

## LATEST NEWS ON PAGE 17

EVENTS OF THE PAST WEEK AMPLY TOLD

Thus Showing Contrast Between The Old And New

As has been our modern custom, the newsworthy events of this past week are to be found following a front page of the customary format which is, to be exact, on page seventeen. It is our humble wish that the reader set for himself the mood necessary for the appreciation of the totality of fifty years of collegiate news coverage by seeing for himself the transition from news of that day, to news of this day.

For that reason our opening page is devoted to the style of 1900 and herein will be found reprints of early articles appearing in the now-yellowed pages of The Weekly Almanian.

This commemoration in print will be found to contain, in addition to the news of momentary import, features dealing with the curricula of dear old Alma, features about the buildings which pleasantly dot our pleasant campus, articles expositing the editorial emphasis of the almanian over its long period of publication, and stories of its honorable history and with.

Here will also be found anecdotes from the loving graduates of Alma College, acknowledgements and congratulatory greetings from past members and present friends of the almanian.

And there will be seen the heartwarming spontaneity of response from the wonderful merchants of our fair City of Alma, whose expressions in advertising are the very life blood of this journal.

To many, indeed, do we owe our gratitude, for the effort and interest shown in these pages is but small measure of that which has been offered us, and, had we more time, had we but foreseen the overwhelming response, the reader may be assured that we would have given much more in thanks than these few inadequate words.

May 12, 1915 issue of the almanian was published by the freshmen. On the staff were: Robert Notestine, managing editor; Louis Sarvis, associate editor; Don Smith, athletic editor; Neva Johnson, Wright Hall; and Tacitus P. Geis, locals.

On the campus November 21, 1916.

Doc Hedges is still seen. Where are his patients?  
The Dean likes Little Willie.  
"Eighth Wonder of the World," Adelaide Ballou's table first out of the dining room.

The almanian in years past, 1912, to be exact used to run a question box. Sample communication includes:

Shep.—Are pink bows to be worn this spring? I have deep blue eyes and a fair complexion. Kindly advise if pink would be the thing.

Ans.—You are indeed fortunate in having a complexion most suitable to the leading color this season. I would also advise pink feathers on your pumps.

## FROSH

GET THE WORD

September 22, 1925 — First year students at Alma College were instructed by the student governing bodies to abide by the following rules.

Rules for freshman women. It is the custom that:

1. Freshmen open doors for faculty and upper class women.

2. Freshmen do not greet faculty members with "hello."

3. Freshmen stand up when addressed by faculty members and upper class women.

4. Freshmen wear hats when leaving the campus.

5. Freshmen do not precede faculty members and upper classmen to and from the dining room.

6. Freshmen do not criticize the food nor monopolize the conversation.

7. Freshmen always pass food to the head of the table first and then only with her consent.

8. Freshmen do not chew gum, or eat on the street.

9. Freshmen always assist the head when she sits down.

10. Freshmen do not fold their napkins until the head of the table folds first.

11. Freshmen do not wear middies at dinner.

12. Freshmen put their names on the outside of their doors immediately.

13. Freshmen do not call or run through the halls during study hours.

14. Freshmen who dance will attend to the rugs before and after dancing in the reception room.

15. Freshmen attend to bell duty, and do almanian work when requested.

16. Freshmen discard high school pins, rings, and sweaters.  
See—FROSH—page 6

## ANOTHER SALE

IN WHICH THE USUAL SKINNING OCCURS

Chapel Seats Bring High Prices

Sept. 26, 1916—Tuesday afternoon and evening, and again on Wednesday morning, chapel seats at Alma College were on sale, upper classmen at the college having charge of the seat sale, and the freshmen of the College being investors, as has been the case every year.

This year, however, more freshies than usual were found to be green, and nearly a quarter of a hundred young lads paid good money for their seats in the chapel. This year the seats sold for more, probably because of the fact that they had had a coat of varnish and the upper classmen thought them more valuable than in past years.

It is expected that some night in the near future that the older college fellows, who were in on the deal, will be having a good chicken supper at the expense of the first year men.

Question Box, 1912.

Marks.—Are the "Page" hats to be worn this spring? Would such a hat become a tall, brown-eyed man?

Ans.—For a tall man the large hat is the thing. Small derbies are decidedly out. Don't fear to have confidential chats with your professors about such things. They are glad to discuss the latest styles with you.

When members of the Board of Trustees in 1921 met on Alma's campus, they attended chapel and were given a cheer by the student body.

## LET THERE BE LIGHT

SHADOWS OF ANTIQUITY SOON TO GO

Library Modernizes

February 25, 1913—The committee on Buildings and Grounds were authorized to have the library fitted with electric lights.

A matriculation fee of five dollars was authorized. The post graduate tuition was made forty dollars, plus a ten dollar diploma fee. The general tuition fee was raised from thirty dollars to forty dollars per year.

The large boulder in front of Hood Museum was named the "Eruske Boulder."

The following changes in the curriculum and requirements for entrance were made:

1. That Vocational subjects may be offered for college entrance from an approved high school, provided such subjects are accepted toward graduation from said school.

2. That the work of the Freshman year be rearranged as follows:—English 3 hours; a foreign language, 4 hours; mathematics or science, 4 hours; "College Life" or Bible, 2 hours; a total of 16 or 17 hours.

2. That Bible, 2 hours, be required in the Junior year and that a course in "Applied Christianity," 2 hours take the place of Theism in the Senior year.

4. That the subjects required for graduation shall be English, 6 hours; Bible, 8 hours; foreign language, 12-20 hours; physical training, 2 hours.

5. That the Academy as a division of Alma College be discontinued at the end of the present college year.

## Congratulations

POUR IN FROM MANY AREAS IN U. S.

Events of Past Week Considerably Harry Staff

Breathing a huge sigh of relief, the members of the almanian staff breathed easily once more after making their monumental contribution to the esteemed history of Alma College's newspaper. The ancient and honorable graphic arts have, indeed, moved many miles over the millenniums to the point where a small mid-western liberal arts co-ed college can produce, in the spirit of the largest dailies, a newspaper worthy of its fiftieth anniversary.

As may be ascertained, the leading page of this monumental edition has been laboriously written in much the same colorful, albeit stilted style of the journalism of yesteryear, a style which was known far and wide for its sentences of incomparable length, its clauses seemingly out of the passages of Victorian literature, its use of English words painstakingly picked on a basis of the more letters and syllables the better. Nor was known the contemporary custom of short newspaper paragraphs, as one particular issue of The Weekly Almanian contained a story which began upon the first page, at the top of that day's broad column, and continued droningly into the next page—all in a single paragraph!

But enough of this! We humbly implore the good reader to pursue at his pleasure the further offerings of our diligent tradesmen. Whilst it may be that the attended articles of this foremost page assume to themselves the critical characteristics of modern exhortative editorials, we pray the reader's kind indulgence as this also was integral with the opinionated style of early periodicals. Let us assure him, however, that he will find of other articles, and of the latest news which makes its appearance in further pages, the style with which he is familiar.

## ALMA ACTIVE IN DRY MOVEMENT

November 14, 1916—Mr. Lester Doerr, secretary of the local I. P. A., has been doing a great work in the dry campaign. The responsibility of getting many teams together, distributing literature and canvassing of voters are but a few of the things which have been met.

There have been several teams of speakers out doing work. On Saturday there were several teams out around the county making speeches. It was sort of a "Flying Squadron." Much effective work was done by the girls, in the way of addressing and filling envelopes. On the last Thursday night of the campaign, many of the college men successfully cornered a wet speaker, and most of the questions were evaded by him.

Alma College has done a good work this fall in the great state movement for a dry Michigan.

"1910"

Elaine Waring, A.B., Instructor in Latin and Greek. A graduate of the University of Michigan, Miss Waring taught in the Woman's State College at Jacksonville, Illinois. Class comment? "They say she can quote Latin and Greek by the ream."

## ALMA COLLEGE

ALMA, MICHIGAN

OFFICE OF THE PRESIDENT

Mr. Robin Butler, Editor  
The Almanian  
Alma College

Dear Mr. Butler:

Congratulations are in order to you and to the members of the "Almanian" Staff on this occasion of the Fiftieth Anniversary of the "Almanian."

A half century of uninterrupted publication is no small achievement. It is rather interesting to conjecture what the total impact of a student newspaper may have been in the life of the College. What have been the issues of debate down through the years? Has the "Almanian" been a public podium for discussion? Have its editors championed worthwhile causes, or have they battled "straw men" for the sake of appearance? And even more important—who of the former "Almanian" editors and staff writers are today members of the noble profession of newspaper writers and editors?

These are not just idle questions. They point the way for the next fifty years!

It must be said that under your leadership the present "Almanian" is a harbinger of even greater service to Alma College. As a campus community we are sincerely grateful for your contribution to our college life. May the next fifty years be even more significant for the "Almanian" and for the role of student newspapers everywhere.

Sincerely yours,

Robert D. Swanson

President

RDS:cl

1908

1959



# Almanian Began As Literary Monthly

The literary Almanian, published more or less monthly, began its existence the second semester of 1899-1900.

Editorial duties were shared by a "board of editors" with

W. B. Robinson '01 as Editor-in-Chief and J. C. Foote and Carolyn A. Butler as assistant editors.

**Editor's note:** There has been a Butler on the almanian staff every 50 years or so. This alleviates the domestic servant problem considerably.

W. E. Brock '02 and A. R. Eastman '01 managed the business affairs of the little book.

A "board of control" set the policy then, and it is interesting to note that the board was comprised of three faculty members and FOUR students.

News in the early Almanian was kept to a minimum. Prose and poetry, contributed by faculty, students, and town people, make up the bulk of the pleasing format. Ads were carried on the back few pages, just after a smattering of YWCA, YMCA, and class news. Athletic coverage seemed rather limited to "encouraging the ladies' efforts in tennis."

Journalism, per se, did not exist. The style was wholly literary—and although it appears stilted by our standards today, it exhibited an enviable command of the English language. From the senior class news in the April, 1900 issue, we read:

"Mr. Magaw has certainly reached a height for he occupies the position of both wit and poet of the class. He has gotten to the point where the verse of Chaucer is, as he says, too slow for him and in company with the Muses he soars high above all others. It is well that he is

about to be graduated from the college."

One editor writes his philosophy of news-gathering:

"The editor believes it is his duty to gather the verbiage of others rather than to continually use his own." Whereupon he announces the results of his request for poetry with, among others, the following "rich specimen":

### HATS

Her Easter hat is very swell,  
It's size is very great,  
And that's what makes the trouble

When you come to osculate.

The monthly Almanian apparently had a good state-wide circulation, for one of its biggest advertisers was Alma College, itself. The Bay 1900 issue, carried a half page ad for the college signed by President A. F. Bruske, listing the colleges courses of study as follows:

"The classical, the scientific, the philosophical, the literary, the pedagogical for those desiring life certificates, the training department for Kindergarten Teachers, the commercial for those wishing a business education, the music department, the art department, the Academy, preparatory to the College."

"The expenses are very low," the ad reads, "From one hundred to one hundred and fifty dollars pays all the college bills for a year, including board, room rent and washing."

"This can be greatly reduced," the ad continues, "by various forms of self-help."

A glance at the table of contents in the early magazine gives an indication of its literary form. From the June, 1900 issue, such articles appear as: "The Sibyls in Christian Art and Literature," by Mary C. Gelston; "The Land of the Future," by Charles Ernest Scott '98; "In The Land of Dreams," by Jacob C. Foote '00; "Siam," by Clara Booth-McKee '96; "College Men and The Masses," by Henry P. Bush '01; "A Summer Moonlight Night," by Jacob C. Foote (again); and "Longings of a Student," by David Magaw '00.

