

Empty and dark, save for the flood lit sign proclaiming this the "Home of the Alma Scots;" Bahlke Field sits this Friday night as it has so many nights in the past, awaiting Saturday afternoon and football. But this Saturday will be different. It is a Homecoming Saturday

and many of the persons filling the stands will be Alma College alumni.

Coming back for one day or a weekend, they will once more capture the thrill and feeling of an undergraduate, if only for a few hours. So, as the years

fade away, we hope that this issue will help bring back some of the pleasant memories of college days and Homecomings past. It is to the alumni that we dedicate this special Homecoming issue of THE ALMANIAN.

SPECIAL ALUMNI  
HOMECOMING  
ISSUE.

# The Almanian

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ALMA, MICHIGAN

Volume CLXXI Number 5

Alma College, Alma, Michigan 48801

October 18, 1969

## The Almanian: A "NEW" OLD HEADING

by jana lunger

Imagine the Almanian back in 1907 when the first issue came out. Probably you'll never be interested in looking up an old copy, but have you noticed the new style of lettering for the heading? It isn't as new to the Almanian as it is to you. The style of lettering is identical to the first issue that came out weekly, beginning September 18, 1907, selling for 5¢ a copy or one dollar a year. There has been one slight change, and that was the condensing of the title from the "Weekly Almanian" to what it is today.

"Wright Hall (then a girl's dorm) was once again the center of activity. The greater part of the hall space had been replastered and the 'steadies' could again enjoy conversations in the

parlor free from the fear of falling plaster." This is a snatch of the first news. It also contained articles similar to ones seen in today's Almanian, about opening convocation and the Sophomores being defeated by the Freshman in a tug of war. The tug of war or "rush" as it was then, was where the boys were lined up equally and the object was to see which class could pin the other to the ground. According to reporters, "blood was shed, garments torn, and countenances honorably scarred."

Even though the paper is returning to its original heading, progress is still continuing and more plans are being made for its betterment.

## The Alumni

For those who are now in Alma College the future holds great things in store. Happiness, wealth, fame await all - the doors of the future need only to be tried at the right moment and they will open wide to admit those who are waiting. But it is not of the future, it is of the past and present that I must write - for the future takes care of itself - the past pines, for those who came and went away - out into the world which was eager to take them, into her great workshop. They are the majority, these who have gone before and for lack of better expression we call them "Our Alumni."

The men and women who were graduated from Alma College in the (concluded on back page)

# Alma Spirit

The idea has been transmitted from class to class that the spirit of Alma is the one dominant and unifying factor of the college life. It is so. It is that force acting within us that cements us firmer to our school, its memories, and traditions. It is the elemental purpose of our higher natures seeking for the ennobling of our souls. It is the essence of our heartfelt desire to nurture the spiritual reverence of our beings. It is the tender guardian of us all, ever-seeing in the all-embracing watchfulness of her care. It is that which we sense within us in the substance of our loyalty to our school. It is the motive which prompts us to sacrifice for the honor and glory of our Alma Mater. It is the warp and woof of the fabric of our existence.

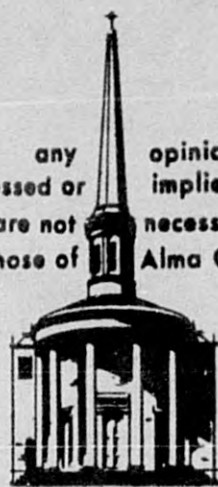
Alma spirit is a mosaic composed of the individual spirits of many. Each of these separate spirits taken individually may be of little value; but when they

are grouped together and harmoniously combined and intermingled, they form the mighty ideal, the morning star toward which our vision is directed.

Pervert not the spirit of your heart, then, the portion of the whole which it is your lot to possess, the gracious gift of an all-wise Providence; for by so doing you are weakening the chain of which you are a link and thereby increasing the possibility of its destruction. The whole is no stronger than its weakest part. Let your desire be directed to the perfection of your spirit in order that the true nobility of your soul may be embodied in the consummation of the spirit of Alma.

The spirit of our mother school is the highest that we have received. That gift should not be wasted. It must be made to serve the purpose which animated the hearts of the souls who gave it to us. Truly, we are thankful for this richer gift of spirit, the inheritance of the past. Let us guard it zealously, lest it diminish in its virtue.

any opinions expressed or implied are not necessarily those of Alma College



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# Homecoming A Time For Queens – Past And Present

Bette (Redman) Fleming  
 Ruled Over 49th Homecoming



Mrs. Fleming and son Tim, students both, stand-together in front of the Dun-ning Memorial Chapel, new-est building on the Alma Campus in 1940.

The queen was dressed in a kilt as she rode through the streets of Alma waving to the crowds. She was numb from the excitement of the day. It was Homecoming 1940, and Miss Betty Redman was queen of all the festivities.

Miss Redman was working toward a degree in sociology with the eventual goal of becoming a social field worker. The next year, however, she left Alma College to become Mrs. Kenneth Fleming. The Flemings raised four of their own children and two foster children. Mrs. Fleming feels a woman's primary purpose is to raise her children in an atmosphere of love. This sometimes requires interrupting an educational goal.

Today Mrs. Fleming is goal oriented again. She has re-enrolled as a student in Alma College. Her goal is to receive her degree in sociolo-

gy and become a volunteer counselor with a church agency.

Mrs. Fleming said comparing college life in 1940 with today is like comparing junior high to college. Besides the much improved physical plant, she finds the quality of teaching is much better. Mrs. Fleming feels today's students at Alma have especially good opportunities to become well-rounded humans through the many extracurricular activities available.

Mrs. Fleming does not hesitate to recommend Alma to prospective students. Many of her relatives have attended Alma. In fact, her son, Tim, is a junior this year after transferring from Michigan State. Tim is a business administration major. He says he does not mind at all having his mother attend Alma. He is very proud of her.

(continued on page 14)

MARGO GELSTON TO REIGN  
 AT ALMA HOMECOMING 1969



MARGO GELSTON IS MAJORING IN ENGLISH AND PHYSICAL EDUCATION AND STUDENT TEACHING PHYSICAL EDUCATION IN ALMA HIGH SCHOOL THIS SEMESTER. SHE IS ACTIVE IN MANY SPORTS AND IS A LIFE GUARD AT THE POOL. MARGO IS BEGINNING HER SECOND YEAR AS AN R. A. IN GELSTON HALL. SHE IS ALSO A MEMBER OF GAMMA DELTA ALPHA AND ALPHA THETA. HER HOME IS TRAVERSE CITY.

(continued on page 14)

## Welcome Alumni

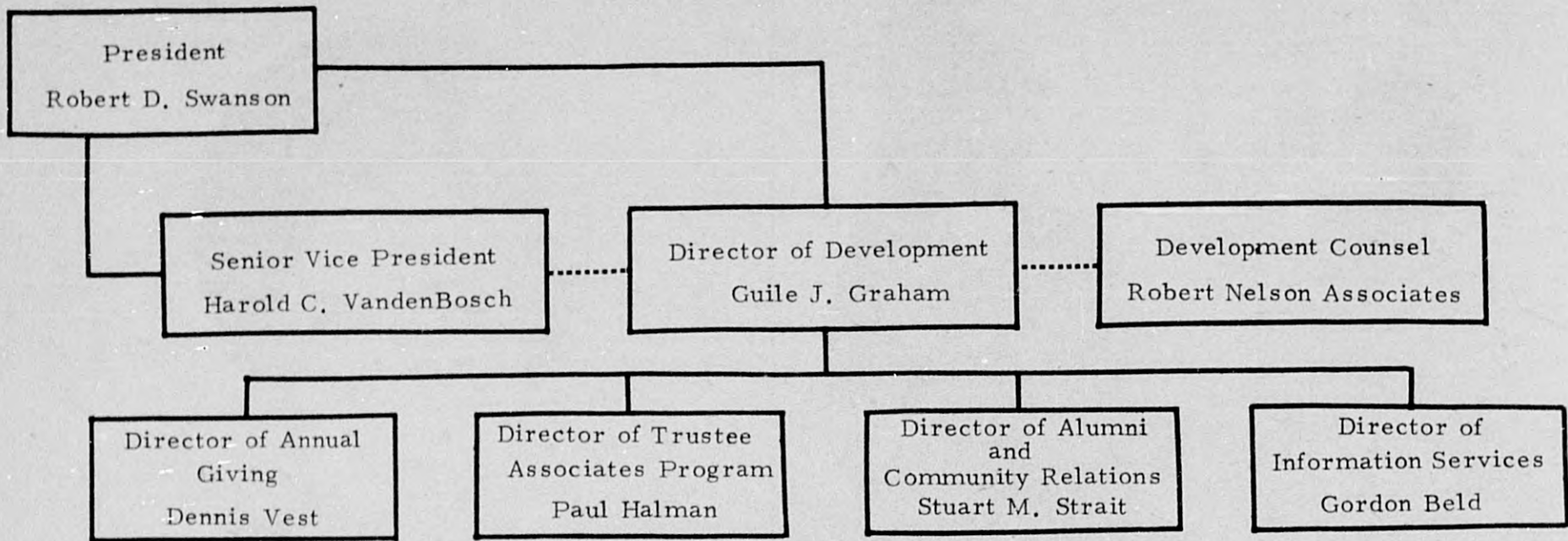
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# BRINGING TOGETHER ALUMNI AND FRIENDS THE ALMA COLLEGE ALUMNI



