95
1888-89	127
1890-91	218
1889-90	224

The original campus had two buildings, the Administration Building and Pioneer Hall, which was the ladies dormitory. Pioneer Hall is the oldest building on the campus, having been built sometime before the Administration Building which was erected in 1886.

The cornerstone for the library building was laid June 13, 1885 and the building opened its doors to students on October 1, 1889. Previous to this, in the summer of 1889, the building to house the heating plant had been completed.

Greeting to our Old Friends; welcome to the New of Alma College.

WINSLOW'S Cut Rate Drug Store "ROD" BURGESS, Mgr.

WE point with PRIDE



We don't offer you vague promises, ladies and gentlemen. We point with pride to our record! For 34 years we've been serving America faithfully... earning the confidence of thrifty-minded millions.

We've made it possible for countless families to enjoy a balanced budget. We've administered relief to thousands... relief from first-of-the-month bill troubles. We've given equal rights to all customers... one low price to everyone. "Down with the Cost of Living" has been our motto, our privilege, and our achievement.



NEW STUDENTS! THE STATE SWEET SHOP WELCOMES YOU!

### Little Rock Lumber & Coal Co.

"Where Service is a Habit"

PHONE 246

ALMA

### WELCOME STUDENTS

You'll find this store a place where friends are made...

If at any time, we may have the pleasure of serving you with dependable merchandise, we would appreciate the opportunity.

COME IN AND BROWSE AROUND.

at the W. D. Baltz Co.

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ALMA

R  
TO LOOK YOUR BEST  
Give Your Clothes to  
STEVE KEGLOVITZ

STAR Cleaners and Dyers



### THIS COIFFURE

is especially designed to look well with the new fall hats.

### IONE'S BEAUTY SHOP

Favorite with the College Girls



# SCOTS READY TO DEFEND TITLE

## 32 Report to Macdonald; 12 Veterans Form Nucleus

**New Coach Has Hard Task of Filling Gaps Left by Graduation of Fuller and the Block Brothers.**

The Alma College Scots, champions of the MIAA and undefeated and untied in eight starts last year, open their 1936 title campaign next Saturday, September 26, on Bahlke Field against Hope College. This is the Scots' first game under the direction of Gordon Macdonald, who succeeds Royal R. Campbell as athletic director and head football mentor.

Thirty-two candidates, including twelve returning lettermen from last year's championship football eleven, answered Coach "Scotty" Macdonald's call for early fall practice in preparation for defense of Michigan's most coveted intercollegiate football title. The most outstanding returning letterman is Leo "Tarzan" Washburn, who was chosen at left guard on the All-MIAA team last year, and who was regarded as the most outstanding lineman of the season.

### Must Fill Gaps

Coach Macdonald faces a difficult task despite the wealth of material on hand. In the first place he must fill in the gap left by the graduation of three All-MIAA stars of last year's champions. Riley Block, twice chosen for the backfield on the all-star league team, was the sparkplug for three seasons. His brother Wadge, a two year choice at end on the mythical eleven, earned the reputation as one of the most feared flank-men in the league's gridiron history, and Mel Fuller, the All-MIAA selection at right tackle last fall, was a sixty minute man for three seasons.

To fill the vacated shoes of Riley Block Macdonald has a pair of triple-threat stars, Jake Miller and Art Smith, who may attain the dazzling heights reached by Block. Miller, a junior from Hastings, was a transfer student from Michigan State last year, where he quarterbacked the Bachman freshman aggregation. Ineligible last year due to the freshman rule he competed with the frosh. Jake can run, pass, and punt with the best of them, as well as block and tackle. Smith, a junior from Oxford, is a returning letterman and was understudy to Block last fall. Art can run, pass, and punt, is a fine defensive back, and has quarterbacked elevens three years in high school, and two years in college.

Butch Gilbert, sophomore sensation last year who can boast of bone crushing line plunging ability, is slated for fullback. Butch is a tower of strength backing up the line and is adept in the art of pass defense. Benny Ewer, a veteran of two campaigns, will probably call signals from the quarterback position. Clyde Dawe, veteran halfback, will probably get the call for right half. Floyd Boat, George Purdy, and Doug Garrison and Kenneth Otis, who has returned to school after an absence of several years, are also bidding for regular berths.