At least two Greek letter societies were active in 1900, the A March, 1901 editorial laments the "disease" of procrastination.

"The Almanian suffers much from this evil of procrastination in college life, and even two or three notices on the bulletin board and various reminders by the editor, that the time has arrived for all contributions to seem to produce the desired effect."

Zeta Sigma fraternity and the Alpha Theta sorority. In addition "the Adelphics and Philomatheans are trying with a measure of success to follow in the footsteps of their more advanced brothers and sisters..." writes editor Brock '02, in the first issue of volume two, November 1900.

Carolyn Butler and J. W. Sidebotham, both of the class of 1901, were assistant editors.

Although the subscription price remained at a dollar, there had been a change in United States currency and individual issues were upped from 12½ cents each to 15 cents.

The April, 1901 issue of the Almanian was given over to the

Alpha Thetas who edited and compiled the whole magazine, and a very encouraging editorial in the May issue praised Alma's "initial effort in inter-collegiate debating."

"Although not winning in her maiden effort," editor Brock writes, "it is gratifying to know that in some points Alma had the better of her opponents." The debate was with Albion, and concerning the host college the editorial says: "...it is a pleasure to acknowledge the courtesy which Albion has always accorded Alma's teams, whether in athletics or debating.... (they) have exemplified that rivalry and friendship may go hand in hand."

In the closing issue of 1901, the editor bewails the failure of the "Alumni News" page. "When the graduates have been induced to take a little more trouble in providing the editors with items, then and only then, can this page become a permanent feature."

### "1910"

Mary O. Eddy, A.M., Instructor in Mathematics and English. Miss Eddy did both her undergraduate and post-graduate work at Wooster University, and later taught at Cedarville and West Lafayette Colleges. The class said of her: "She is passionately fond of birds—parrot excepted."

"By the age of 50, most men have certain well-defined convictions — most of which are wrong."—Ted Lusich.

## QUENTEN ROSLUND MOBIL SERVICE

in  
The Center of Alma


Serving Alma and  
Alma College

Your Friendly

One-Stop

Mobil Service Center

**Quality CAN'T BE DISCOUNTED**  
BE SURE IT'S A...



**GENUINE Orange Blossom Ring**

We guarantee our Orange Blossom diamond rings as the finest for the money—in precious metals, superb styling—and in truly fine diamonds. A fine value always. Let us show you why.

**GELLER JEWELRY**

119 E. Superior St. Alma

"Look For The Street Clock"



**YES!**


SHE ANSWERED "YES MY HAND YOU'VE WON, SO LET'S GET MARRIED ON THE RUN - I KNOW HOW TO SAVE MONEY, HON." IT PAYS TO SHOP AT

**Abbey's**

**Abbey FLOOR COVERINGS**

130 W. SUPERIOR ST. Phone 437 ALMA

**Being a pharmacist is a never-ending education**



Every day new drugs, antibiotics and other medicines are developed. The registered pharmacist must keep himself informed on literally hundreds of new products. He must keep himself up-to-date on all the advances in modern medicine. The prescriptions you bring to us are prepared by conscientious professional pharmacists who have had years of experience and who are still students of their profession. They stand ready to serve you promptly and accurately, day and night.

**DOUD DRUG**

**THE BEST OF ARNOLD**



OH ISN'T THE HORRIBLE BACKING TENSIONS OF COLLEGE LABOR!

READIN', RTIN', THERMONUCLEAR DYNAMICS. CLANGING PRESSURE! XIPPING NERVOUSNESS! PAY IN... PAY OUT...

I'VE GOT TO SLOW DOWN! I NEED TO RELAX!

YE OLDE RATCELLAR

HAIL SNAKES

PARTY! PARTY!

LATER! SCREAM! (BUT I FEEL MUCH BETTER.)



# Tyler Center Was First Of New Buildings

The first of the recent group of additions to the college buildings was the Jerry Tyler Student Center completed in December, 1952.

The building was a gift of Dr. and Mrs. Leon L. Tyler and Mr. and Mrs. Robert Tyler of Niles, Michigan in memory of Jerry, Mary, and Michael Tyler who died in the LaSalle Hotel fire

in Chicago in 1946.

Dr. Tyler, who was at one time head of the Education Department of Alma College, announced his gift in 1949. The ground was broken May 20, 1952 and the cornerstone laid on October 9 of that year.

Lewis Sarvis was the designer of the \$225,000 building which was formally opened for

use on February 26, 1953 and dedicated on May 12.

The building contains an auditorium seating 500 with a modern stage. This room also doubles as a ball room. The main semicircular lounge was furnished by the Presbyterian Women of Michigan, and there are two smaller lounges. There is also a snack bar, recreation room, trophy cases, offices, and post boxes for off-campus

students.

With the construction of Van Dusen Commons, the two buildings were connected by a breezeway.

"1910"

**Helen B. Cook, A.B., Librarian.** Miss Cook was a graduate of Alma College in 1908. The class comment? "The only objection we have is that she never smiles."

"1910"

**Mrs. Josephine St. John, Principal of the School of Music and Instructor in Voice.** She graduated from the Royal Conservatory at Dresden and later studied in Munich. "Mrs. St. John is one of the most capable music teachers of our state and has made a very enviable record."

## Clabuesch City Drug

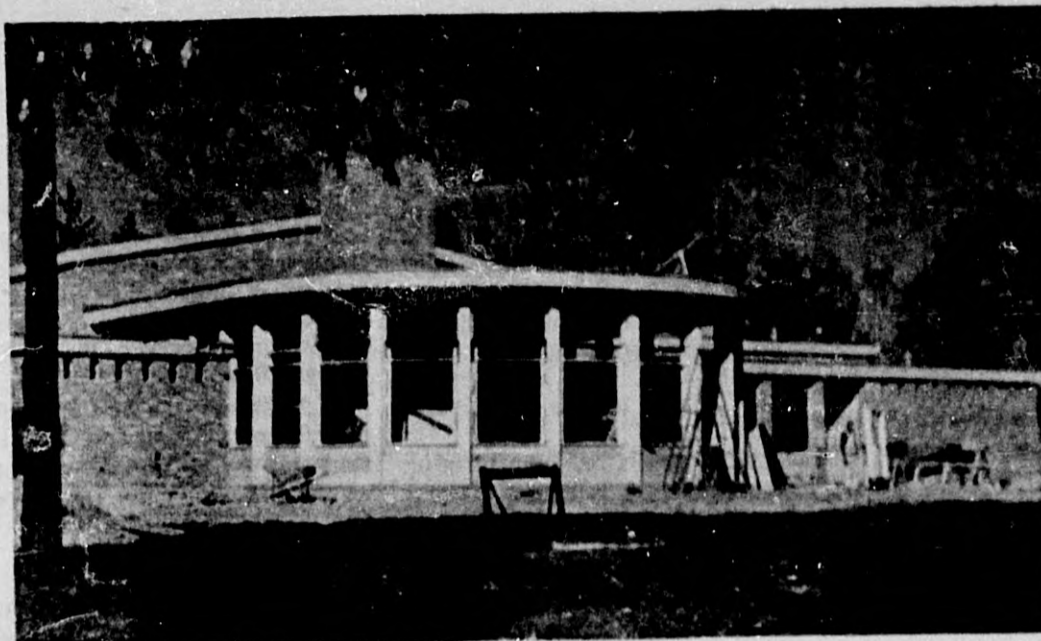
WALGREEN AGENCY

In Business for Your Health

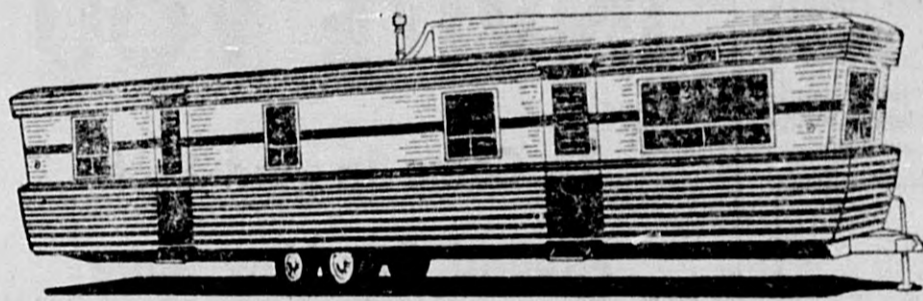
FREE DELIVERY

Phone 1

Alma



## DETROITER



DETROITER CUSTOM DELUXE URBAN

## LUXURY HOMES AT MODEST PRICES

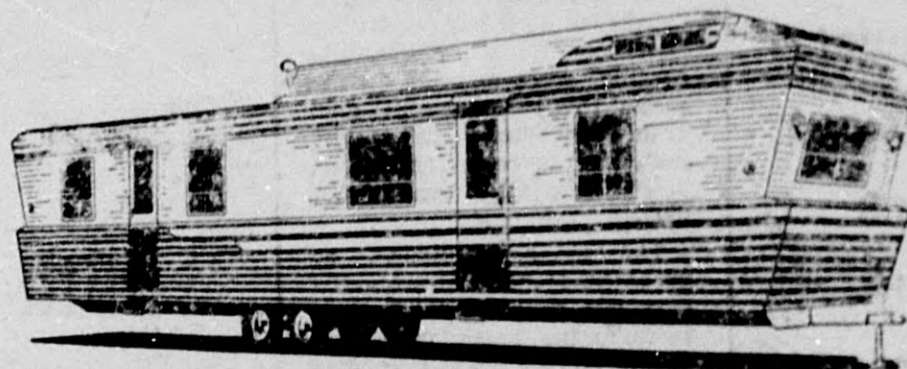
Check These Features: Finest "Quality" Construction • Advanced Styling • Nationally Known Appliances • Gorgeous Furniture and Fixtures • All at a Price so Low That You Will Agree—DETROITER is the WORLD'S BEST BUY!

## CLASSIC BEAUTY — FUNCTIONAL PLANNING

AS NEW AS TOMORROW

Never has a Mobile Home been produced with such beauty • Mass production makes it possible to offer this magnificent home at prices far below your fondest expectations.

## PONTIAC CHIEF



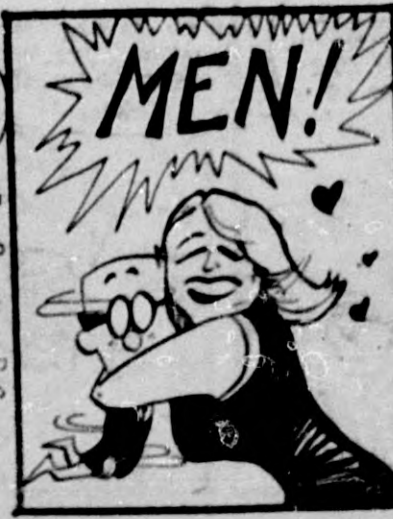
PONTIAC CHIEF CUSTOM DELUXE

## DETROITER MOBILE HOMES Mfg. Inc.

1517 VIRGINIA STREET

ST. LOUIS, MICHIGAN

### THE BEST OF ARNOLD





# Campus Of Future Is Underway

Progress and advancement are important in the growth and status of a college. Alma College officers and trustees have been planning for over 2½ years to arrive at a Long-Range Plan for the college. Right now, most of these plans are wishes, dreams, hopes, and plans of the college and trustees for Alma's future.

Under the proposed plan, both faculty and enrollment will be increased. The Board of Trustees has set the future maximum enrollment at between 1,000 and 1,100 students. According to President Robert Swanson, the reasons are threefold. College funds and gifts could not support a larger student body. The present land area with newly constructed facilities will accommodate that size enrollment, and an educational group of approximately 1,000 is an ideal unit for a faculty of 75 to work with. (Faculty student ratio would be 1-14.) Enrollment of 1,000 students will probably be reached as soon as residence hall accommodations are available.