## ALMA COLLEGE PUBLIC RELATIONS AND FUND RAISING STAFF

In the maze of charts which diagram the organizational structure of the administration of Alma College, one can find a branch labeled "Public Relations and Fund Raising Staff." Not merely words on a piece of paper, these are offices which actually exist as an integral part of our institution. Vital as they are to the college, however, they function in such a way as to remain virtually unknown to the vast majority of Alma College students, at least until after graduation.

At a time when college costs are rising yearly, the service which the men who staff these offices provide to the average student is a great one. Though parents or students might find it difficult to believe when they go to sign a check for college bills each term, the student pays less than two-thirds of the cost of his college education. To secure the remainder of the necessary funds for operational expenses of the college is the job of the six men in the "Public Relations and Fund Raising Staff." For this reason, we feel it is time that students and parents alike became acquainted with the work performed by the staff.

While providing operational funds is a major portion of their job, it is by no means all. As the reader will discover in the pages that follow, these six men

are also charged with the task of maintaining the ties between the college and its alumni, and the college and the community at large. Their task is in no way a small one, for there are currently over 7,500 living alumni alone; 5,000 of whom reside within the state of Michigan at this time.

Funding for special projects is also included in the work of the six. Included in these special projects are such things as the recently added Physical Education Center, and the yet to be built classroom and office building and Fine Arts Center.

The six offices which make up the staff of the Alumni and Development offices include that of the Senior Vice President of the College, who, working directly with President Swanson, is responsible for special projects and a program to assist persons in their estate planning designed to be of future benefit to Alma College students.

### Director of Development

Heading up the Development office is the Director of Development, Guile Graham, who has served in the position since August of 1968. The duties of the office are varied, and in addition to fund raising is largely responsible for public relations work for the college.

### Development Council

Working directly with the Director of Development is a rather elaborate organization of volunteers. This group of volunteers, some 250 in all, is involved with canvassing funds for the maintenance and future development of the college.

The Development Council, headed by Ben D. Mills, works with the Development Office here on campus but is directly responsible to the Executive Committee of the Board of Trustees. Under it are eleven subcommittees designed to cover the basic areas of gift giving.

These include the following: Trustee Associates--headed by Virgil Boyd, President of Chrysler Corporation, is responsible for personal gifts of \$1,000 or more.

President's Club--headed by Clifford S. Leestma, Marketing staff of the Ford Motor Company, works for gifts between \$100-\$1,000.

Parents--headed by Charles S. McIntyre, President of Monroe Auto Equipment Co., works not only for contributions from the parents of presently enrolled students, but also works in conjunction with the college in planning Parent's Day and other parent's programs.

Gratiot Community--headed by Alma attorney and trustee Kenneth D. Plaxton, is responsible not only for gifts from the community but also for the co-ordinated programs between the college and the community.

Presbyterian Church--directed by the Rev. A. Parker, pastor in Grand Haven, is composed of clergy concerned with church sponsored contributions.

Alumni--directed by George A. Schumm, appeals to the alumni for gifts.

Deferred Gifts Endowment--directed by Bethel Kelley, attorney and college trustee, works to provide future support through estate gifts.

(continued next page)

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# TO SERVE THE COLLEGE AND STUDENTS AND DEVELOPMENT OFFICES

## Foundations

--headed by George A. Jacoby, Director of Personnel Relations for General Motors, works to obtain gifts from corporations and private foundations.

**Friends**--is a final catch-all committee designed to cover any contributions which do not fit into the established committees.

**Public Relations**--directed by John S. Pringle of Ross Roy Advertising Agency, works in close association with Gordon Beld in providing information of the growth and plans of the college to all the above groups.

Continuing down the organizational chart of the Public Relations and Fund Raising Staff, one comes to the office of the Director of Annual Giving. This somewhat vague sounding title is, as the name implies, concerned with annual gifts to the college in amounts of up to \$1,000. In addition, the President's Club, the Alumni Fund, the Parent's Fund, and Direct Mail giving are all included in the office of Mr. Dennis Vest, who is now in his first year at Alma College.

For gifts of amounts greater than \$1,000 annually the responsibility shifts to the office of Mr. Paul Halman, Director of the Trustee Associates Program.

## Director of Alumni and Community Relations

Alumni and Community Relations are the responsibility of Stuart Strait. In addition to his fund raising duties, Mr. Strait also works with a rather elaborate organization known as the Alma College Alumni Association.

"The Alma College Alumni Association is designed to promote the welfare of Alma College and to provide the college with annual support through the Alumni Fund. It is a medium by which the Alma College Alumni can associate with each other, with the college and to promote welfare and interest of the students.

The Association is made

up of all persons who have earned credit at Alma College. There are 7,500 living alumni, 5,000 of which live in Michigan, and 2,500 live out of state. A twenty-four member Alumni Board acts as the internal governing body of the association. The board meets twice a year as does the Executive Committee of the Board.

There are no dues collected for the Alma College Alumni Association is nonprofit in its operation. It is completely dependent on the college for its yearly budget and staff appointment. Each year goals are set for alumni support of the annual College budget, current operations section.

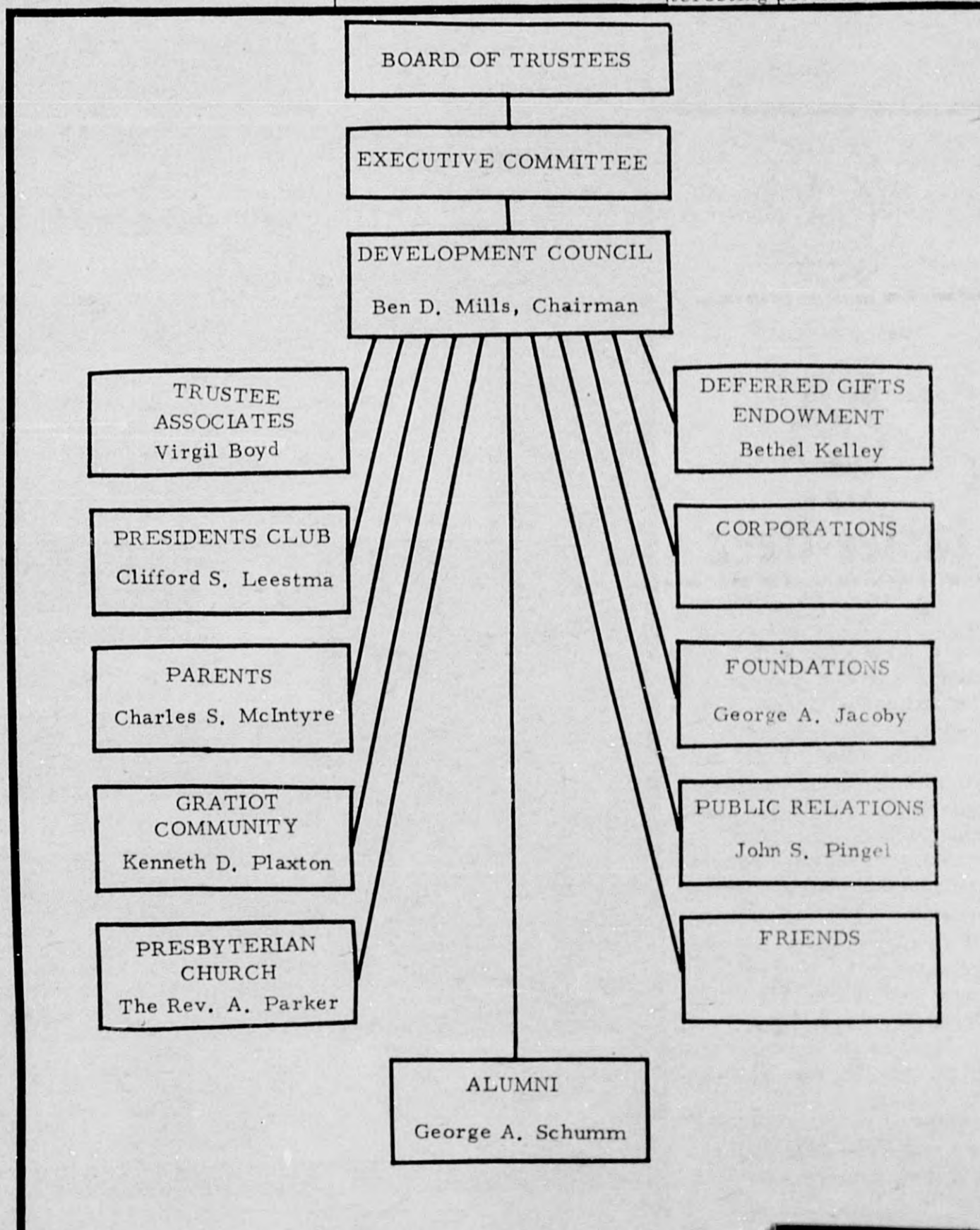
An annual meeting is held at Homecoming in the fall of each year.