### Line Candidates Heavy

Macdonald has the heaviest bunch of line candidates to turn out in several years. The center position is well fortified with Al Fortino, the second team all-MIAA selection at that post last year, and Cash Lea, a stocky junior. Macdonald has shifted Steve Keglovitz from halfback to guard, and his mate on the other side of the line will be picked from Gordie Mann, Chet Hardt, Gordon Netzorg, Russ Butraw, and Jack Sanders.

The tackle position is "two-deep" in strength. Bob Mack is back at left tackle for the third successive year and Washburn has been moved over from guard to tackle. The second row includes Stan Cater, a husky Alma High product and a letterman, and Andy MacGarvah, sophomore candidate from Detroit and the heaviest lineman, tipping the scales close to 240 pounds. Howard Nunn, Bill Barstow, and Ted Tangalakis complete the tackle candidates. Tangalakis, the only casualty of the squad, suffered a shoulder injury last week and will be lost to the team for at least two weeks.

The flanks will be well protected with the return of H. B. Johnson and several promising end candidates. Johnson has the distinction of playing on two MIAA championship football teams and last year was selected at right end on the second all-conference

eleven. Fritz Malcolm is a returning letterman, while Macdonald has two fine sophomore prospects in Bob Devaney and Johnny Mathews. Carl Elder who has returned after a year's absence, and Bob Adams and Bill Totten complete the end candidates.

## Strong Hope Team Comes To Alma Saturday

### Ten Lettermen Form Nucleus Of Dutch Team

The Hope College Dutchmen invade the lair of the Alma Scots next Saturday to open the first season of the MIAA's five year round robin plan. This is the first of two meetings between the defending champions and one of the leading contenders for the title.

Alma defeated the Dutchmen last fall, 13-0, and are favorites to repeat but must face some stiff opposition. Hope finished third last year and this season they promise to be just as strong with ten returning lettermen and some good material.

Fred Jappinga, all-MIAA fullback and one of the best passers and punters in the conference, is the most dangerous man in the Dutch backfield. Robert, a shifty and hard running back, and Klomparen, blocking halfback are veterans of two campaigns and another veteran halfback, Thomas, is being groomed for the quarterback position. Hope has three classy sophomore backs, Marcus, Hallan, and Schurhorn, who may break into the starting lineup before the season is underway.

Hope has an abundance of ends with two veterans, VanTatenhove and Lokker, and Schaubel, a Grand Rapids junior college transfer who has won a starting position. Boyink and Heneveld are a pair of sophomores who may see plenty of action.

The line presents several worries to Coach Hinga as he has a shortage of material. The tackles will be weak unless a pair of sixty minute men can be uncovered. Buys and Northouse are veteran campaigners and must carry the burden unless dependable substitutes are produced from the sophomore candidates. Hadden, who was used as a utility man last fall is the only letterman back at guard. Vanderhill and Oosterhaven will alternate on the other side of the line.

Bonnette, brother of a former all-MIAA center, will hold down the pivot position, and DeGroot will be on hand for relief duty.

### Wanted: Yell Leaders

Wayne Forrester, who is both actively and managerially responsible for Alma's cheer leading, asks that all who are interested in leading yells this fall and winter see him as soon as possible. Mr. Forrester may be found at the Chemistry building or the Phi Phi Alpha house.

## Scots Are Marked Team in M.I.A.A. This Season

**Last Year's Record Makes  
Them Team to Be Beaten**

The Alma Scots will be a marked team this fall. Although the Presbyterians are one of the smallest schools in the conference they have captured more than their share of the prized championship banners. Last fall the Scots were one of the dozen undefeated and untied teams in the nation, and their goal line was crossed but twice. Thus every team in the association will concentrate on beating Alma.

Alma, once dubbed the "Yale of the West" by a Michigan State coach for its pluck and aggressiveness, is out to repeat its title performance and despite the loss of several stars is considered the team to beat. Hope and Kalamazoo are considered as Alma's most serious competitors, with Hillsdale the dark horse in the title race. Albion and Olivet are not expected to finish high in the final standings.

Kalamazoo, runner-up in the league last year, has nine returning lettermen and some promising new material. There is a prospect that one or two lettermen may not be able to win starting positions in the opening game against Albion. The Hornets promise to be a tough team to stop this fall.