Under the direction of Dr. Harold W. Lautner, Campus Landscape Architect of Michigan State University, and in cooperation with Mr. Lewis Sarvis, Battle Creek architect for Alma College a study was made of the use of existing campus land. Approximately 12 acres will be added to Alma's future Campus under the new plan.

The following principles are involved in the plan: College property will be extended

north and east to the railroad right-of-way and south to Superior Street. Academic buildings will be organized in the south central portion of the total campus with living facilities on the west and athletic and play areas on the north and northeast.

It is hoped that by arranging the academic buildings about an open park-like area that a "physical entity" and a "heart" will be provided. This open area with walks, grass, and trees would enhance the setting of each surrounding building and allow pedestrian movement with a minimum conflict with automobiles. It would also become a congregating center of the entire college.

Four new dormitories, a dining hall, a library, a fine arts building, a classroom building, and a gymnasium are hoped to be constructed. Architectural treatment of the exterior of all the buildings will be brick and stone, which is in harmony with existing new work on Alma campus. The approximate cost of all of these buildings will be \$6,030,700.00.

"How far construction can progress in the first and continuing stages depends on finances," stated President Swanson. "The decision on priority of buildings is then mainly up to the Michigan Synod of the Presbyterian church. Construction on the new men's dormitory will begin this fall because a dormitory is fund raising concern, and therefore is self-financing."

Stacks of our present library will be left standing and the new building will be built around this site, concealing the stack area. A general reading room, conference rooms, and a circulation desk will occupy the first floor, while a Humanities reading room is to be on the second floor. The central area is an open rotunda two stories high with balconies circulating around it at the second floor level.

The Fine Arts Building, as proposed, is planned around a courtyard, with the Art Department to the north, the Music Department to the east, general classrooms used by all departments on the west and the auditorium to the south.

The Art Department will

consist of a studio for classes in drawing and painting, another for sculpture and crafts, and a third for advanced work. Also, office-studio space will be provided for two professors in this department.

Eleven individual practice rooms, six faculty office-studios for teaching, and band and vocal music practice rooms with adjacent storage space will belong to the Music Department.

Adjacent to the band and vocal music rooms is a radio control room for recording and broadcasting, under the jurisdiction of the Speech Department.

Facilities for the Drama Department will consist of a 350 seat little theater with a large stage, workshop and office. The area below the stage will be excavated to provide dressing rooms and storage for stage properties and equipment.

A 1,500 seat auditorium for all college lectures, drama, music programs, convocations, and community activities will be erected on the south side of the stage area. This will enable a dual use of the stage facility. Since the auditorium will seat over the enrollment of the college it is hoped that the people of the community also will be able to benefit from the use of this facility.

The north-south corridor adjacent to the main entrance will be wide to provide an exhibition area, opening into the courtyard for exterior displays.

The proposed Classroom Building is planned to form a sculptural and functional composition with the Science Building and proposed new Library.

will be constructed on the site of the present heating plant, and connected to the Library on the west by means of a bridge at the second floor level and to the Science Building by an extension of covered walk.

The Long-Range athletic program places considerable stress on general and intramural physical activities. In the new Athletic Building, the main gymnasium, will provide a standard basketball court and bleacher seating for 2,300 spectators. It will also provide three basketball courts for intramural or practice use, four volleyball courts, or eight badminton courts.

Additional gym facilities are provided in the remedial gym which would serve boxing, wrestling and gymnastics, and the squash and handball courts.

A swimming pool of regulation size with one and three meter diving boards, as well as seating for 150 spectators will also be in the Athletic Building. An abundant glass area will open onto an enclosed sundeck.

See—CAMPUS—page 5

## G. J. MAIER

Famous Names In Men's Apparel

ARROW SHIRTS  
DOBBS HATS  
INTERWOVEN SOX  
FREEMAN SHOES

Dress Well  
You Can't Afford  
Not to

**ALMA**  
**FURNITURE**  
congratulates  
THE ALMANIAN  
ON ITS  
50TH  
ANNIVERSARY

**The Nut Shop**

SENDS

Congratulations to

**The Almanian**

ON ITS

**50th**

ANNIVERSARY

# We CORDIALLY INVITE YOU

To Come In And Look  
Around Our New Store



MILLINERY  
JEWELRY  
GLOVES  
HANDBAGS

HOSIERY

SCARFS

# ROBERT'S

MILLINERY AND ACCESSORIES

E. SUPERIOR

ALMA

"SERVING YOU FOR 40 YEARS!!"

## ALMA CITY DRY CLEANERS

"YOUR CLOTHES BEST FRIEND"

EXPERT SHIRT LAUNDERERS

209 E. SUPERIOR ST.

THE BEST OF ARNOLD





THE FORD MARKET  
OF CENTRAL  
MICHIGAN

DICK PEARSE



INC.

302 West Superior St.  
Alma, Michigan

SALES AND SERVICE  
Visit Our Show  
Rooms When in Alma

## Campus

(continued from page 4)  
To provide additional recreational facilities on campus for students, a section of the building will be excavated to provide space for table tennis or pool, four bowling alleys and a rifle range.

Also four new tennis courts will be added in back of the girl's dorm. The present gym will in time be used only for women.

The Long-Range Program calls for additional living and dining facilities for 740 students (370 women and 370 men). The proposed solution breaks the program into four residence units of 185 students each, with a separate dining hall.

The group forms a quadrangle with the women's units placed to the south, near the now existing Mary Gelston residence hall. Located east of the quadrangle will be the new dining hall.

Van Dusen Commons can accommodate 750-800 students, therefore, a new dining hall will not be needed until the third and fourth dorms are built. Then, Van Dusen will be used exclusively by students living in Wright and Mary Gelston Halls.

"A fund of \$350,000 will en-

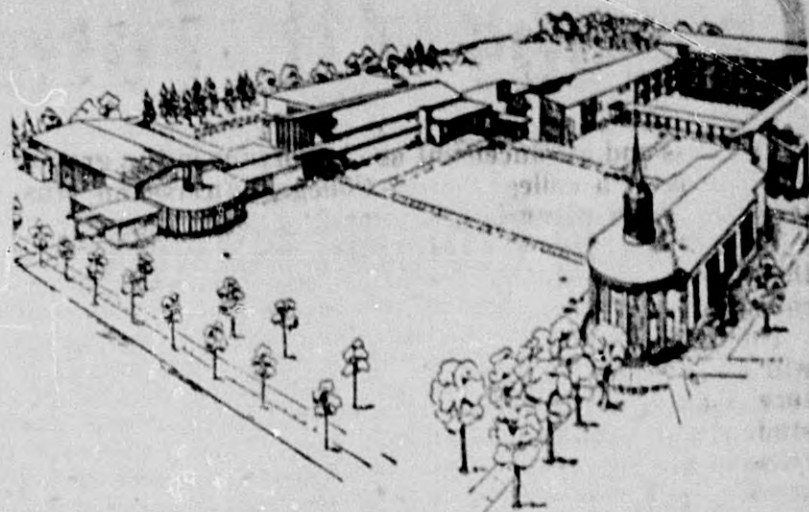
able the College to finance each residence hall unit on a self-liquidating basis," stated Vice-President VandenBosh. "Dorms will be built in this order: first men's, then women's, next men's, and last another women's dormitory."

Also included in this plan is the addition of banquet and regular dining facilities to Van Dusen and the addition of offices to a corridor between Tyler and Van Dusen to the west of the now existing covered walk. Pioneer, Old Main, the Chemistry Building, and the old Biology Building will all become transitional buildings until they are replaced and eventually torn down.

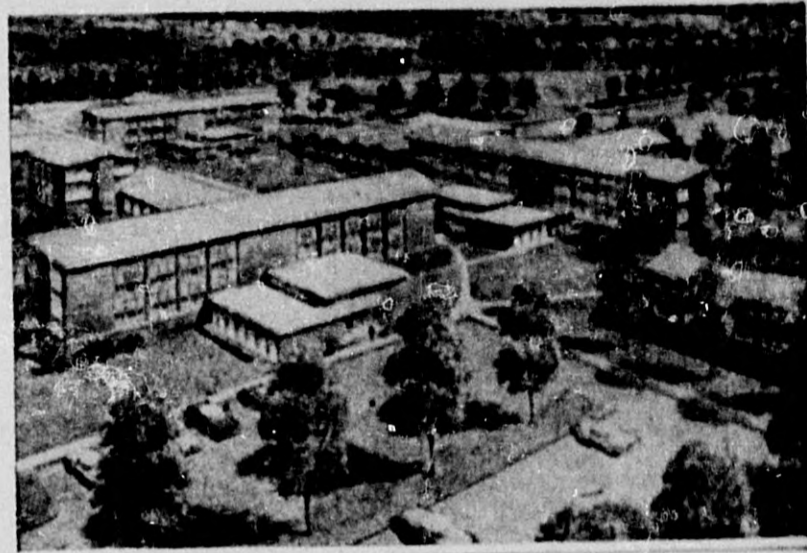
## Restrain Yourself

September 22, 1914

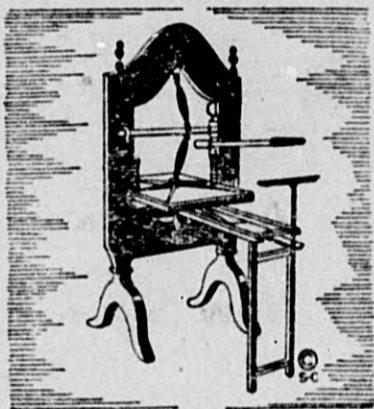
This is a good time for all the fellows who indulge in the gentle art of smoking to make a resolution—and keep it—not to engage in this practice while on the streets. If you can refrain from smoking while on the campus, why not while going to and from town? Surely there isn't a man here who hasn't will power enough to go without a smoke until he reaches his room. The best thing is to cut it out altogether, but if you can't do that, keep off the campus and streets. Try it anyway.



The new residence quadrangle, shown below, will be located at a point approximately top center in the above picture.



## 82 YEARS OF COMMUNITY SERVICE



The entire staff of the Record is dedicated to keeping this service growing. We recognize the loyal support which the Record has received down through the years and pledge to maintain it by offering you the kind of friendly, courteous, quality service you deserve.

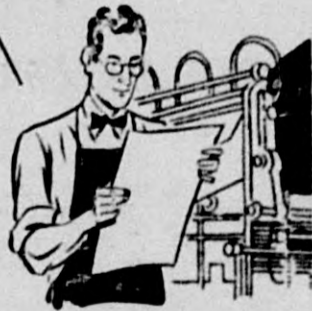
Since 1877 the Alma Record has been providing Alma and Gratiot County with Quality Printing and Publishing services. Throughout its long history the RECORD has continued to grow, bringing improved facilities, improved service and an improved newspaper to this Community.

With this growth has come more modern equipment and more skilled craftsmen to insure quality printing work.

## THE ALMA RECORD

PRINTING and PUBLISHING

414 N. State Street • Phone Alma 13  
ALMA, MICHIGAN



## Pioneer Hall Is Invaded

Realms of Secrecy  
And Darkness Open  
To Co-eds; Faculty

April 11, 1916

At exactly 8 o'clock on Saturday evening Wright Hall occupants attired in their latest calling costumes and carefully chaperoned by their "excruciatingly superb" dean wound their way to the sanctum sanctorium on the opposite side of the campus known as Pioneer Hall.