The association functions with the Director of Alumni Office organizing events and arranging meetings, etc., with the vital assistance of the volunteers, The Director of Alumni and Community Relations reports directly to the Director of Development and the Association President works directly with the Director of Alumni and Community Relations. The Alumni staff meets with, and is part of, the total Development office in the advancement of the college, fund raising, programs, etc.

The Alumni Association Programs include Alumni

Admission, open houses for prospective students, Area Alumni Scholarship funds, assistance from Alumni in the professions, Alumni preschool openings to get together with new students, an Alumni Hospitality table at registration, cooperation in efforts concerning Homecoming arrangements, Alumni-Senior Service Award, and Alumni-Senior Dinner to acquaint graduating seniors with the Alumni Association.

Stu Strait's role as Director of Alumni and Community Relations is unique in that it is a job that is never really completed. New and expanded programs continually change the pace and add variety to an extremely interesting position.

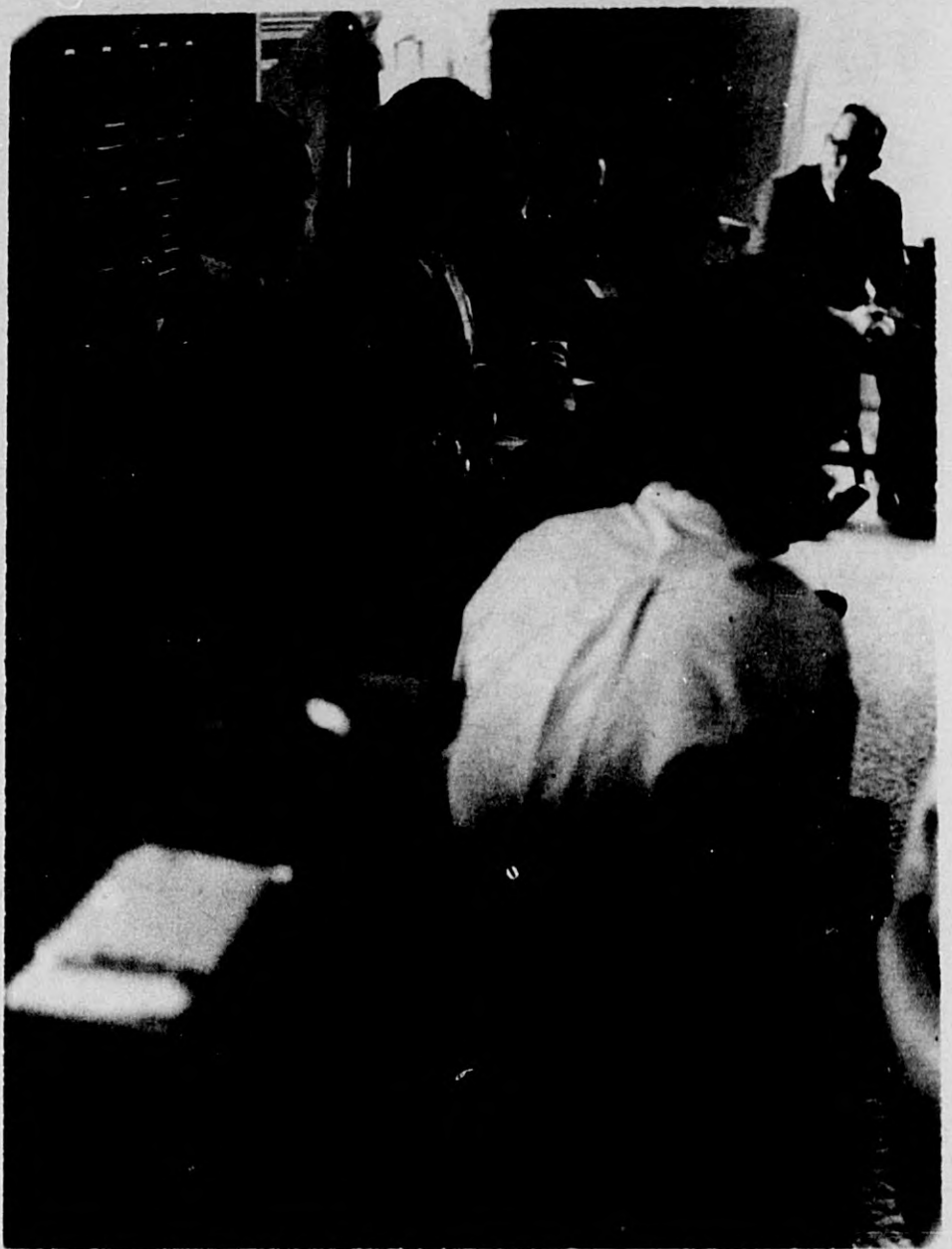


Director of Information Services

Perhaps the man most concerned with the Alma College public image is Mr. Gordon Beld, the Director of Information Services. In addition to his work with the Alumni and Development offices, Mr. Beld serves the entire college in its efforts to communicate with the public. He provides newspapers and other news media with news and feature material about the college. He is the college photographer and also serves as editor of College publications which include the a-

ward winning PERSPECTIVE magazine, a quarterly publication for alumni, parents, and friends of the college. Other publications include "Report from Alma," a four-page periodic report to all persons interested in the College.

To find out more about the duties of each of these men and to learn what each is like in person was the assignment given to Kieth Hershberger. His report follows.



Alumni Open Houses are held in the homes of Alumni and Friends of Alma College to acquaint prospective students with the college. Pictured at the right is a scene from one such open house.