Coach Hinga of Hope has ten returning lettermen from the team which finished third last year and if he can develop a capable quarterback the Dutchmen may spell plenty of trouble before the season is over.

Hillsdale made it a battle all the way last year, losing only by small scores with a stronger team than the standings indicated. The Scots were able to take only a single point victory and others found the Dales just about as tough. A good number of veterans are back and some classy new material is on hand.

Coach Sprinkle of Albion has nine or ten lettermen back but the Britons are not considered as a serious threat for conference honors.

Olivet, playing in association football competition for the first year since 1931, is not expected to be in the running for the title. Coach Oliphant has a young, green team, and although somewhat strengthened by junior college transfers, the Comets do not rate as championship material this year.

The round-robin setup this year restricts the association teams to conference competition, thus every game played by the member-school teams will count in the race for the championship hunting. Each team plays three other teams twice, and the era of "breathers" and post-season games seems to be over.

1936	Opponent	1935 Score
Sept. 26	Hope	13-0
Oct. 3	xAlbion	12-6
Oct. 10	Hillsdale	7-6
Oct. 17	xKalamazoo	6-0
Oct. 21	Olivet	39-0
Oct. 31	yHope	
Nov. 7	Albion	
Nov. 14	xHillsdale	
	x—Games abroad.	

## Riley Block Gets Penn State Scholarship in Chemistry

**Unexpected Action by Penn Alters  
His Plan to Assist Macdonald**

Riley Block, star all-around athlete for the past four years, has resigned his position as coach of freshman athletics to accept a fellowship at Penn State College where he will do graduate work in organic chemistry. Riley had intended to carry on research work in the chemistry laboratory as well as coach the frosh and assist Coach Macdonald with the varsity

backfield. Mel Fuller will succeed Block as coach.

Riley came up from the local high school four years ago with a reputation as an all-around athlete. As soon as he put on the cleated shoes he proved himself a versatile gridiron performer, and later proved his ability on the basketball courts and track. He earned the distinction of being one of Alma's few nine-lettermen.

In his sophomore year Block became first-string quarterback and despite an unsuccessful season for the team that year Riley emerged as a budding star. The following fall tough breaks prevented the Scots from winning the championship but Riley blazed a path of glory on the gridiron with his passing, punting, and spectacular broken-field running and was the unanimous choice for quarterback on the All-MIAA team. Last year he piloted the Scots through an unbeaten season and to the league championship, and was again placed in the All-MIAA backfield.

Riley was a regular on the basketball team for three years performing at both forward and guard, and last year was chosen for the All-MIAA second team at guard. Block limited himself to pole vaulting as a track man and last spring won the MIAA cham-

pionship after finishing second and third the two previous years.

Block didn't restrict his prowess to athletics, however. He was an honor student and for three years instructor in the chemistry laboratory. Riley was active on the campus and was president of his class, president of his fraternity, and president of the student council.

### GEM THEATRE

ST. LOUIS, MICH.  
Admission 15c  
Sound Pictures at Their Best

Tuesday - Wednesday, Sept. 22-23  
DOUBLE FEATURE  
JOHNNY DOWNES and  
SHIRLEY DEANE in  
**THE FIRST BABY**  
Feature No. 2  
DONALD WOODS and  
KAY LINAKER in  
**ROAD GANG**  
Cartoon

Thursday, Sept. 24  
JOHN HOWARD, GRANT WITH-  
ERS and FRANCES FARMER in  
**BORDER FLIGHT**

Comedy Musical Novelty

Friday and Saturday, Sept. 25-26  
HARRY KICHMAN, ROCHELLE  
HUDSON and WALTER  
CONNOLLY in  
**The Music Goes 'Round**

Fighting Marines No. 12  
Comedy News

Sunday and Monday, Sept. 27-28  
GEO. BRENT and MADELIENE  
CARROLL in  
**The Case Against  
Mrs. Ames**

Voice of Experience  
Comedy News

### WRIGHT HOUSE BARBER SHOP

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• Where quality and craftsmanship are standard.