Before entering the domicile a rousing yell was given for the

occupants to announce the arrival of unusual guests. As we entered the lower hall we were cordially greeted by "Robbie," "Rube," "Sanchez," "Vender," "Brude," and others who directed us to the realms of Second Floor.

Here we were allowed to wander at will through each of the rooms—Ah, what fun it was to note the arrangement of pictures, pennants, light effects.

Oh we girls discovered many things about the fellows ability to keep house. How fortunate that this is leap year—for remember the old saying "Look before you leap" is not to be laughed at. Even the dean gave her approval after looking under beds and into corners to see that all was "neat as wax" and many were heard to exclaim, "why, this is much better than I thought."

\$200.00  
8.50



REGISTERED

SELECT  
DIAMOND RINGS

1. More Brilliance
2. Better Quality
3. Newest Styles

W.F. LUETH & SON  
JEWELERS  
106 E. Superior Alma

## Electric Call System

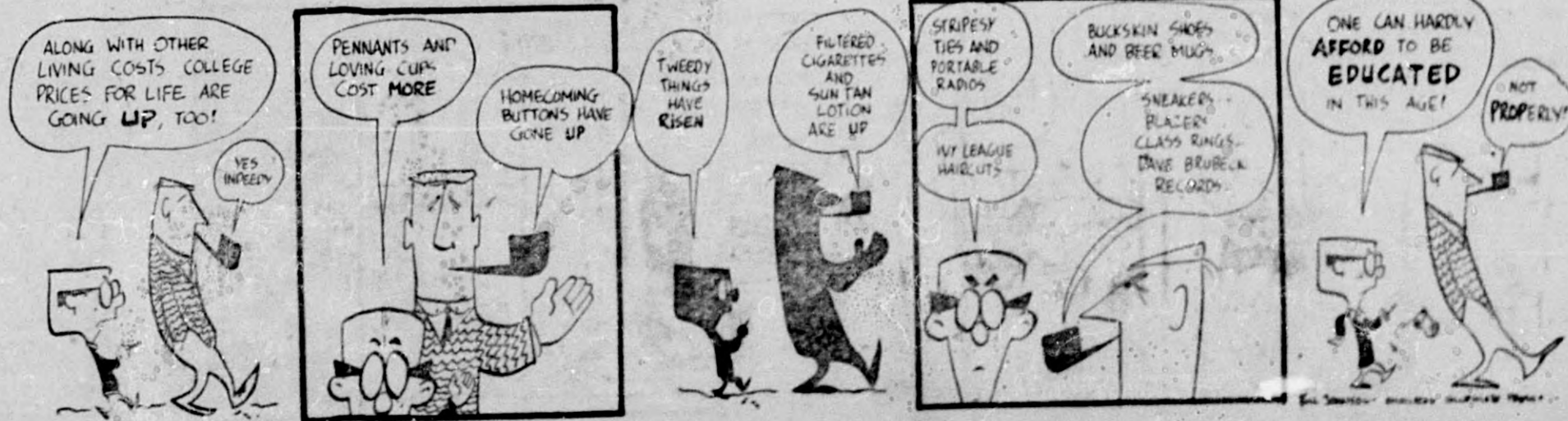
October 27, 1914 — The old saying that "Love will find a way" has again been proven true. The increasing number of ardent suitors, who now wind their way to Wright Hall for the fair ones, has necessitated the installation of an electric call system. Each room of the hall is equipped with a "buzzer" connected with a key-board in the reception room.

The system saves considerable time, as hitherto the individuals had to be notified by some student. The students are greatly indebted to Mrs. J. H. Lancashire for this latest improvement.

"1910"

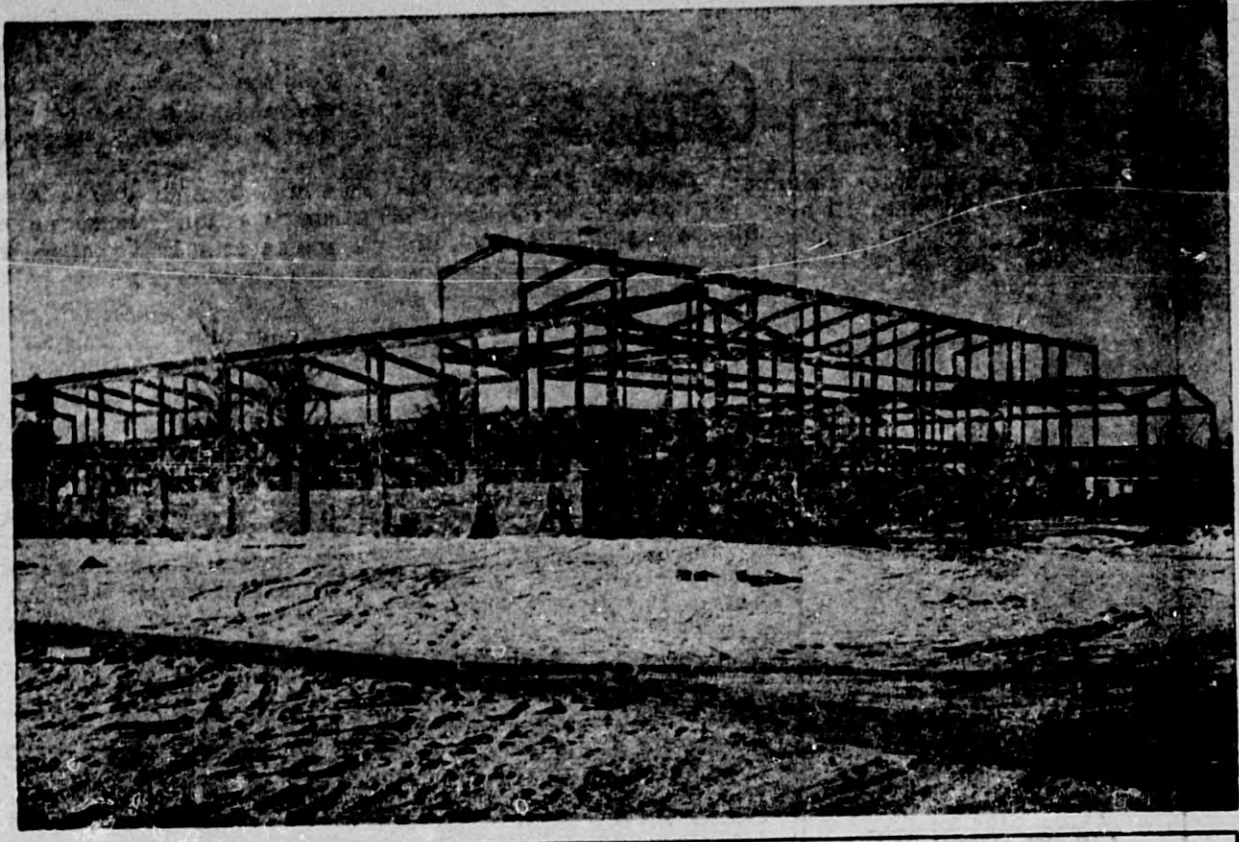
John Q. Adams, B.L., LL.B., Professor of English Speech, Graduated from the literary and law departments of the University of Michigan, he held professorships at Central University of Kentucky, Penn State University, Franklin and Marshall Colleges, and the University of Illinois. Said the class: "He is an enthusiastic, indefatigable teacher of oratory and elocution and his greatest fault is his tendency to skip chapel."

## THE BEST OF ARNOLD





# Gelston Ground Breaking In 1955 Pushed Needed Building Program Forward



The ground was broken on June 6, 1955 for a new women's dormitory before all the funds needed for completion were in sight.

A little more than a year later the building was completed. Named for Mary C. Gelston the dormitory was opened to 207 women on September 16, 1956.

The architect was Lewis J. Sarvis, Alma alumnus. Construction was done by the Miller Davis Company of Kalamazoo.

The three story modern red brick building with white trim is connected to the recent Van Dusen Commons. It was named in the memory of a former Alma alumnus, faculty member, and benefactress.

## Frosh

- (continued from page 1)
17. Freshmen wear a green bow not less than two inches in width on their hair for one week from the publication of these rules.
  18. Freshmen never fail to help an upper classwoman when requested to do so.
- Freshmen who disobey the above rules may expect to be penalized.
- Drawn up and approved by the sophomore women and approved by the sophomore women and approved by the Wright Hall Senate.
- Freshmen rules for men.
1. Do not forget that you are only FRESHMEN.
  2. Pay great attention to notices from the student council.
  3. Wear green caps without excuse of fail to do when ordered.
  4. Tip your green caps to the faculty and upper classmen.
  5. Do not smoke on the campus or in public places.
  6. When asked by an upper classman to help, do so without fail.
  7. Be moderate in your fussing. Absolutely do not fuss during class hours.
  8. Appear at all football games, but without co-eds.
  9. Greet old students upon meeting them.
  10. Keep your seats in chapel until faculty, women and old students have left.
  11. Enter the dining room after old students.
  12. Be seen and not heard on the campus.
  13. Give advice to upper classmen only when asked.

The above rules are to be lived up to by all freshmen. Each rule exists for a reason. All laxness will be dealt with by the student council. Freshmen in past years have been reprimanded mostly for carelessness in remembering rules number 4 and 7. The marshal of the council calls especial attention to these rules although the others are to receive full attention. It is expected that each freshman will keep a copy of these rules in a conspicuous place in his room.

OUR SINCERE  
CONGRATULATIONS  
ON YOUR  
50th  
ANNIVERSARY

THE LOBDELL-EMERY MANUFACTURING CO.  
ALMA

Congratulations

**ABBEY  
FLOOR  
COVERINGS**

130 W. Superior  
ALMA

### THE BEST OF ARNOLD





# Conservative Ads Prior to Roaring 20's

A look at the advertising during the decade of 1910-1920 presents an intriguing aspect of its own. The advertising reflects the goods the merchants in town (also in the state and

nation, for the almanian carried ads from all over) tried to sell the "rah-rah" collegians, and the methods of approach used by them. This may have been before psychology was a full-

fledged science, and depth probing in advertising was unheard of, but the ads nevertheless are "catchy" little things, even if rather conservative. Food and places to eat seem

to outnumber by far other products advertised. Everything from Salted Peanuts a' Luchini's to "Hot Drinks in Season" at S. L. Bennet's are emphasized. Ads for complete

ery in 1910 advertised candied chafing dishes "for that afternoon tea" are advertised in every issue or so.

An ad from Ellison's Grocery in 1910 advertises candied Cherries, lettuce, figs, dates, nuts, and peanut butter at 14 cents per pound.

Other advertisers in the pages of the almanian included: the Independent Telephone System with the slogan: "TALK, don't write!"

In the line of clothing the "new Arrow collar, 2 3/4 inches high" and the "Bostonian" priced at \$3.50-\$5.00, ("the new high heel and high toe, the kind the College Man likes so well"), are advertised consistently. For the co-eds nothing much besides shoes ("latest styles—the swell short vamp and stage last in both lace and button, patent and gun metal") and gloves do not seem to be advertised.

Advertisers in the almanian included the Library Park Hotel in Detroit, stating that theirs was "the place of the Alma Friday night dinners. A la carte meals at reasonable prices. Rooms 75 cents to \$2.00".

National publishing companies of sheet music and the latest books also were numbered among the advertisers.

In June 1914 the first advertisement for men's underwear crept into the back page of the paper.

In one of the ads of the College Barber Shop the print inside the bold, black banner states: "Lost a Customer Last Week. He Died."

Candy ads were also numerous, the ad from Luchini Bros. in 1914 is typical in wording: "YOUNG MAN, if you are wise enough to take with you a box of our delicious confections when you make that CONTEMPORATED evening call, you can ring the bell in full confidence that your reception will be cordial."