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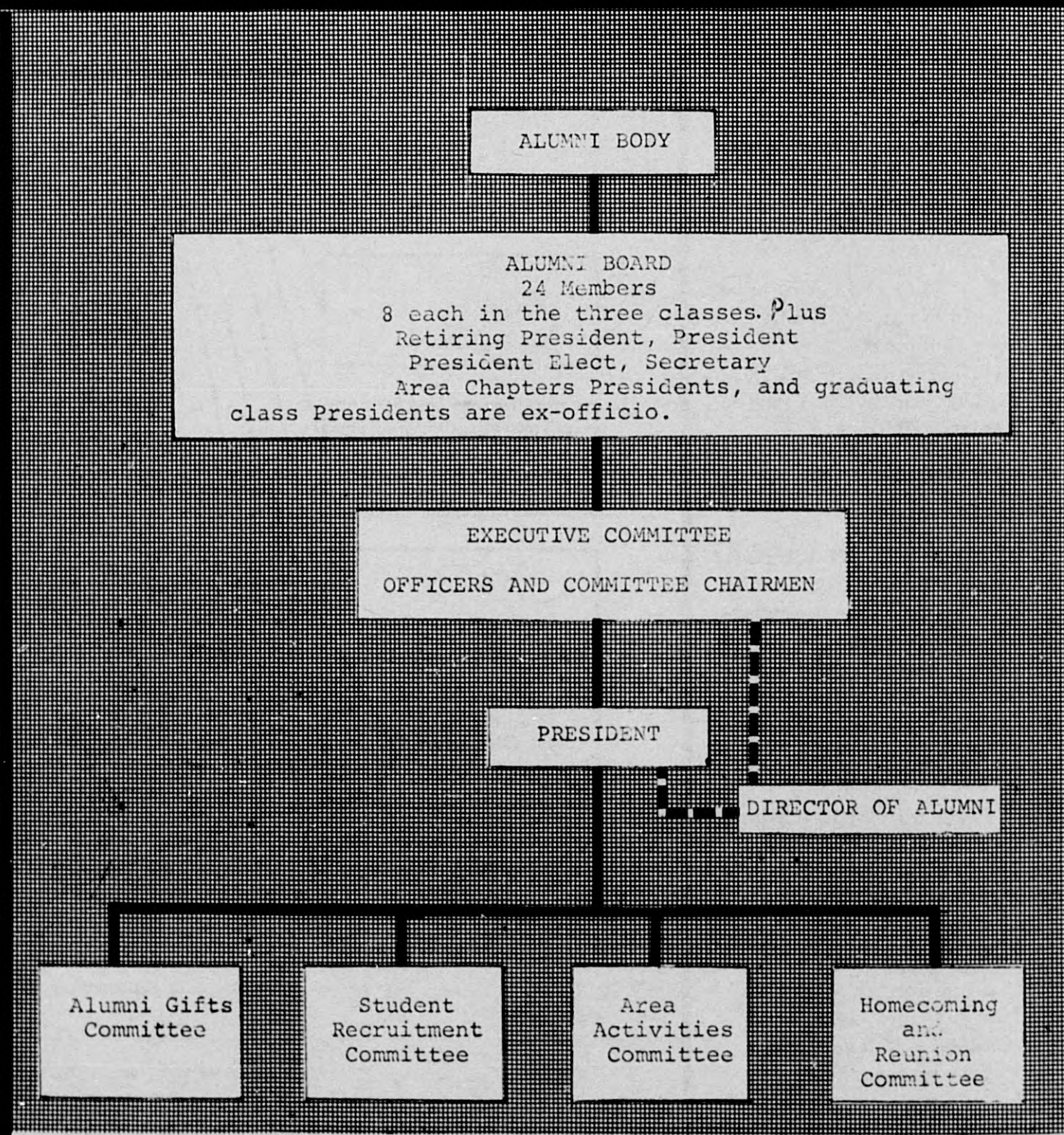
ALMA -- Enrollment at Alma College has reached a new peak with 1,265 students on the campus for the fall term, according to registrar Molly Parrish.

Of the total, 1,237 are on the campus on a full-time basis and 28 are special students.

The total does not include 44 students participating in the Alma College Program of Studies in France nor one student serving in Negeria as the college's Africa Fellow.

Of the full-time students, 624 are men and 613 are women.

By classes the totals are: Seniors 249, juniors 272, sophomores 324, and freshmen 392.



THE ALMA COLLEGE ALUMNI ASSOCIATION

## GEORGE HEBERT HAS EARNED THE TITLE OF "MR. ALMA" AN ALUMNUS TO BE PROUD OF

"I could talk about Alma for 24 hrs. a day" and so he probably could, for Mr. George Hebert, alumnus from the class of 1920, has definitely not lost any enthusiasm for his alma mater since his graduation of 49 years ago.

The Hebert home, which they have occupied almost since their graduation is located on the northwest side of Detroit. On the walls of his dining room hang two watercolor prints of Pioneer and Old Main, but it is really his basement decor that "lets one know he is in an Alma house" as Mr. Hebert puts it. The first thing that stands out as you descend from the first floor is the maroon and cream coloring of everything in the room, walls, cupboards, curtains, and even the filing cabinet. On one wall hangs a blackboard with the Scot's football schedule, and in neat columns next to each school's name the results and running total of Alma wins have been chalked in, with clean boxes waiting for the last games to be filled in. Next to it is a composite picture made from small photos of the faculty and administration that ran the college in the years Mr. Hebert was here. Tacked to the cupboard doors are yearbook photos of the football and baseball team members of 1919 and 1920, seated on the steps of Hood Museum. But these are just the outward signs of a proud alumnus.

Mr. Hebert renewed his big interest in Alma in 1957-1958, when he was president of the Alumni Association. Since that time, he has served almost continuously on the council of the alumni fund committee, recording each class's yearly contributions and working to increase these gifts from each year's graduates. This includes recording the name of each new donor and each person who formerly had given to the alumni fund but for some reason stopped. From his records comes the total sum of \$1.2 million which has been raised by the Alumni Association since 1963. Mr. Hebert added, "but less than

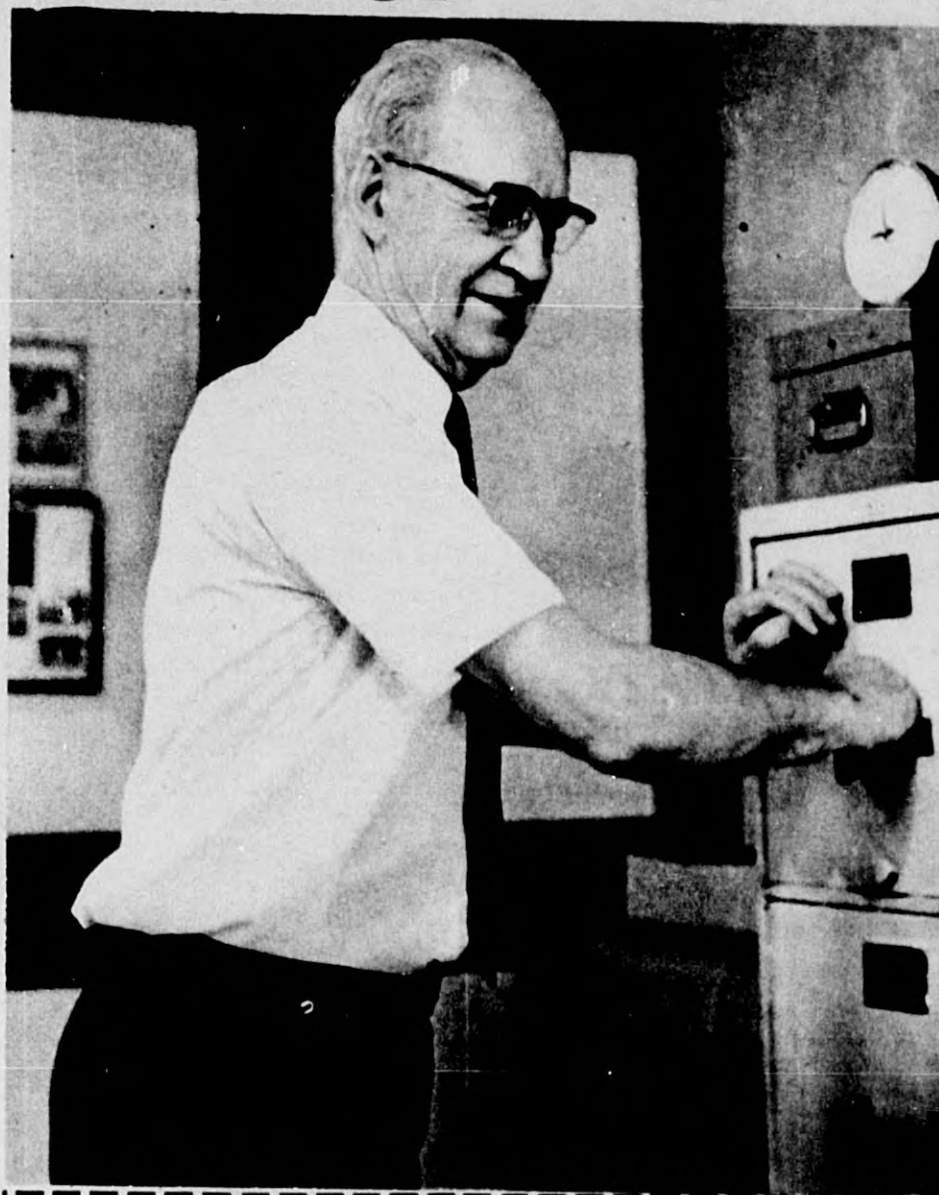
one out of every four graduates in this country ever contribute to their college. Alma is now at this national average." But not all his information concerned facts and figures.