## Are Your Funds - - LIMITED?

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where you can save money and get a good job done—

Suits—69c Dresses—69c Coats—69c  
really cleaned and pressed

PARAMOUNT CLEANERS

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Alma's High Quality Reasonable Price Cleaners

### ALMA

## Students Shopping Center

Alma College  
Stationery  
10c to \$1.25

Laundry Cases  
and Bags  
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STUDENT LAMPS \$1.00

Notebooks  
Zipper Cases

Reference Books  
Dictionaries

WATERMAN FOUNTAIN PEN

—\*—

"Just for Sport"

## VARSITY SHOP



## 19 TEACHERS ARE PLACED OUT OF 22

90% of Applicants Are  
Placed by Department

All Others with Life Certificates  
Have Good Jobs in Other Fields

Nineteen of Alma's twenty two applicants for teachers' positions have been placed. Although twenty nine teachers' certificates were awarded last June only twenty two made applications for positions; and one, Katherine McKay, is married.

Mae Nelson, St. Louis, who received the Michigan Fellowship, Margaret Randels, Alma, and Fred Battles, also of Alma, obtained their life certificates but are attending graduate schools. Jane Rice is in Midland doing secretarial work at the Dow Chemical Company; Cyril, of Gaylord, Michigan, is with the Universal Credit Company; Melvin Fuller, Alma, is working with Consumers Power Company in addition to assisting Coach Macdonald with the football team. Kenneth Bradford, another Alma student, recently received a position with a Gamble Store at Big Rapids. Other recipients of certificates who are not teaching are Clifton Mapes, who is working with his father in their downtown store, and Norman Wright who has entered his father's undertaking establishment.

Those who obtained teaching positions were as follows: Jane Allen, teaching at Royal Oak; Lois Beardsley, at Harbor Springs; Wilson Block, at Otisville; Hugh Brenneman, Mesick; Mary Catherine Craig, Frederic; John Darbee, Clawson; Max Dean, Grant; Lester Eyer, Saginaw; Dorothy Hannigan, Chelsea; George Long, Galesburg; Florence Pierson, Elk Rapids; Hoyt Reagan, Alberta; Myron Revher, McBain; Edith Walker, Adrian Training School; Greta Wilson, New Haven; Gretchen Wilson, New Haven; Wilma Wright, St. Clair Shores; and Bruce York, Pellston.

### Washburn Is Named Student Marshall

At a meeting of the Student Council last Thursday, Leo Washburn was elected Student Marshal. Although it is the policy of the Faculty and Student Council not to impose discipline upon the freshmen any more than on any other group of students it was made clear that the soft words were spoken with a big stick when Washburn was named marshal. "Tarzan" Washburn was all-MIAA guard last fall and has more ways than one of handling rude people.

#### NOTICE!

Any student who wishes to work on The Almanian staff and who has not been asked to do so is urged to contact the editor as soon as possible. All students are welcome to the staff. Almanian staff meetings shall be held in the Administration building every Wednesday night. All who are interested in active journalism are invited to attend these meetings.

### Knox' Early Life One of High Struggles

(Continued from page 3)

weekly. This was his first association with a newspaper office. At the age of fifteen Frank quit high school at the end of his third year to take a job as shipping clerk's helper in the wholesale book-and-stationery business of Eaton, Lyon & Co., in Grand Rapids. His wages were \$5 per week. He advanced rapidly and before four years had passed he was salesman with a grand salary of \$15 a week.

Then came the panic of '93! Knox was the first to lose his job. He was young and unmarried and his concern believed that the married men should be kept instead of the unmarried. Knox now went to work as an assistant in a grocery store for \$2 a week. Even with this tiny salary Knox managed to save a little for the rainy day that was to come.

It was at this time that Rev. Thomas G. Smith, pastor of the Mission Presbyterian Church in Grand Rapids advised Knox to go to college.

"I can't afford it," explained Knox. "I haven't any money and neither has my family."

"Yes, you can go to college," the pastor insisted. "You can work your way through Alma College. Plenty of boys do."

So, with \$25 which he had managed to save over a long period, Frank Knox came to Alma College. As he had not graduated from high school he had to begin in the prep, department and had to do five years' work in four. He did this and earned his living while doing it.