It was not unusual in the 1910-1920 period to advertise in verse as this little ditty from the Griffen Studio (This was the Studio that advertised that "your photos have a heart and a soul.") ad in 1915 indicates.

"It is sweet to be remembered and a pleasant thing to find That though you may be absent you still are kept in mind

Then why not send a Photo to the ones whom you hold dear, Then, though you may be absent they still will have you near."

## Best Wishes from Gittleman's On the Almanian's 50th

As seen in SEVENTEEN



*Bobbie Brooks*

vivacious coat dress

in

Katya cotton

**\$9.98**

As seen in SEVENTEEN

The air and flare of Bobbie Brooks piped coatdress . . . with a tab trimmed sleeveless bodice above a whirling skirt . . . in many irresistible colors! Sizes 5 to 15.

Grand gesture . . .

striped sash on

*Bobbie Brooks*

Katya Dress

**\$9.98**

Bobbie Brooks cotton dress . . . cinched with a stunning striped sash . . . with buttons dancing all the way down the front! So many tempting colors in sizes 5 to 15.



Do You Have A  
GITTLEMAN CHARGE PLATE?  
Pay As Little As \$1 Weekly

# Gittleman's

119-121 W. Superior

NEW HAIR FASHION CENTER

Phones 1699 or 960

FREE GEM  
STAMPS

Redemption  
Center In  
Our Basement

CONGRATULATIONS

to the  
ALMANIAN

on its

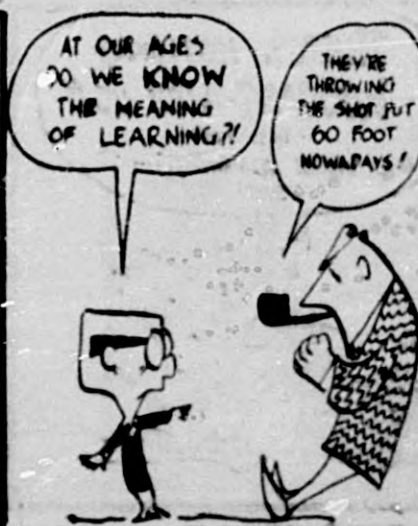
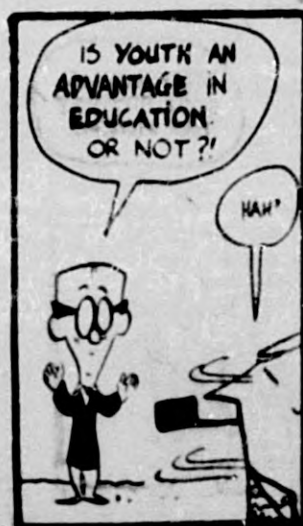
FIFTIETH  
ANNIVERSARY

and  
GREETINGS

to  
ALMA COLLEGE FRIENDS

Helen CARROW Ramsey (31) PSW  
Veterans Administration Hospital  
Loop: Road, Tuscaloosa, Alabama  
Phone: Plaza 4-4771 Ext. 275  
Home: 310-D Cedar Crest  
Apartments  
Phone: Plaza 2-5646

## THE BEST OF ARNOLD







### Mrs. Knox Gave All Funds For Ad. Building

The late Mrs. Annie Reid Knox of the class of '99 made possible the administration building in memory of her husband, Frank Knox of the class

of '98.

Col. Knox served as Secretary of the Navy under president Franklin D. Roosevelt and was also well known as a Chicago newspaper publisher. His death came in 1944.

In 1954 Mrs. Knox donated funds amounting to \$250,000. The construction was begun and the cornerstone laid on April 27, 1955. The dedication was June 4, 1955.

The building contains offices for the college president, vice president, dean, registrar, director of admissions, business department, publicity, and student personnel. The president's office is given dignity by use of mahogany. The Knox Memorial Room used for conferences, tea, and receptions is furnished in 18th century style.

#### "1910"

**Frank A. Hurst, A.B., Field Secretary.** An honor graduate of the class of 1904, he spent four years in Y.M.C.A. work in the state, and then joined the Alma faculty. The class wrote, affectionately: "Frank is all Alma College morning, night and noon."

## Former Almanian Editors Are Presently Active In Various Professions

Through the years past almanian editors have entered various professions after graduation. Scanning through the list of past almanian editors, regretting the fact that not more information about past editors is available, one finds them now engaged in business, represented in law, architecture, engineering and education and years after the collegiate newspaper, a few of the former editors are now also found in the newspaper and journalism field.

#### ALMANIAN EDITORS 1908-

- 1908-1909 Stanley A. Graves
- 1909-1910 Robert Vanthurn
- 1910-1911 Ralph Yonker
- 1911-1912 Harold V. Wilcox, Edward A. Thompson
- 1912-1913 E. A. Thompson, Addison Wilson
- 1913-1914 Addison Wilson, Leon D. Gray
- 1914-1915 T. Arnold Robinson and Harry W. Staver
- 1915-1916 Robert B. Notestein and Lewis J. Sarvis, Robert B. Notestein, Myrddyn Davies
- 1916-1917 Davies and Sarvis Ed's. Note: Mr. Sarvis is the architect of many buildings on Alma's campus, and is the college architect for the Long Range Building Program.
- 1917-1918
- 1918-1919
- 1919-1920 Davies, Frank Vreeland
- 1920-1921 J. Thomas Dasef
- 1921-1922 Russell H. Wilson
- 1922-1923 Roy A. Gustafson

See—EDITORS—page 9

**"1910"**  
George T. Churchill, Principal of the Commercial School. Mr. Churchill, previous to joining Alma's faculty, taught at Crookston and Buena Vista Colleges and was principal of the Commercial Departments of the schools in Ely, Minnesota. "Mr. Churchill is always ready for his whole duty and is not afraid of hard work."

Compliments of  
The  
"Fenimore  
BOOK SHOP"  
Old and Rare Books  
Mamaroneck, New York

And a special "hello" to those who remember the "teeth in the soup" episode of 1917.

**William Fulcher**

# Newberrys For



## Bloomin' Bargains

**CONGRATULATIONS ON YOUR 50th ANNIVERSARY**

Hoot Mon! What a gala gathering of the biggest bargains ever to delight the hearts of canny shoppers... and what wee small prices for so much bonny fine quality and newest fashions—for every member of the family... for the home. Yes, at Newberrys, bargains are our business.

**J.J. Newberry Co.** Gratiot County's Leading Department Store — Now on Superior and State Streets — Alma

### THE BEST OF ARNOLD

THERE HAS BEEN A NASTY RUMOR SCUTTLEING AROUND ABOUT US PROFESSORS: THAT WE'RE NOT LIKE OTHER HUMANS!

BUT WE'RE NOT A BREED APART! WE DON'T LIVE TO MAKE YOU UNHAPPY! WE SMILE ON OCCASION... SEE?

WE'RE CLEAN-CUT... RIGHT-THINKING! WE HAVE RED BLOOD!!

THERE'S NOTHING WRONG WITH US!!  
--SOB SOB...  
WE'RE ALL RIGHT...  
SOB SOB

METHINKS HE DOTHTH PROTEST TOO MUCH!



1927: Florence M. Steward, A.M., is the New Dean of Women and Assistant Professor of English.

## Editors

(continued from page 8)

1923-1924 S. A. Shoemaker  
 1924-1925 P. D. Gesner  
 1925-1926 Ronald E. Harris  
 1926-1927 C. MacDonald  
 1927-1928 Lee Crooks  
 1928-1929 Homer McKown Barlow\*  
 1929-1930 Harold M. Logan  
 1930-1931 Amos L. Ruddock  
 1931-1932 Harry M. Crooks, Jr.  
 1932-1933 John Hurst  
 1933-1934 Edith M. Davis  
 1934-1935 Arthur P. Boynton  
 1935-1936 Luther Evans, Arthur Boynton  
 1936-1937 Alfred Fortino\*  
 1937-1938 Herbert Peters  
 1938-1939 Margaret Arnold  
 1939-1940 Herb Spendlove  
 1940-1941  
 1941-1942 Elizabeth Miller

1942-1943  
 1943-1944 Howard Ward, Betsy Ross and Lois Fowler  
 1944-1945 Harry Oliver, Ruth Shaw, Margaret Watson and H. C. Wernecke  
 1945-1946 Elaine Edwards, and Flossie Lifton  
 1946-1947 Theodore B. Emery  
 1947-1948 John M. Metheny, T. Emery  
 1948-1949 Metheny, Emery, Stanley G. Boynton, Jr. and Robert A. Dengler  
 1949-1950 Ed Kinker, Joan French  
 1950-1951  
 1951-1952 Mary Alice Cook  
 1952-1953 Grant M. Gallup  
 1953-1954 May Butrick  
 1954-1955 Eugene Pattison  
 1955-1956 Paula Bare  
 1956-1957 Christ Goutis  
 1957-1958 Robin Butler, Dave Grainger  
 1958-1959 Robin Butler, Mary Onapu

Friday, May 15, 1959

the almanian

9

**CONGRATULATIONS**  
 to the  
**ALMANIAN STAFF**  
 and deep  
 appreciation  
 for a dedicated  
 Faculty throughout  
 the first fifty  
 years.

**MARGARET POOLE  
 MONROE**  
 Class of 1924  
 Board of Trustees

### ALUMNI GREETINGS:

1st May 1959  
 Dear Robin E. Butler:

Very glad to receive your printed letter (undated) today. I am at once glad for "the almanian," with its news of dear old "Alma Mater." This is my first knowledge of it for some time.

Enclosed by check 592; of May first, 1959. \$3.00 for subscription and 50th Anniv. Edition.

Some day, I hope to send you a check for \$50.00 to cover life time subscription.

Please address all mail to me at home address: 126 Argyle Rd. C-3 Ardmore, Pa.

I was pleased at royal reception given me on my 60th Anniversary (class 1893), June 1953. Sorry I was the only member present of my class.

In reply to your request for

reminiscent material I'll hope to send you soon some worthwhile material, re. members of my class (and other matters), especially of Frank Knox, my football, baseball and basketball Varsity teammate and life-long friend. This would be "inside stuff."

Please thank the lady Mrs. Stebbins, who manages "Hoot Mon," and sent me several copies; also thank her for that gracious letter of Oct. 14, Oct. '58, and kind writeup. I hope to write her and personally thank her.

Please send receipt for check enclosed.

I owe letters to half a dozen officials there, from the president down, for the kindly reception given me, not forgetting Mr. Roy Phillips.

Just found his good letter of June 23, 1958. Please tell him to order those football and track team pictures for me—3 of each, for three grandsons (now in grad. work). He is to decide which size for framing; and send me the bill.

My annual contribution will start soon, I hope, for Alumni Fund. I'm swamped with engagements, speaking and otherwise and a terrifying back-log of unanswered letters.

I want to subscribe to several vital magazines for Reading Room of our Alma College Literature. I spent many happy and profitable hours there, studying, when Miss Case was Librarian. I believe she was such for many years; and a gracious, helpful lady she was (Sister of Mrs. Annie Wright); both ladies good friends of my saintly mother.)

Cordially your friend in Him, and a fellow worker in His world vineyard—I assume you are a Christian man!

Charles Ernest Scott.  
 P. S. I received much encouragement in the Christian Life from my Christian professors at Alma College.

I hope you can get items into "The almanian" to help us oppose recognition of the Colossal Butcher, the Red China regime. Your fellow patriot, C.E.S.

FROM OUR NEW HOME,

WE, OF THE

# BANK of ALMA

GROWING WITH A GROWING

## ALMA

SEND OUR

# SINCEREST CONGRATULATIONS

TO THE

# ALMANIAN

ON ITS

# 50th

# ANNIVERSARY

Moody-Wolfel

FUNERAL HOME

William J. Wolfel, Owner



24 HOUR  
 AMBULANCE  
 SERVICE  
 Oxygen Equipped

"Serving The  
 Greater Alma Area  
 Since 1927"

531 State St.

Alma, Mich.