"When we played football" Mr. Hebert continued, "we had to buy our own shoes and alter the uniforms if they didn't fit. And we didn't even have any head gear until my senior year." Some of the pictures on the wall show the football team holding the banner of MIAA champions—the year then was 1917.

"The field was called Davis Field then," he added, "and we even played such schools as Mich. State and Notre Dame." And still the Scots came out champions. But basketball must have been the sport to watch, for the court was located on the second floor of Folsom and, Mr. Hebert explained, "we had to be careful, when we played, not to hit the rafters."

In covering a different area of campus life, the changes he has seen in the administration and academics, Mr. Hebert said, "I have the upmost respect for Bob Swanson. He is just tremendous, and he has done so much for the college." In answering the question of how he might evaluate the academic worth of AC, he answered simply, "I wouldn't get in academically now."

As is true with many Alma alumni, once the tradition of attending Alma College began with Mr. Hebert and his wife, it was hard to stop. Both of his own children and his daughter and son-in-law are Alma graduates and now he is even trying to influence his grandchildren's plans. Of his 13 year-old grandson he remarked with a look in his eye that said he remembered what it was like to be an undergraduate football player, "he'll be a quarterback someday." We are happy to honor Mr. Hebert as an alumnus that rates just a little bit more than the one out of four graduates who contribute to his alma mater, for his gifts have been so much more.



### A BIG GAME

### SO WIN

### BIG SCOTS,

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ALMA

MICHIGAN

Hidden behind the doors of Superior Street's "twin" colonials are some very interesting people. It was my pleasure to interview six of these men, to find out just what the Development Office is and what it means to Alma College.

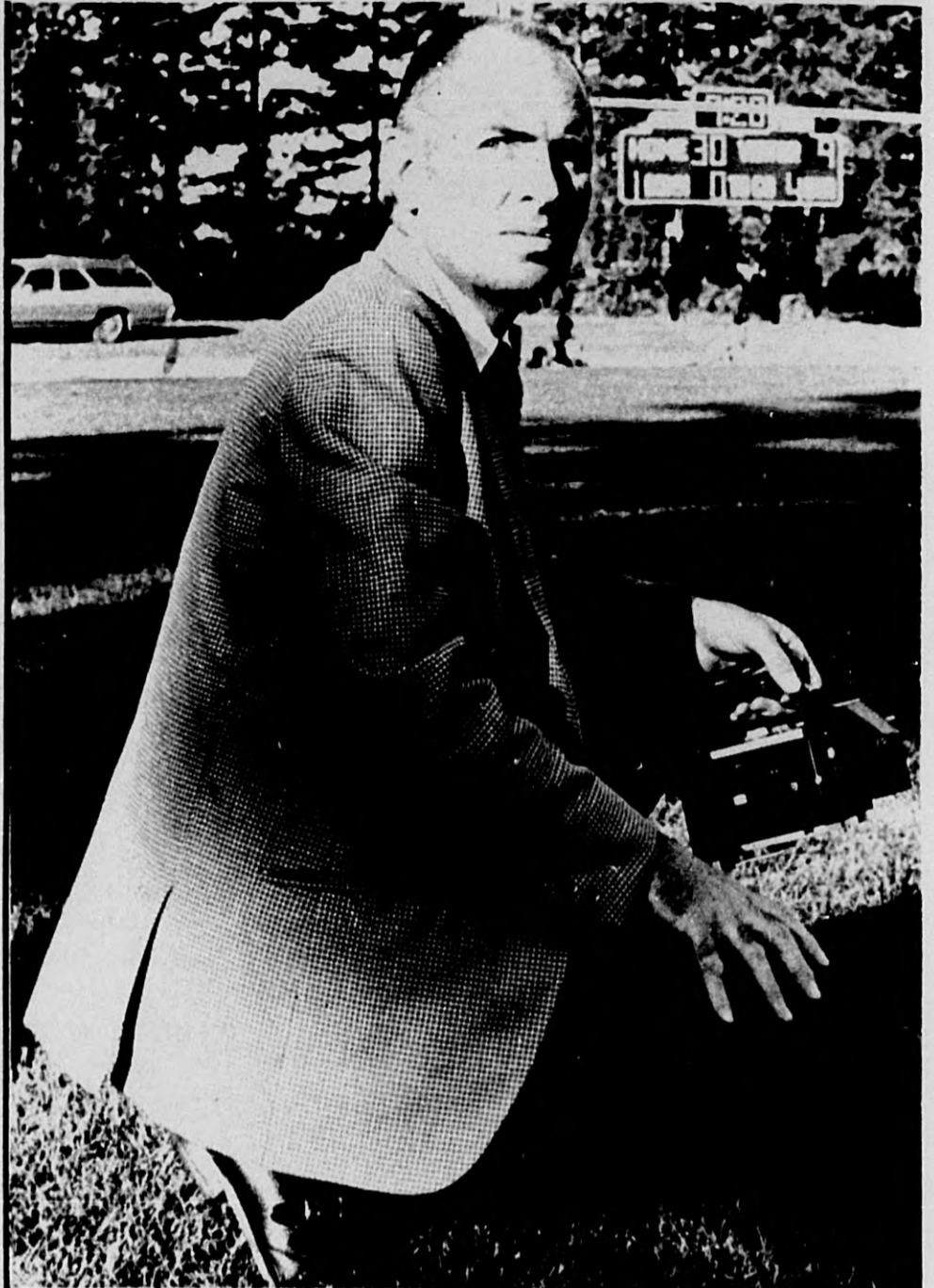
I soon discovered that these men are mainly concerned with money: other people's money. They are not, however, ridden with guilt, nor is the devil after their souls. They have been promised nothing for their deeds. Instead, each is a kind of Robin Hood that gives to the poor, what he receives from the rich. Endowment income of major proportions can provide the measure of stability which enable a college to achieve stature and coherence, and this is the task set before the Development Office.

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**GORDON BELD**

The first man I visited, Gordon G. Beld, is the Director of Information Services for the college. "How does he fit into the Sherwood Forest of Alma College?", I asked myself. "What is his weapon?" As his name implies he is a man-on-the-go, seeking and turning out information about Alma's campus on a day-to-day and term-to-term basis. His weapons are his camera and his pen. With these he strives to inform (and win the hearts of) various philanthropists around the United States, so that they might be stirred to give gifts to the College. His many publications are sent to High School Guidance Departments, Alma College Alumni, parents and students, interested friends of the college, and others.

In the making of these publications, Mr. Beld acts as designer, writer, and photographer and works as a liaison between Alma College and the printer.



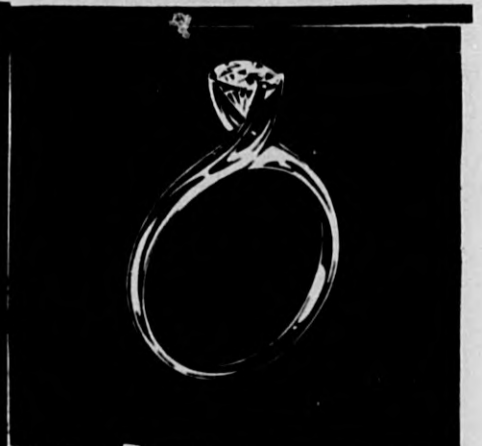
MR. BELD (cont'd)

In the short time that I spent with him, I was assured that he is indeed a busy man. He spends much of his time shooting pictures on campus, catching news events, and meeting with the faculty to gather ideas for future publications. Future plans include more classroom participation to capture students in their natural habitat, thus making his publications such as "Perspective" more realistic. Photography seems to keep Mr. Beld's position from becoming static, for he must always be searching for scenes of interest. To keep his photography interesting, Mr. Beld usually includes students in action, in live situations.

He, too, of course, was once a student; From Hope College, where he majored in English, he went to U-M, majoring in secondary education and journalism.