In his senior year Knox left college to join the Rough Riders in the Spanish-American War. There he met the great Theodore Roosevelt with whom he formed a great friendship. After the war he returned to Grand Rapids where the city was awaiting him as a hero. Because many of his letters to his mother had been so vivid that they had been published, the Grand Rapids Herald hired him as a reporter at \$10 a week. Having obtained a job, Frankie now hunted up his college sweetheart, Annie Reid, and the two were married on December 29, 1898. As a wedding present the Herald raised his salary to \$12. In a year he was the city editor, directing the work of all the other reporters and at the same time rushing around for news himself; all for the salary of \$15 a week. Beside Knox on the Herald staff was a youth named Vandenberg and he grew as rapidly as Frank did. Knox left the Herald to buy a paper at Sault Ste Marie but Vandenberg stayed with the Herald and today is its publisher.

Knox was at the Soo until 1912 when he purchased the paper in Manchester, Massachusetts which he still owns. Later he became managing director of all the Hearst publications at a salary of \$150,000 per year. After four years of this he resigned his position because he disagreed with the policy of the paper.

Tired because he had worked continuously since he had been old enough to work, Knox took a long vacation. No sooner had he returned from his vacation, however, than he was again in the newspaper game. The executors of the estate of Victor Fremont Lawson were looking for somebody to run the paper which that idealist had founded, The Chicago Daily News. Many individuals and chains made bids, including Knox. Knox' bid was by no means the highest. The executors, however, awarded the paper to him because they believed that he was the most likely to carry on the ideals of its founder.

Since August 12, 1932, when Knox took over The Chicago Daily News, he has been re-establishing the financial status of the paper until today he has it back to its original high position.

### Frankie Also a Good Athlete for Alma Mater

(Continued from page 3)

coming to them when they came to Alma to play a return game. He then went about getting all of these men on the campus who could play very good football if they could be induced to and convinced them that they should play against the Saginaw team. Among these were Holmes and Johnson as well as Dr. Randels, although the latter played regularly with the second team. Dr. Randels was a rather small lad in those days but he was extremely fast; he could run the hundred yard dash in a little over ten seconds. This quartet, Holmes, Johnson, Randels and Knox, comprised the backfield for this team that was to avenge the team that had gone to Saginaw.

Knox's revenge was complete that day as the Alma team defeated the Saginaw team by a score of

16 to 0. It is possible that the score would have been much different had the Saginaw team had an opportunity to get possession of the ball. In fact it is quite probable that they would have done more bone crushing. However, they did not have the ball more than three or four times throughout the entire game as Knox, Holmes and Johnson took passes from Randels and ran the Saginaw men ragged all day.

Although the others may have been in good condition, Knox was not in the best of condition himself. He had not had the time to condition himself. He even became somewhat peeved because Randels, the quarterback, ran the plays so rapidly. Dean Mitchell recalls that Knox was so exhausted when he left the game that he could hardly walk off the field. But he was happy because he had succeeded in avenging the boys who had gone to Saginaw two weeks before.

## YOU CAN'T GO WRONG

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## NEWBERRY'S

Candies  
School Supplies  
Room Fixtures

*I*N welcoming  
Old and New students we wish to express our readiness to continue to serve the students as we have done in the past.

## The Knitting Mills Store

## Strand Theatre

Central Michigan's Finest Theatre

Tuesday and Wednesday, Sept. 22-23  
3 shows each night at 6, 8 and 10  
SHIRLEY TEMPLE in

"Poor Little Rich Girl"

Thursday and Friday, Sept. 24-25

GLORIA STUART and  
ROBERT KENT in

"The Crime of  
Dr. Forbes"

Saturday, Sept. 26

BRIAN DONLEVY and  
GLORIA STUART in

"36 Hours to Kill"

4 ACTS of VODVIL 10c-20c

Sunday and Monday, Sept. 27-28

ROBERT TAYLOR, JOAN CRAWFORD and FRANCHOT TONE in

"The Gorgeous Hussy"

## ALMA THEATRE

Thursday and Friday, Sept. 24-25

DOUBLE FEATURE

No. 1—FRANKIE DARRO and  
JACK LARUE in

"Born to Fight"

No. 2—IRENE WARE and  
SIDNEY BLACKMER in

"False Pretenses"