Phones 264, 265

### THE BEST OF ARNOLD





**ALUMNI GREETINGS:**

Williamsburg, Mich.  
May 6th, 1959

Dear Mr. Butler:

The May 4th date got by me before I knew it, however it was very nice of you to write me. Anyway I'll write an anecdote or two.

I was on the scrub team on about the 20 yd. line when Johnny Caldwell and I on a reverse ran 80 yds. for a T.D. I spilled the safety man. Coach Grady yelled at us, but we didn't stop, saying "What is this anyway." Si Buell said "that's part of the St. Louis Express every Wed. nite out of Pioneer Hall." That really raised a ruckus. It even got into the Free Press. Moreover some of the girls threatened to go wolfing.

Archie Mabee and Frank Pink Anderson were both rushing the same girl. In the Almanian it said "Archie Mabee on the road to success but Anderson is in the Pink of Condition." (This was about 1913).

Roy 'the Rip' Nerex (pants always ripped or something) was a man of many parts so mingled within him that he could consume, swipe, or hunt down more fudge than any man in college. Like Dicken's famous Mr. Jinkle he could talk all day and say nothing and his laugh, or I should say Laff, carried all along.

On a beautiful day in spring when girls strut rather than walk and birdies go tweet tweet, old Jerry, that's Dr. Clizbe (who always carried an umbrella) decided to give the great Rip a thrashing. It was in front of the Ad. building and Nerex looked around. He was hemmed in. We were on all sides. So old Jerry thrashed Rip with his umbrella and when through he looked at Rip and his eyes twinkled and he said "I'm all out of breath Nerex, so I guess it's about even." I was told that years before he had thrashed one or two of the girls. One had her feelings hurt and the other thought it lots of fun. I'd like to have been on about the 47 yd. line when the girls got thrashed. That would be really something. Always when a crowd was around.

Two of the girls edged forward in Bible Class one day and really pressed Jerry's views on the Darwin Theory. Jerry said "I'm glad you girls thirst for knowledge. It keeps you out of mischief. I never thought much about it but since you mention it I really have changed my opinion about some things in the last year." Girls: "Why, Dr. Clizbe." "Yes, since I've watched Brinkerman (myself) and Nerex play football perhaps Darwin had something."

All best wishes to you,  
Evall C. Brinkerman

"1910"

Minnie E. Cheesman, Instructor in Piano and Music Building and Normal Methods. . . . "has been a very able instructor for several years and has won the esteem of the entire city."

**ALUMNI GREETINGS:**

Dear Ed:

Last year something happened in a Philosophy class which neither the managing editor of the paper nor yours truly shall ever forget. I had been given an assignment to conduct a class discussion of the topic "Beauty in Art." I was either to prove or disprove the communicable medium of "Beauty" unchangeable over the years, and to produce certain paintings to support my case.

Prior to the appointed time of the discussion, it so happened, (fortunately) while I was having coffee with two married friends of mine this assignment came up in our talk. The wife mentioned a painting which hung (naturally, what else do you do with paintings?) in the home of the philosophy professor. It seems that of the guests who had visited his home none

were able to discover any of the deep underlying motives in this particular painting without the help from the professor. Obviously the portrait did not communicate. As more coffee was consumed during this meeting I was informed of the dark mysteries behind the painting. Knowledge of its purpose was now mine.

When the day arrived for my class discussion I neglected to produce the paintings which were supposed to support my case (Innocently, of course). . . . Honest! Anyhow, due to the fact that my paintings were absent the professor generously offered his paintings for the discussion. A couple of fellows volunteered to go to his home and bring back several of them. Among those retrieved was one quite elaborately framed. By the time we were to discuss this one I had deduced that this

must be the painting which had plagued so many of the professors guests. Much to the surprise of the professor I went on to describe it in magnificent detail. Needless to say, it was of little effort to prove from that point on that there is at least a communicable medium in art.  
Con Ekkens '58

**ALUMNI GREETINGS:**

Gentlemen:

I today received my first notice concerning the Fiftieth Anniversary Commemorative Copy of the Almanian.

I was a student at Alma when the first issue of the weekly Almanian was published. How time does flit by.

I enclose herewith check for \$3.00 paying for three copies of this commemorative issue.

Very truly yours,  
A. H. LINDLEY



The name of Stovall  
has stood for good  
photography  
since 1889

**STOVALL STUDIO  
AND CAMERA SHOP**

117 W. SUPERIOR

ALMA

FOR HIM . . .

. . . FOR HER

For Graduation

CAMEO

BILLFOLDS

PAULS

PHARMACY

1242 E. Superior

ALMA, MICH.

Phone 1431

We Deliver

**THE BEST OF ARNOLD**





OUR CONGRATULATIONS

to

*The Almanian*

ON ITS 50TH ANNIVERSARY  
OF PUBLICATION

May this be another significant milestone on the road to continuing growth and progress for the Almanian and its staff.

**ALMA  
CHAMBER OF COMMERCE**

ALMA, MICHIGAN

**Chemistry  
Bldg. Was  
1st Gymnasium**

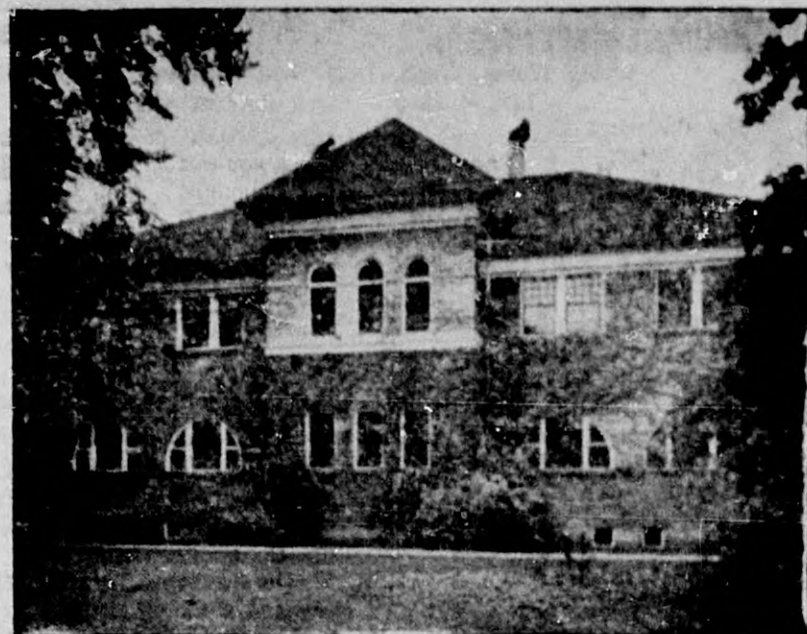
This building answered the need in 1895 for a housing of natural history specimens and ample facilities for physical training.

The cornerstone for the original gymnasium and museum was laid in October, 1894, by the Synod of Michigan. The building was completed a year later.

At that time, the first floor of the building was divided into the museum, a locker room, and a recitation room. The museum was equipped with cases to contain the specimens which were gifts or purchased. This became the Hood Museum opened to the public at Commencement in 1897. This collection was moved into a building especially constructed for that purpose in 1900.

The second floor of the building was exclusively a gymnasium and was completely outfitted by Mr. John W. S. Pier-son of Stanton, Michigan.

In 1922, with the completion of Memorial Gymnasium, the building was completely equip-



ped with the latest chemistry equipment. The first floor contained an office, private laboratory, general laboratory, and lecture room. The upper story was divided into laboratories and rooms for office, library, dark room, and supply room.

The building has served in this capacity since that year. In 1949 it was sand blasted to give the original appearance and the interior was painted.

leisurely presentation of the news in a chronological order. The stories on the front page always ran the length of the entire column and often as not were carried over to the inside pages.

The coverage included primarily sports, alumni, lecture tours and oratory on the front page. Editorial comments were found on page two, and follow up stories of class functions and the "spreads" of various groups were on pages 3 and 4. Coming events and advance stories were fairly rare, the emphasis was on reporting past events.

The almanian during this decade averaged about one picture per paper, and it was not infrequently that the paper was published a day late due to the fact that the picture was not engraved on time. During the early years the almanian was published in Saginaw.

There was not much variation in the size of type used in headlines, and they were set in comparatively small type. The headlines were labels, rather than short summaries of the stories they headed. For example typical heads were: "Football; Alpha Theta; Miss Smith; Oratory; Debate."

The almanian during these years also published annual Co-ed, Freshman (sometimes published on green newsprint), Football, Basketball, Track, and "Rah-Rah" issues. In these papers the co-eds defended themselves in print, the freshman sang the praises of the college, and how glad they were to be here and the athletes were duly praised.

Also not infrequent in these issues were the pleas of the staff for the students to pay up their subscription fees. These notices sometimes appeared even as late as May.

**1910-20 almanian  
Stresses Sports,  
Alumni News**

The almanian of the 1910-20 decade could hardly be said to be a journalistic newspaper by today's standards. The purpose of news stories today is to inform quickly, factually and be timely. But in the papers of forty years ago one finds a

FELICITATIONS & GRATULATIONS (ARCHAIC)  
FOR OUTLASTING  
YOUR CREDITORS FOR  
**50 Years**

THIS IS PROGRESS



FROM THE

**VARSITY SHOP**

PURVEYORS OF QUALITY MERCHANDISE TO  
DISCRIMINATING STUDENTS

For the Quickest and

Fastest One Stop

Shoe Repair

The Place to Stop

is

**FAETH SHOE**

Repair & Shine

210 East Superior Street

Alma, Michigan

Philip "Les" Harris,  
'31

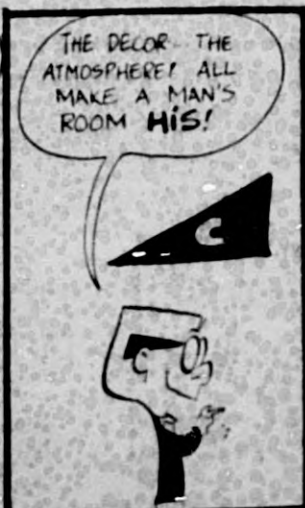
Almanian Business  
Manager 1930-1931

and Flora Lau Harris,  
'31

of Rochester, N.Y.

"Memory Holds A  
Cherished Picture"

THE BEST OF ARNOLD





**ALUMNI GREETINGS:**

Walla Walla, Wash.  
May 4, 1959

The almanian  
Alma, Mich.,

At college I had my first experience as reporter for the K. C. Dept. I also wrote original stories for our Literary Society.

I taught school 8½ years in Tuscolaleo, Mich., 1 year missionary K.G. at Trinity School, Athens, Alabama and in Orphanages in Denver and Pueblo in Colorado and in Portland, Oregon.

March 8, 1906 I married a dairy farmer of Lowden, Wash. Wrote London News for the Walla Walla, Wash. Union 15 years and for our county paper eleven years. Was appointed Educational Representative of Walla Walla County, Wash. in 1914, resigning August 15, 1937. Had a Home Enterprise selling Needlework, greeting cards—estimated I have embroidered 1,500 pieces, wrote fillers for various magazines, a pre-view association on the Viking Press of N. Y., Business Talent Scout on Here's How, Mag, wrote up small, new business concerns—Lived a busy life and hope to be busy to the end—am 83 years old. My husband died Jan. 12, 1949. Have a son and daughter-in-law who live in Walla Walla. Still hear from every place where I attended school or taught school.