With this background, he came to Alma College in 1965. He states his role on the Development staff as one who "provides the tools to raise funds" for the college. Just how well he does this was testified by the following five men.

In his work of providing photographic coverage of A.C. events, Mr. Beld has recently received assistance from his son Scot, shown in foreground.



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**DENNIS VEST**

Mr. Dennis Vest, the development operation's newest member, came to Alma in August of this year from Alderson-Broadus College in Philippi, West Virginia where he was director of Alumni. As Director of Annual Giving, Mr. Vest is responsible for gifts from \$100-\$999, given annually by Alumni, parents, and friends. Persons who give gifts in this range are members of the President's Club of Alma College. Last year there were 469 members. Mr. Vest must travel around Michigan meeting with these people, in order to keep them in contact with the events of Alma College. There are some 6,000 alumni on Mr. Vest's mailing list.



Mr. Dennis Vest, Director of Annual Giving

**GUILE GRAHAM**

Alma's Alumni can boast that their support percentage is above the national average as far as annual giving. Helping to insure this high percentage is the Director of Development, Mr.

Guile J. Graham. His day is filled with many varied events: from 7:30 breakfasts with community leaders, to lunch dates with prospective donors in Bay City or Detroit. Mr. Graham's position has led him to enjoy showing Alma's Campus to visitors. "Stu-

dents have the greatest impact on visitors," he says, for after all, "students are Alma College." The ability to gain support and to secure interest for Alma is of crucial importance to Mr. Graham and to the students as well. The student body, in tuition and fees, pays 2/3 of the total education fees, and the other 1/3 must come from outside sources. For this reason, the job of Mr. Graham and his associates reaches to areas of which we are concerned: MONEY, OUR MONEY! Without their support, our tuition would rise even higher!



Welcome Alumni

**J&J STANDARD**

When in Alma,  
ask us!

**PAUL HALMAN**

Paul Halman, Director of the Trustee Associates Program, which is made up of interested persons who support the college by gifts of \$1000 or more annually, has a position that even Robin Hood probably never dreamed up. Could you imagine asking for a gift no less than \$1,000? Interestingly enough, according to Mr. Halman, the average gift in this bracket was far over \$2,000!

His daily routine seems to be much like that of his colleagues, except that the people with whom he is concerned are different. In the Trustee Associate Program there are 51 members. Each trustee is expected to speak to four other persons about possible donations to the college. It is Mr. Halman's job to keep in touch with the trustees and make contacts with prospective donors. Meeting with so many persons of diverse interests, Mr. Halman's background may be relevant to his task. He attended Ohio University and then came to work in Detroit with a youth program. He also taught in a prep school in Long Island, New York, and at MacMurray, in Jacksonville, Illinois. The teaching subjects included Physical Science, Math, and Bible.

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Alma College Perspective, with a total circulation of 11,000 is one of the College's voices to the off-campus world.

Printed quarterly the Perspective reaches 5,000 Alumni, 1,250 student families, 400 people in the community, College Trustees, Presbyterian Ministers and friends of the College.

Published under the direction of Mr. Gordon G. Beld, Director of Information Service since 1965, the magazine has won the Time-Life Aware for Improvement in 1966 and Special Recognition in American Alumni

Council Annual Competition in 1968.

In 1969 Mr. Beld received the Award of Excellence for Creative Use of Paper, presented by the Beckett Paper Company. He also does the majority of the photography for the magazine.

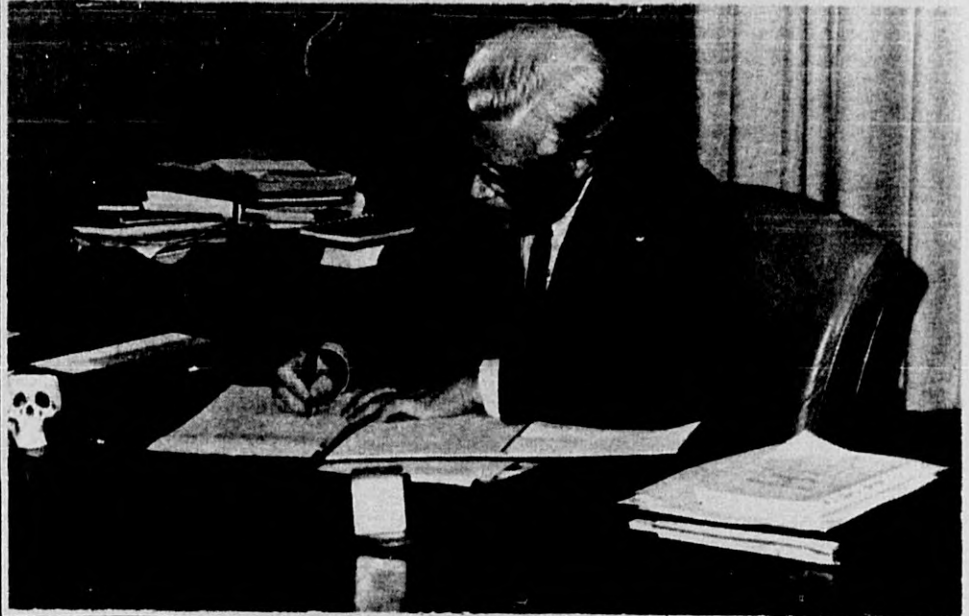
Mrs. Doris Duffy, of the Community Relations department, assists Mr. Beld with the "News of Alma Alumni", a regular feature of the Perspective. Alumni are noted as far back as 1897 as to contributions and activities.

### HAROLD VANDENBOSCH

From Mr. Halman's office, I went to Dr. Harold C. Vanden Bosch, who is the senior VP of Alma College. His job seems to be even more delicate than asking for \$1,000: He is responsible for assisting persons in their estate planning designed to be of future benefit to Alma College students. According to Dr. Vanden Bosch, his position was created so that he might "find and relate Alma College to people generally, in a way that they will want to include Alma College in their philanthropy through wills, contracts, or trust arrangements."

Although I don't envy Dr. Vanden Bosch's position, he assured me that he has a "delightful job." He prefers to think of himself as a representative from the "college family," and he seemed to be playing this role at the time of my interview with him. He happened to be writing to the grandmother of an Alma College freshman, informing her that the young freshman was doing well so far this year.

The qualities that are necessary for a man in his position, in Dr. Vanden Bosch's words, include being "an extrovert with his ears open." I'm sure that each of the above men fulfill that requirement!



### STUART STRAIT

Mr. Stuart M. Strait can be added to this list.

This last Robin Hood is a product of Sherwood Forest. Having graduated from Alma College in 1962, he served as Head Resident at Mitchell Hall in 1963, and stayed on as Director of Admissions. From there he moved to Director of Alumni and Community Relations, the post he now holds.

As Director of Alumni and Community relations, Mr. Strait works closely with the other members of the department. He is responsible for planning events such as

the alumni trips and the alumni-senior banquet. He is in charge of planning the community use of Alma College facilities. The Gratiot County Fund Drive for Alma College is now an area of his involvement, as he helps organize volunteer workers for the fund. Mr. Strait is very much a part of Alma life. He is a friend to all, and his charming smile must make him one of Robin's most valuable robbers.

Each of these six men must live by the rule that Stu Strait has on a wall in his office: "Dare to be different." I feel that they all have succeeded.

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Signed Date

# FOOTBALL LONG A PART OF THE ALMA TRADITION

It has been said of Alma, the "College participated in intercollegiate athletic competition almost as soon as there were enough students to field a team." Indeed, soon after the college's 1886 founding, football was becoming a popular diversion on campus.



1894 - First Alma Football Team

Alma had its first grid-iron team in 1894, though the pigskin and game strategy bore little resemblance to that which is familiar 75 years later. That first year, the Scots defeated Gaginaw West 6-0. Ten years



later, 1904, the Maroon and Cream played eleven games and finished the season with eight victories.

In 1913 the schedule included games with Michigan State, Notre Dame, and University of Michigan.

Notre Dame had little trouble with the Scots during their four-year series from 1913 through '16. The most humiliating defeat by the Fighting Irish was 62-0 in 1913 when the Scots served as a warm-up opponent one week before Notre Dame re-

volutionized the sport with their 35-13 upset victory over the Cadets of Army in the famous contest that witnessed the forward pass, compliments of Knute Rockne and Gus Dorias.