Saturday, Sept. 26

Three shows—6:00, 8:00, 10 p. m.  
TIM McCOY in

"Bulldog Courage"

Sunday and Monday, Sept. 27-28

LYLE TALBOT and  
MARY ASTOR in

"Trapped by Television"

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ALL 5c  
CANDIES, GUMS  
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OUR FAMOUS  
HOT FUDGE  
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ALWAYS SAVE  
BY SHOPPING HERE

101 W. Superior

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FAITHFUL TO OUR TRUST SINCE 1880

## First State Bank

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WELCOME STUDENTS

SAY IT WITH  
*Lannen's*  
FLOWERS

PHONE 33

We Specialize in Student Business

## WELCOME STUDENTS!

We'll Be Glad to  
See You Again!

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FROSH — Drop in at  
Alma's Favorite  
Restaurant.

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famous for  
Home-made Chili

# SIMI'S

### For Prompt Service— Quality Workmanship

give your shoes  
to

STEVE KEGLOVITZ

K. D. SHARPE

Modern Shoe Repairs



**"Anti-Coffee" Was Knox' First Venture**

(Continued from page 3)

Frank went to Mr. Bennett. Mr. Bennett was a business man, however, and, seeing the young man's enthusiasm and spirit, believed that his share of the business should be worth \$150. Knox may have thought that a little high but he had no time to quibble. He paid \$75 and gave his nearly new bicycle for the balance. (The bicycle was on exhibit at the Knox headquarters during the Rally).

With complete control of the business Knox now went to Dr. Pettyjohn, the director of the sanitarium that later became the Masonic Home, who had endorsed the cereal as a health-giving food. Between the two some kind of a deal was arranged whereby Dr. Pettyjohn was a sort of silent partner.

Next Frank began to hire salesmen. As there were many students in college who needed work and who were willing to work for the wages that Knox had to pay, the budding promoter hired many of the students as salesmen for his "Anti-Coffee". He took over the

factory, which consisted of a large room above what is now the Model Bakery, and proceeded to manufacture truck load after truck load of his new breakfast food. His salesmen seemed to be doing yeoman work as "Anti-Coffee" poured out of Alma by the drayload. As the salesmen returned from the sales trips Knox paid them their commissions although they did not bring any cash themselves. Frankie worked night and day to keep up with the great demand. He cut out all of his extracurricular activities in school and became a slave to his work.

It soon came time for the new business man to issue statements, a task which delights any young business man. Knox sent statements to all of his customers but no money came back. He waited for a while and then sent out more statements. Again there was no response. Finally he sent out a very curt notice that if the purchasers did not pay they would have to suffer the consequences. No sooner had this notice gone out than the "Anti-Coffee" began to flow back into Alma in the same copious quantities that it had

flowed out.

Amazed and angry, Frankie wanted to know what had gone wrong in his business. He went to the purchasers and from them learned that his student salesmen had sold the cereal on consignment, agreeing that the merchants could pay for the stuff when it was sold or return it if it did not sell.

Knox immediately stopped production. It was apparent to him now that this whole business was more trouble than it was worth. Resolved to pay the debts he had incurred, he went out and sold every package of "Anti-Coffee" that he had in the warehouse as well as that which had been returned. He then paid his debts, gave up "Anti-Coffee" as a bad steer and went to join the Rough Riders.

**Col. Knox Entered Alma College With \$25**

(Continued on page 7)

and he sold one hundred signs for ten dollars, promising not to give a short count. One hundred signs were a good day's work. The two would start early in the morning

and work until dusk.

Through his junior year the future publisher waited on table, a job which he had obtained the previous spring. In the spring of his junior year he saw an opportunity to get a better job for the following fall.

A new gymnasium had been built (what is now the chemistry building) and Frankie sensed that the college needed a physical director. He went to the president, Dr. Bruske.

"Who is to be the physical director in the new gym?" he inquired.

"I don't know yet," Dr. Bruske replied.

"During the summer in Grand Rapids I can take a course in the Y. M. C. A. to qualify for the job," Frank proposed. "If I do that will you let me have the job?"