Best Wishes to the College!  
Mrs. Daniel W. Sanders  
121 West Birch St.  
Walla Walla, Wash.

**ALUMNI GREETINGS:**

You may be interested in knowing that the 3rd generation of our family will enter Alma College this fall—my niece, Frances Henne of Cadillac, Michigan. My aunt, Anna Carrow, later Anna Carrow Evans was there in the 1890's. I, as a member of the Class of '31, was there 1927-28 and 1928-29 before transferring to the University of Michigan.

In 1956, I entered The Tulane University School of Social Work in New Orleans, attended two years and received the Degree of Master of Social Work

from there in June 1958. Since October 1958, I have been on the staff of the Veterans Administration Neuro-Psychiatric Hospital, Loop Road, Tuscaloosa, Alabama as a Psychiatric Social Worker.  
Helen Carrow Ramsey (31)

"1910"

**Caroleen Robinson, Principal of the Training School for Kindergarten.** She received degrees from the Chicago Institute and the Teachers' College of Columbia University, and taught at the Illinois State Normal College for ten years. The class commented: "Miss Robinson possesses an unusual agreeableness of manner and though this is her first year at Alma she has inspired the utmost devotion and enthusiasm."

# A Great Big "Whew!"

We realize we will be criticized by many groups and organizations for failure to give them more complete and detailed coverage in this special edition. For this we apologize. But, due to lack of space it is impossible to cover everything as thoroughly and completely as we would have liked to for this type of an issue. Nevertheless by having a little bit of everything we have tried to give an over-all picture of fifty years of collegiate journalism on Alma's campus, and we hope you enjoy it.

This paper was particularly designed to be a self-supporting financial venture and we believe we have achieved this.

Along with this has also been achieved an indication of the size of paper needed for good news coverage on Alma's campus.

In publishing this anniversary issue we found our morgue woefully inadequate because of complete lack of records anywhere. It took time, of which we had so precious little, to sort through stacks of old cuts which we obtained from the Alma Record. After sorting out the cuts which could be used, the tremendous task confronting us was that of identifying them. In this we received invaluable help from Mrs. Esther Vreeland, Dean of Women, a former editor of the almanian herself.

The almanian now has the beginnings of an organized morgue and we hope to do better the next time. Alma College has a centennial coming up not before too long (1987), and then justice could be done to

the organizations and missed in this issue. Meanwhile we hope you enjoy the first dertaking of this sort ever tempted by the almanian, sta

## The Main Caf

117 E. Superior  
for  
Home Made Pies  
Hamburgs  
Sodas  
Malts  
&  
Quick Lunches  
TOWN SERVICE

# CELEBRATING WITH THE ALMANIAN MILLER'S MENS SHOP

INVITES YOU TO ITS

# GRAND OPENING



## 50 Door Prizes

WORTH MORE THAN \$1000.00

1st Prize-

Hyde Park Suit

2nd Prize-

Don Richards Suit

3rd Prize-

Florsheim Shoes

PLUS MANY, MANY OTHERS.



PHONE 750

**BROWN'S**

Auto Electric

●

General Automotive  
Repair

●

Lawnmowers Repaired  
& Sharpened

●

Briggs & Stratton Engines  
Parts and Service

●

119 W. CENTER ST.  
ALMA, MICH.

Automotive Electric

### THE BEST OF ARNOLD





## \$75,000 Chapel Constructed From Contributions In 1941

Contributions of Presbyterians to the Sesquicentennial Fund made possible the building of the \$75,000 college chapel in 1941.

The building, dedicated on October 9 of that year is of the Georgian type architecture. It features a semicircular portico and octagonal steeple topped by a twelve-foot bronze cross of the Grecian type.

The interior is off-white with walnut trim and seats 600 people. The chapel windows had ten panels of historic seals and tablets in stained glass commemorating great personages and events of the Presbyterian Church. These windows are now in Van Dusen Commons.

The choir loft seats 60. In 1953 a pipe organ has installed and chimes are now located in the tower and controlled by the organ console. The time is chimed hourly from the tower.

The English basement room was designed to house a recreation room, kitchen, and two conference rooms. The Student Union was located there until the construction of the Tyler building. This space was then converted to classroom use.

The chapel is now known as Dunning Memorial Chapel in memory of Dr. John W. Dunning, college president from 1938 to 1942 and a classmate of Frank Knox.

especially designed for the Freshmen. At this time they are made formally acquainted with the upperclassmen and Sophomores at a little mixer held in the Gym. After warming up exercises and games, played to stimulate circulation to prevent participants from taking cold the party usually moves toward the town where the merchants open their hearts and their shops, and the Fresh provide an entertainment. The party at the Gym is primarily for men. Freshmen women are not requested to attend. They may do so at their own risk.

### Publication of Yr. Book Suspended

June 12, 1923 — The Juniors of next year, that is the class of '25 have decided not to publish a Maroon and Cream next year. This will be perhaps the first time in the history of the college when the yearbook will not make its annual appearance.

The Maroon and Cream has not been a paying proposition; each year the Junior class has to strain itself to the limit in order to make both ends meet. It is a well known fact also that the publication of the Maroon and Cream has invariably ruined the scholastic record of every editor who has tried his hand at it.

Therefore it has been decided to suspend publication for one year. From now on an annual will be put out every two years. The two upper classes will combine in publishing the book, instead of making it only a Junior Class proposition.

50th  
Anniversary  
Congratulations  
to  
The Almanian

PAUL E. GUIDER.  
'43  
East Lansing, Michigan

### 250 Register

1928—The records in the Registrar's Office show a total of between 250-260 students who have registered so far.

Compared with the enrollment of last semester, which was 283, the loss is about 25. This difference will be smaller, it is expected, when all the registrations are completed.

It is said by industrial men that this is a hard year financially. Factories have been running at reduced production and financially the conditions seem rather tight. As always this makes a difference in the number of students.

### College P. J. Parade To Be Tomorrow

October 7, 1930 — The annual "College Pajama Parade" will be held Thursday night, October 9, according to a statement made by Allan Dean, President of the Student Council.

Although the Pajama Parade is an all-college event, it is

OUR SINCERE CONGRATULATIONS  
ALMANIAN ON YOUR 50TH

### FREDERICKSON MOTOR SALES

408 E. Superior Alma, Michigan

PONTIAC CADILLAC

R. W. Frederickson Telephone 330

# CONGRATULATIONS

TO THE

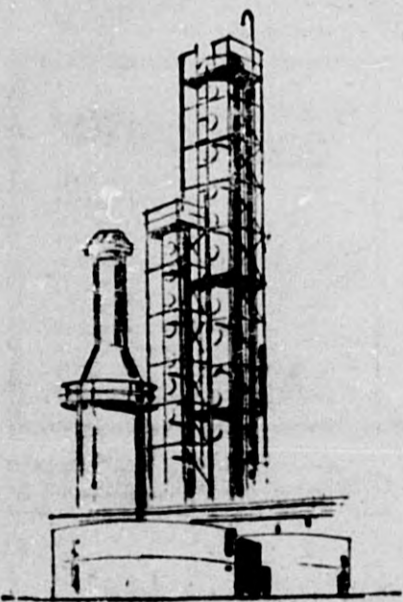
# ALMANIAN

ON YOUR

# GOLDEN ANNIVERSARY

Born in Freedom

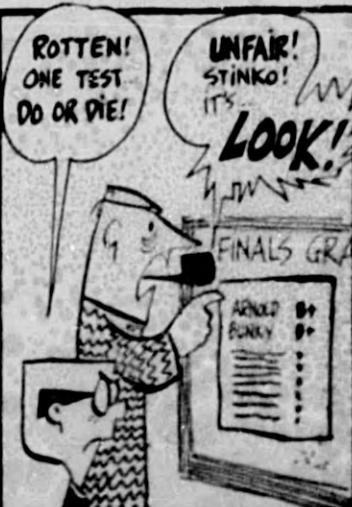
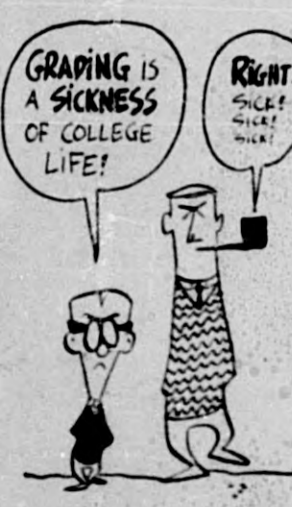
Working For Progress Together



100 YEARS  
OIL'S FIRST CENTURY  
BORN IN FREEDOM  
WORKING FOR PROGRESS

LEONARD REFINERIES, INC. ALMA, MICHIGAN

## THE BEST OF ARNOLD





ADVERTISING

# Lifblood Of Almanian On Professional Scale

Advertising during the Roaring Twenties became less conservative than in years past as it used more cuts and bolder type in general. Advertising in the almanian was led by the General Electric Company, which took a quarter page ad in almost every issue of the almanian. Light and Power companies in general were big advertisers during this decade. This was the period during which the Board of Trustees of the College authorized the College library to be fitted with electric lights.

In the spotlight during this decade were chiffon hose, bell bottom trousers (in blue and tan corduroy) and rented cars "to reliable, experienced drivers."

### 1930 to 1940

Flowers for the spring dance from Central Michigan Florists; "You'll be surprised how far a dollar will go at Hamilton's," and various other catch phrases were used to lure prospective student customers to various Alma merchants.

Rambling through back issues of the Almanian, one can't help but chuckle at the various ads of local merchants in days past. However, there is a lot to be learned from those old ads about the times and progress of those past generations.

The one that is most impress-

ing is the old series of General Electric Advertisement. Contrary to the usual product-pushing of most ads, General Electric chose to preel the companies progress. One insertion might tell you about the newly developed lamp "that safeguards your health by producing the sun rays right in your

## Colleges Fear The Charleston

February 16, 1926 —

The Charleston menace is now stalking the American colleges, according to news reports from all parts of the country. If these stories are creditable the present rage will leave in its path a swath of ruined buildings unequalled in extent in this country since Sherman's memorable march. In fact, Georgia may, if she wishes, claim the honor of the first collegiate catastrophe. A floor caved in at the State College for Women at Atlanta. Nearly 500 girl students were "prancing furiously in attempts to learn the new dance when the floor collapsed with a loud crash."

Here and there authorities have enacted prohibitive legislation. At the University of Indiana the board of trustees has forbidden the dance in the Student Building in order to forestall the structure's collapse. An investigation is now under way to determine the Charleston's effect upon the Men's Gymnasium, where it is still permissible to execute this violent dance. Should this floor give way there would ensue a total and wholesale immersion of the heated dancers in the swimming pool below.

"After all," reasoned the authorities at the College of William and Mary, "dance should emphasize grace and beauty, and as the latest fad preserves neither of these qualities, it should hold no place on the program of college dancing." Consequently they placed a ban on the dance. Which, slyly remarks the "Wellesley College News," "may or may not be a case of sour grapes."

At Coe College the Charleston was banned in dance halls by city officials. The "Daily Illini," University of Illinois, fears for local fraternity and sorority houses. Students of Tulane University, La., who attended the annual Freshman-Sophomore dance were presented with little notes from the faculty which read, "You are requested not to dance the Charleston tonight."

A mythology has already grown up about this cyclonic step, the girls of Smith college have discovered. Because third floor girls in a certain dormitory occasionally studied, the powers that be decreed that no third floor girls be permitted to Charleston in their rooms. The event was duly recorded (and distorted) in the press and the Smith girls read in the papers that the rule had been passed in the nick of time in order to save the toppling building and many lives.

own home, anytime you want it."