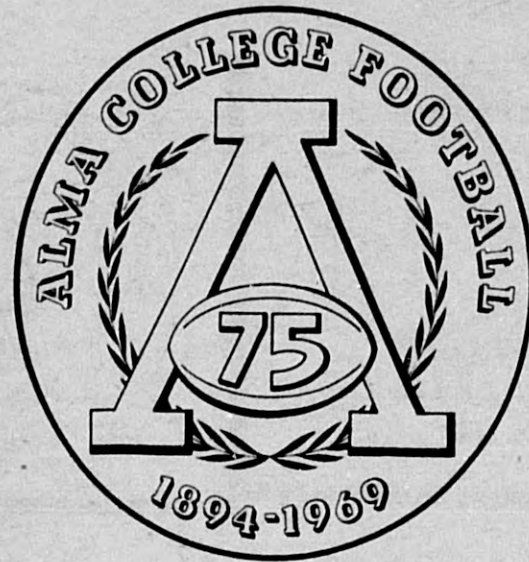
Michigan State seemed less an awesome adversary that the Irish had been. The Scots picked up four victories and an equal number of ties in thirty games played against the Spartans. In 1932, the final contest between the two teams, Alma lost 93-0.

Although the Scots are hardly in the market for a match-up against the Spartans or Irish, the Scots still frequently take on a team from a large school. The now defunct nineteen game winning streak that the Marrom and Cream enjoyed throughout 1967 and '68 commenced with a 17-7 verdict over Wayne State University, a school with an enrollment more than twenty times that of Alma.

Few would disagree that Frank Knox is Alma's most famous athlete-turned-public servant. However, there are many individuals active in professional and college sports today who are former players or coaches of A.C.

George Allen, named National Football League "Coach of the Year" after his Los Angeles Rams met Green Bay in the football title game, played at Alma a semester under the V-2 program before transferring to Marquette University.

Lloyd Eaton, head mentor of the Scot's squad 1949 thru 1955 has attained national recognition as coach of the Wyoming Cowboys. Eaton, with a combined record of 40-20-2 at Alma coached the Scots to two MIAA champion-



ships, 1950 and '51.

Bob Devaney, head coach of the heralded Nebraska team, received his college playing experience at Alma. He was captain of the Scot team in 1937 and an all MIAA end that same year. While defensive coach at Nebraska in 1960, his Cowboys were the number one team in the nation in defense. Since 1962 Devaney has been head coach and his team won bowl bids five consecutive years.

Steve Sebo, now athletic director of the University of Virginia, was also an Alma College coach, from 1946-1949. The 1948 Scots were undefeated, untied. While Sebo was offensive coach at Michigan State, the Spartans were national champs (1952) and celebrated a phenomenal twenty-eight game winning streak.

Sebo went from State to the University of Pennsylvania before entering the ranks of professional football, working for the New York Titans (slightly more popular today under an alias, the "Jets") under Harry Wismer.

Jesse Harper, head mentor at Alma in 1905 and '06 was head coach at Notre Dame before Knute Rockne took over.

Jim Northrup, young star of the Detroit Tigers, specializing in grand slams was quarterback at Alma and the MIAA most valuable player in 1959.

The Scot's recent resurgence to pigskin power has been directed by personable head coach Denny Stolz. Taking the helm after the team suffered through a dismal 2-6 schedule in 1964, Stolz created within three years an undefeated, untied football machine that scored 217 points while allowing 41 in 1967. Recognized as "Michigan Small College Coach of the Year" in 1968, his squad won nineteen straight games and consecutive MIAA league titles.

## Frank Knox, Distinguished Athlete And Public Servant

Frequently the violent nature of sport is appreciated due to its lasting positive effect on those that participate. Thus, Alma College "measures its success in athletics not only in terms of hard-won victories, or thrilling plays, or polished trophies, but in the list of men and women who have attained prominence in athletics and in countless other fields of endeavor."

Perhaps first and foremost of the growing list of distinguished Alma athletes was Frank Knox, an outstanding competitor in football and track at Alma who later directed the largest navy in the world in the "greatest war in history."

Knox came to Alma in 1893 and one year later was a member of the school's first football team. In April, 1898, after Knox had completed 105 of the 120 credits needed for graduation, he left Alma to fight in the Spanish-American War.

After joining D Troop of the First U.S. Volunteer Cavalry Regiment--popularly



known as the rough riders--Knox fought with Teddy Roosevelt in Cuba, participating in the famous charge up San Juan Hill.

In 1912, the Board of Trustees conferred the bachelor of arts upon him as "a member of the class of 1898, who was prevented by the Spanish-American War from completing his course requirements and later supplemented the work done by specific readings."

Soon after returning from the war, Frank Knox tied the nuptial knot with Annie Reid, an Alma coed. (Ever wonder where the Reid-Knox Admini-

continued on page 14

**ESTES WINS TEAM NAME CONTEST**

The Almanian's name contest was wound up this morning in chapel when the students voted on the three names selected from the numerous suggestions by the committee consisting of Pres. Crooks, Dean Mitchell and Coach Campbell. The name which was most favored was the "Scots," suggested by Herbert Estes, which won the \$5.00.

The balloting was not entirely satisfactory inasmuch as they were placed but a wish for a better name suggested.

**NAME CONTEST**

The Almanian contest a suitable nickname for athletic teams of the school. We are really serious about the prize offered is especially in mind. There have been several suggestions received in the past. At the meeting on Thursday, October 12, the school voted on the suggestions. The name "Scots" was chosen by a vote of 41 to 1. The prize of \$5.00 was given to Herbert Estes.

**STATE DOWNS ALMA IN OPENER 39 TO 12**

"Scots" Literally Swamped; Score Two Free Throws in Second Half

**What Became Of The "Fighting Presbyterians" Or, How The "Scots" Came By Their Name**

**CONTEST ANNOUNCEMENT**

The Almanian is conducting, at the suggestion of several members of the college faculty, a contest for the best name for the football team. The prize we offer is \$5.00, money, to the person who suggests the name which in the eyes of the selection committee is the best. The contest is open to all students, faculty, and staff. The name must be submitted by the student, faculty, or staff member. The name must be submitted by the student, faculty, or staff member. The name must be submitted by the student, faculty, or staff member.

The headline read "State Downes Alma in Opener 39 to 12, 'Scots' Literally Swamped; Score Two Free Throws in Second Half" and the year was 1931. For the first time since the start of athletics at Alma College the teams had their own name; they would no longer be referred to as the "Presbyterians" or "Campbellites."

The idea of naming the athletic teams originated with several members of the college faculty and was carried out through a contest, sponsored by the Almanian, which offered a cash prize of \$5.00 for the best name submitted to the selection committee. This selection committee, made up of President Crooks, Dean Mitchell and the athletic coach Campbell, selected from many suggestions the three they rated the best. The final selection was made by a student vote held in the chapel on November 24 and despite 41 slips requesting new choices the name "Scots" was chosen; "Maroon" came in second and "Viking" got two more votes than "Thistle." So thanks to Herbert Estes, Alma College began a new tradition of Scotch plaids and kilts, which at first included little more than the name of the football team, but has grown slowly so that now the "Scots" have become a very big part of the life of this campus.