Dr. Bruske agreed and Frank Knox became Alma's first athletic director. His salary was five dollars a week. Two dollars and twenty-five cents he spent for meals in Pioneer Hall and one dollar went for room rent. With what little money remained he had an occasional date with Annie Reed who

was now a junior. To buy a chocolate soda for his girl was a luxury that the thrifty Scotch-English senior thought he had earned.

But Frankie was not to graduate with his class. While he was a senior the Spanish-American War broke out and it was too much to expect him to stay in a peaceful village of two thousand when there was a good war in which to fight. The Michigan militia was at Island Lake, about sixty miles from Alma. Knox pedaled a bicycle to the camp and back in one day. On the way he talked with Captain John Boer, Company E, 32nd Michigan, who asked him to go back to Alma to get more men.

Knox reported at the camp with fourteen recruits besides himself. But he was destined to meet Theodore Roosevelt and be with the Rough Riders. A series of events over which he had no control led him to Roosevelt. On the day he was to have been sworn into the service he was called home by illness in his family. That failure to be sworn into the Michigan infantry led Knox to the Rough Riders, Theodore Roosevelt and his political career.



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**Mitchell Quits Dean's Post After Twenty-Four Years**

After serving for twenty-four years as dean of men, Dr. James E. Mitchell has resigned the office to concentrate on his work as head of the History Department. Dr. Silas O. Rorem, new head of the Education Department, replaces him as dean.

Dr. Mitchell will be plain Prof. Mitchell from now on, although it will be difficult for old students to stop calling him "Dean Mitchell." Although Prof. Mitchell was offered the office of Dean Emeritus he modestly declined the honor. Several years ago when Prof. Mitchell was awarded an LLD by Alma College he expressed his gratitude for the honor but asked that everyone continue to call him just plain "Dean" or "Prof." Although he is known by both of the latter titles, and is always greeted with either of them by the students, the oldest teacher, in point of service, has been affectionately known among students and alumni as "Jimmy."

Prof. Mitchell graduated with the first class from Alma College and after teaching in Kalkaska, Mich., went to Columbia, where he obtained his Masters degree. In 1896 he returned to Alma to teach history and be business manager of the athletic teams. In 1912 he was made dean and he served in that capacity until this fall. This year he begins his forty-first year as a member of the faculty.

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**Gordon Macdonald Back In Alma As Coach**

(Continued from page 1)  
 ly chosen captain of the all-conference eleven. In his sophomore year Macdonald suffered a broken shoulder, and missed the final game of the season, the only game he missed in four years of college competition.

Coach Macdonald vividly recalls two outstanding football games of his college days. Michigan Normal was in the association at that time and during a game with Ypsi on Davis Field Macdonald dropped back to the 48 yard line and drop-kicked a perfect field goal. On another occasion "Wolf" returned a punt through the entire Olivet team, racing 92 yards for a touch-down.

Macdonald was a regular on the basketball quintet for four years, playing center and guard. In his sophomore year he was chosen All-MIAA guard, and in his junior year was chosen All-MIAA center. The team the latter year was one of the greatest ever to wear the regalia of the Scots, winning every game that season. In his senior year he was chosen at guard on the second all-conference team.

During his four years as a regular on the baseball team MacDonal saw service at every position except behind the plate. His best position was first base but he also took his regular turn as starting pitcher. Macdonald's hitting earned him the cleanup spot in the lineup.

Macdonald was a member of the men's glee club while in school but modestly claims that he was taken in as sergeant at arms rather than for his singing in the bass section.

After the close of his college athletic career he returned to Alma for one year as assistant to Campbell in all sports. From here he went to Traverse City where he coached all sports for nine years, finally resigning to come back to his alma mater.

At Traverse City Macdonald had an enviable record. In 1929 his football team won the state championship, beating Dearborn 33-0 for the title. His basketball teams won six Northern Michigan championships in succession and went to the regional finals eight years in a row, winning four. Macdonald developed Potter and Gray at Traverse City and sent them to Alma where they both were All-MIAA tackles. He also sent Johnny Volk who became All-MIAA basketball center.

Coach Macdonald is planning on playing a wide open game in the conference race this year. He says the team is a hard working squad and has a wonderful spirit, but he is not going to be too hasty in predicting the outcome of the title chase.

Macdonald is married and has two children, Gordon, Jr., 5 years old, and Jeanne, 3 years old. He is residing on Downie street.

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