By and large, most advertising continued on a very conservative vein, typical of a nation preparing to undergo the rigors of economic depression. 1940 to 1950

Continuing on, working at advertising in retrospect, to recapitulate its own unusual story, one can not help but notice that a large and sundry array of theatre ads cover a large percentage of Almanian space down through the years.

Reminisce for a while, remembering those college days, when you and that special someone took a night off from scholastic matters to watch

such famous players as Lillian Gish in "It," Marilyn Miller in "Sunny," Wallace Berry, Mable Norman, and many others flash across the silver screen. Remember too, the time you viewed in awe the early "talkies." A far cry from today's modern motion picture spectaculars, that come complete with sound, color, and wide screen. Yet even today, local theatre's ads are still a predominant part of the Almanian's advertising the same way they are still an important cog in the leisure wheel on Alma's campus.

While the demands of a nation at war kept consumer goods to the barest necessities, Almanian advertising changed

little from its conservative nature of the thirties.

The close of the war brought a change in this, as the nation switched to peace time production and consumer wants were once again beginning to be met.

The boom of the fifties, on the other hand, has had a marked effect on the Almanian's advertising. Over the past few years our advertising has grown with hurricane force until today it is assuming a more professional style. This is only one of the many improvements in the Almanian that are naturally in line with its growth as the Almanian assumes an even greater position of leadership on the Alma College campus.

## HELMAN'S MEAT MARKET

of Alma  
Sends  
Congratulations  
to the  
Almanian  
on its  
**50<sup>th</sup>**  
ANNIVERSARY

**SPRING TRADE-IN SPECIAL**

# ANNIVERSARY SALE

## TRADE-IN your old phonograph on purchase of this

# ZENITH

complete stereophonic

# THE STEREPHONIC THAT'S

# RATED BEST

by leading independent testing laboratory of all sets tested

plays all your present records!

nothing extra to buy

### COMPLETE ENSEMBLE

with Trade-in TERMS

**PAY AS LOW AS \$10<sup>75</sup> Mo.**

**MODEL SF 119**

**THE WAGNER Model SF 119** with Companion Remote Speaker system for complete Stereophonic reproduction. In grained Walnut, Mahogany, Blond Oak colors.

**MODEL SR5 10**

**ZENITH EXTRA QUALITY FEATURES**

combined **40 WATTS** OF UNDISTORTED POWER OUTPUT

Up to 80 watts peak... powerful amplifiers with essentially flat response 20 to 20,000 cps.

combined **4 ZENITH QUALITY SPEAKERS**

with Cross Over Network to channel proper frequencies to proper speakers.

exclusive **COBRA-MATIC**

automatic record changer 4 speeds — features Zenith Cobra® Tone Arm. Automatic shut-off. Dual Needle Stereophonic cartridge.

**BASS, TREBLE AND PRESENCE CONTROLS.**

**TRI-CITY MUSIC and APPLIANCE**  
204 E. SUPERIOR ST. PHONE 125 ALMA  
"GRATIOT COUNTY'S FASTEST GROWING MUSIC AND APPLIANCE STORE"  
PIANOS—ORGANS—BAND INSTRUMENTS—RECORDS—SHEET MUSIC—HI-FI—TV—APPLIANCES

**SALES - SERVICE**

## THE BEST OF ARNOLD





# Hood Museum Opened 1900

**ATTENTION  
COLLEGE STUDENTS**

## A & W DRIVE-IN

IS OPEN AGAIN

Refreshment Headquarters

Featuring



Famous A & W

5c Root Beer 10c

Look for the **ORANGE** Building  
Michigan Ave., Alma

A & W Drive-In, Michigan Ave., Alma

Commencement in 1900 included the dedication of the Hood Museum building. For the previous three years a collection of natural history specimens had been included as the Hood Museum on the ground floor of the building we now know as the chemistry building.

The museum was built by the generosity of Mrs. Frances A. Hood of Saginaw and her son Frank in memory of Mr. Hood, to whom it was dedicated.

The building was constructed of rock-faced paving brick trimmed with red sandstone and with a slate roof. It is a two story building with a basement. Two large exhibition halls with oak cases and lighted for collections were first located on the main floor. Specimens included in the collection were bird life, fossils,

shells, rocks, minerals, and ores.

The basement functioned as a processing room for specimens and for storage.

During the first World War, this building was used as barracks for soldiers in training here.

In 1938 the building became classroom space for the biology department. The museum specimens were moved to the top floor. The main floor housed offices, two laboratories and a classroom. The basement contained two laboratories and two work rooms.

"1910"

Grace D. Roberts, Instructor in Piano and Pipe Organ. She completed her post graduate work at the Indianapolis Conservatory of Music. "...and is the best instructor of her kind that Alma has had—auburn

Congratulations

**ABBEY  
FLOOR  
COVERINGS**

130 W. Superior  
ALMA



The Hood Museum, dedicated in 1900 and now known as the Biology Building will soon serve in a new capacity. With the completion of the new science building, this one of the first campus buildings will function as Psychology labs and classrooms.

"1910"

Linnie Odelle, Instructor in Violin. She was a graduate of Alma School of Music and the Oberlin Conservatory. The class wrote of her: "Miss Udelle is an accomplished musician."

CAR WASH • ROAD SERVICE • LUBRICATION



**ROLAND MURPHY'S SERVICE**

TIRES • BATTERIES • ACCESSORIES

231 Superior

Phone: 505

Alma, Mich.

## McGILL'S MUSIC CENTER

Corner of State and Superior

HAS THE ANSWER TO YOUR LANGUAGE STUDY PROBLEMS

IT'S THE NEW

We also have a complete line of Scotch Brand Recording Tape and Accessories.

Webcor Tape Recorders  
Stereo Hi-Fi Phonographs  
Complete for as little as \$59.95



All Types of Phono-needles. Here is one of the many uses you can use your new Tape-O-Matic for. Improves grades and makes learning a new language fun, simple, and time saving.

CONGRATULATIONS

ALMANIAN  
ON YOUR  
50TH  
ANNIVERSARY

**FOWLER'S  
FOOD  
MARKET**

## MODERN CLEANERS

WITH COMPLETE  
DRY CLEANING

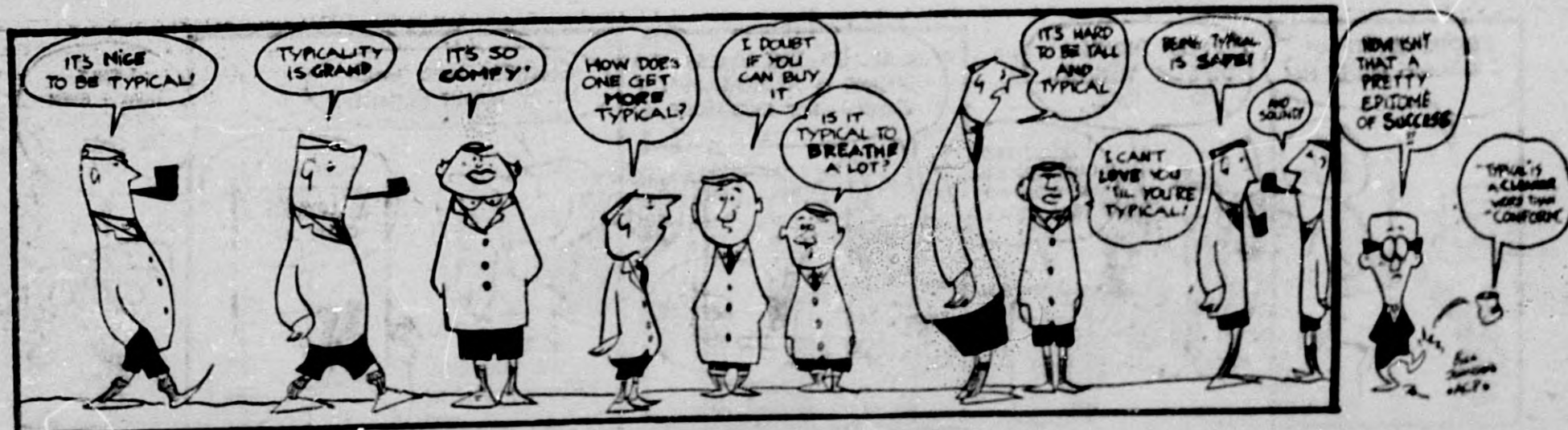
Services

Including

SHIRT FINISHING

Sends Congratulations  
to The Almanian on  
Her 50th Anniversary

## THE BEST OF ARNOLD





"The way to achieve happiness is to have a high standard for yourself and a medium one for everyone else."

**Change In Style**

Over the years the type of notices and "extras" included in considerably. For example compare the short, to the point, factual notices and such, in the almanian of today with this of December 8, 1914: (This notice appeared in bold face on the front page) "EXTRA! "Goody" Injures Toe. As the almanian goes to press it is reported that Clarence Goodrich, captain of the senior basketball team, was injured yesterday morning while scuffling with his roommate. It seems that "Goody" was in the basement of Pioneer Hall washing when "Dusty" Austin came up and started fooling with him. Then suddenly the air became blue with ... Because of "Goody's" injury the seniors did not play their scheduled game with the juniors."

The Almanian then proceeded to extend its best wishes for the "early recovery of Mr. Goodrich's BIG TOE."

IN  
MEMORY  
OF  
JACK E.  
THOMA  
CLASS OF '28  
  
ALMANIAN  
BUSINESS MANAGER  
1925-26

**BIG DEAL!**  
Buy A Sheaffer  
Cartridge Pen  
For 75c  
  
RECEIPT A  
NUMBER WITH  
EACH PEN  
  
Win A  
\$5.95 Tennis Racket  
and can of balls  
  
**VARSITY  
SHOP**



A green and white flag at the top of the pole was the coveted goal of the traditional freshman-sophomore flag rush. This was an important event involving strategy equivalent to that used by the nation's top brass, as the respective classes furiously battled it out. In 1916 the headline announced that "Annual Flag Rush Fatal to Sophomores" and proceeded to report a hectic ride of Freshmen locked in a compartment of a freight train, in order to escape the Sophomore men intent on kidnapping them. The freshmen upon returning to campus were finally successful in pushing Payne up the flag pole. The almanian comments that the Sophs were defeated, only because they were outnumbered nearly two to one. (See story page 25).

**GAY'S**  
  
5 & 10c STORES,  
Inc.  
  
ALMA, CLARE,  
ITHACA, STANTON,  
ST. LOUIS, REMUS,  
CARSON CITY,  
MICHIGAN

PHONE 438  
  
WE NEVER CLOSE  
  
FREE PARKING ACROSS THE STREET  
  
**SUPER  
HAMBURGERS**  
  
315 EAST SUPERIOR STREET  
ALMA, MICHIGAN

Dear Sirs,  
Have mislaid the announcement concerning the anniversary number of the Almanian. I am enclosing a check for \$1.00 which I believe is the price.  
My husband—W. E. Brown, '04—died last August 1st in the Midland Hospital. He had been ailing with heart trouble for about ten years.  
Carolyn Hastings Brown '05

Mary C. Gelston was the first Dean of Women at Alma College. She was also the first professor of Latin.

**ALMA  
HARDWARE**  
  
Wishes to Send  
Congratulations to  
The Almanian  
on its  
50th Anniversary

**TRIAL?**

**DIAL** DEALER'S PHONE NUMBER

**SMILE!**

**TOMS SHELL SERVICE**  
FIRESTONE TIRES AND TUBES  
Cr. Prospect and Superior Sts.  
ALMA, MICH.

Next time your car's in trouble—one quick call to us will bring our fast, efficient Emergency Service to your aid.  
We'll soon set right those trouble spots!

Service is our business

**THE BEST OF ARNOLD**