**SCHEDULE OF WEEKEND ACTIVITIES**

**Friday, October 17**

- 4:00 Cross Country
- 5:00 - 6:00 Dinner
- 6:30 Pep Rally - Bahlke Field
- Snake Dance
- Union Board Night Club opens after snake dance in Tyler Aud.
- 8:00 Dow Flick: Spencer's Mountain Dow Auditorium
- Classes of 1929 & 1935 Social Periods: Pine River Country Club (Dinner 7:30 p.m. Heather Room on Campus)
- 7:30 till closing - All Alumni Social Period: Pine River Country Club

**Saturday, October 18**

- 9:00-11:00 Alumni Registration New P.E. Center
- 9:00-11:00 Reunion Class Coffee Periods, Gymnasium in New P.E. Center
  - 50th 1919
  - 45th 1924
  - 40th 1929
  - 35th 1934
  - 30th 1939
  - 25th 1944
  - 20th 1949
  - 15th 1954
  - 10th 1959
  - 5th 1964
- 9:00-11:00 Other Reunions
  - "A" Club New P.E. Center; Cambell-McDonald Room
  - Tri-Beta - Dow Lobby
  - ACapella Choir - Dunning Memorial Chapel
- 10:00 Parade - Superior St.
- 11:45 Alumni Luncheon - Hamilton Commons
- 2:15 Homecoming Game Bahlke Field
- Following the Game
  1. Cidar & Dunuts on Library Mall
  2. P.E. Center Open House
  3. Reunion Choir Performance in Remodeled Dunning Chapel
  4. Sorority, Fraternity & Residence Halls Open Houses
- 5:00-6:00 Dinner Cafeteria Style \$1.75 per person in Hamilton Commons
- TKE Alumni Banquet
- 5:00-6:00 Social Hour, Pine River Country Club
- 6:00-8:30 Buffet Dinner, Pine River Country Club
- Reunion Dinners of Class of 1919, 1924, 1929, 1939, 1944, 1949
- 7:00 Reunion Choir Open House - Home of Dr. and Mrs. Sullivan, 803 N. State St., Alma
- 8:00-12:00 Student Homecoming Dance - Old Gym (Alumni Welcome)
- 9:00-12:00 Alumni Homecoming Dance, Pine River Country Club

**Sunday, October 19**

- 10:00 Alumni Choir Reunion Rehearsal, Chapel
- 11:00 Alumni Worship Service, Chapel

**THE SENIOR CLASS**



**WELCOMES BACK**

**ALUMNI**

**FRANK KNOX cont**

stration Building received its name? ) Knox also began a career in journalism with the Grand Rapids Herald. Climbing the ladder quickly, he soon became publisher of the Sault Ste. Marie News, the Manchester (N.H.) Union and Leader, the Boston American and Advertiser, and the Chicago Daily News.

His newspapers actively endorsed candidates and eventually Knox himself entered the arena of politics. In 1910, he was named Republican state chairman of Michigan. Despite several election setbacks his party suffered, Knox was considered in 1936 as a favorite to oppose Franklin D. Roosevelt for the

Presidency, Alf Landon got the nod over Knox, who took the vice-presidential candidacy. Despite defeat by FDR, Knox received the admiration and respect of the President and in 1940 was appointed Secretary of the Navy.

Frank Knox fought on the football field for Alma with a fire characteristic of him and later in life applied that fire to noble and patriotic endeavors in public service. He attained great stature and the respect of all who knew him. The record of former Alma athletes who distinguished themselves at school and later in numerous fields of endeavor is great and will continue to grow.

**HOMECOMING '40**

In 1940, the homecoming queen was chosen from the freshman class. Mrs. Fleming feels this resulted in the choice being made on superficial appearances because the candidates were not well known. However, if Miss Redman of 1940 was like the Mrs. Fleming of 1969, then the choice was indeed a good one. Besides beauty, Mrs. Fleming must have been chosen queen as a result of her warm personality and her involvement in life.

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**The Almanian**

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As far as we are able to determine, this issue sets new records for the ALMANIAN, both in the number of pages (16) and in the number of copies printed (10,000). Normally, new records can be set only through the efforts and dedication of many people, and this has been no exception.

The names of all who contributed their efforts to make this Homecoming issue a success would require far too much space to list here. We would like to offer our thanks, however, to Stu Strait, Guile Graham, and the others in the development office for their help; to Debby Beery, Kieth Hershberger, and all of our reporters and editors, who really do the work in preparing a newspaper; to Kathy Duke, Dru Emery, Kathy Gelston and all of the typists who have patiently prepared the copy for this issue; to the staff of the Alma Reminder for the many hours of help they have given us - not to mention the overtime spent printing; and to all of our advertisers.

Special thanks, however, must go to MILT TEDDHAMS, of the Alma Reminder, and Feature Editor REID SIMONS; without whom there would be no ALMANIAN.

*Michael Sullivan* Editor-in-Chief  
*Michael Sullivan* Managing Editor

**HOMECOMING '69 cont**



Jeanne Boyden



Kim Kimble



Linda Larson



Sue Perkins

Alma Honoring Two Former Grid Coaches



James M. Ver Meulen, chairman of the board of American Seating Co., and Arthur L. Smith, professor of physical education at Alma College, recall college football of the 1920's and '30's while viewing portraits of former Alma coaches Gordon Macdonald and Royal Campbell. The portraits, framed and mounted on a wood panel by American Seating Co., will be placed in a room honoring the two coaches in the Alma Physical Education Center. Vermeulen was a Hope College football player in the 1920's and Smith played at Alma in the 1930s. Campbell was the Alma coach from 1921 to '35 and McDonald piloted Scot gridgers from 1936 through '43.

Royal Campbell, who died in 1950, and Gordon Macdonald, his successor as coach who died a year earlier, led Scot gridgers to 89 victories and 14 ties in 168 games from the early '20s to World War II.

At the Alma Homecoming, this fall, portraits of the two former coaches will be displayed for the first time in the Campbell-Macdonald Room of the college's Physical Education Center.

The conference and observation room named for the two coaches overlooks the gymnasium of the \$2.3 million Physical Education Center through windows along its south wall. Windows on the opposite side of the room afford a view of the college's outdoor athletic fields.

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**TRUSTEE TO SPEAK SUNDAY**

Trustees of our college are people we don't see very often. Rev. Allan J. Weenick D. D., Alma Board of Trustees member, will speak on Oct. 19 at the 11:00 Chapel service.

Mr. Weenick, an A. B. graduate from Hope, received his B. D. from New Brunswick Theological Seminary, an M. A. from Teachers' College, Columbia University and an honorary Doctorate of Divinity from Alma College in 1962. Additional work has been done at U. of M., Western, and Wayne State.

Currently senior minister of the First Presbyterian Church of Battle Creek, Michigan, Mr. Weenick is married with four children.

Keith Hershberger will be the assistant at Sunday's Service.



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**Alumni Choir To Sing In Concert**

Former members of the Alma College A Cappella Choir have been invited by Dr. Ernest C. Sullivan, present choir director and chairman of the college's Department of Music, to sing in a special reunion choir at homecoming in October.

The reunion choir, which will include alumni who sang in the Chapel Choir and Glee Clubs before 1931 as well as former A Cappella Choir members, will present a concert in Dunning Memorial Chapel after the homecoming football game on Saturday, October 18:

The choir will also sing at the college's 11 a. m. worship service in the chapel on Sunday, October 19.

Rehearsals are scheduled for 9 a. m. Saturday and 10 a. m. Sunday.

An open house for alumni choir members will be held at the home of Dr. and Mrs. Sullivan Saturday evening.

# Alumni (cont)

past years have done great things. Many of these people are but known to their classmates and the faculty with whom they were associated while at college, but many are of state and even nation-wide reputation.

But even the Alma graduate who is only known in his own community has accomplished much. He has spread in that community the college spirit which he loved while at Alma; he has breathed the words of loyalty and truth of Alma to all the youth in that community and above all he has succeeded in sending as his successors young men and women to carry out the college work as necessarily it should be carried out.

It is the Alumni of a college who after all perpetuate and keep up that

college. Nowhere in this great country of ours will one find men and women more loyal to their Alma Mater than those who have been graduated from Alma College. In asking the men and women who are now attending how they happened to come to Alma very often one receives the replies, "I didn't happen to come, my sister was graduated from here four years ago," or "Our mathematics teacher came from here - that settled it for me - I just naturally couldn't go anywhere's else, and occasionally one hears, "Why dad was graduated from here in one of the first classes - that's why I came."

Among our Alumni are men and women of all professions, doctors, lawyers, teachers, missionaries and ministers - successful men and ambitious women, loyal always to their college, loving for all time the beautiful wholesomeness of its atmosphere,

watching across the years with keen interest the change of affairs, and praying with pure hearts for the good of the small college where the happiest years of their lives were passed.

We, who are here today, tomorrow will be Alumni. We, too, will look back across the intervening years and sighing will long for just one more year of work and worry, happiness and joy. We, the students of Alma College of today, arise in reverence and step aside to let our Alumni - those who have gone before - pass by - at the end of the procession when the time comes and if God wills, we too will fall into the long line.

We would like to express our appreciation to the staff of the 1918 Maroon and Cream, from which both this article and the one on "Alma Spirit" are reprinted.

## ALUMNI

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