Alumni Association Closes Important Year

(Editor’s Note—Because of lack of space the special July issue did not carry the annual report of the secretary and the report of the resolutions committee adopted on Alumni Day. These reports are given below.)

R. Bruce McPherson.
President. M. S. C. association.
Sir,

After more than five years of service to the organized alumni of Michigan State it becomes rather a stereotyped task to make an annual report. The best that can be done is to point out the high spots of the year just closed and make some prophecies for the future. Not always is each detail of a year’s program carried out and not always does one feel encouragement in the tangible results of a year’s effort. In the field of alumni activity this is particularly true.

Days or weeks of effort often go into some particular problem without the slightest hope that in any public way the result can be demonstrated. The building of a substantial and permanent alumni consciousness is the task of not months but years, and calls for continued persistence, courage, vision, and cooperation on the part of all concerned. I am often impatient at the slowness of progress and setbacks which are, I suppose, the normal obstacles in the way of achievement. As I picture the unlimited opportunities for profound, dignified and helpful service to the College, and realize our own present incapacity as an association to rise to our responsibilities, I try to analyze the situation.

Alumni Association Permanent

Occasionally one hears the old statement that some college presidents would willingly exchange positions with the wardens of state penitentiaries because they would then have no alumni interference or domination. So seldom does the evil ten per cent actually threaten that the malicious picturing of the extreme seems to me to be entirely uncalled for. The answer to the cynic's criticism, the only answer I can give to my own inquiries as to the future, is that alumni organizations are here to stay. The problem is not whether we shall have them but how to bring them into their most useful relationship with the College, how to widen the interest among the alumni themselves, how to make better alumni. It is generally conceded among members of our association's council that the most important phase of this problem is that of the student body itself. The active and interested student makes the active and interested alumni. It is then a responsibility resting jointly on the College and the alumni association. The energy of our own association is being directed to a large extent along these lines. Visitations to dormitories and fraternities, publicity stories and advertising in the undergraduate paper have been inaugurated this year.

Whatever can be done to build up a more sympathetic understanding among students as to their future relationship with the alumni association and the College will be work of greatest influence and value for the future.

Mrs. Linda E. Landon
—retired as librarian after more than 40 years of devoted service to the College. In recognition of the important part she played in the lives of hundreds of former students and as an expression of appreciation for her distinguished service the members of the M. S. C. Association extended to her on Alumni Day an honorary life membership in the alumni association.

With the understanding that our association builds its hope, not alone on financial assistance but on a sincere, loyal group of men and women, each one working unselfishly for the common good, we turn to the report.

Membership

It was anticipated that in the hysteria of these times of economic stress that the paid-up membership of the alumni association would drop. We have lost a few for this reason. But the encouraging sign of the year has been the unwillingness of many loyal alumni to allow anything to interfere with the medium connecting them to their college. The officers of the alumni association have asked me to express appreciation to those individuals who have held membership this past year, and to those who have not yet become affiliated I extend a cordial invitation and a sincere plea that you avail yourselves of the opportunity.

With a decline in revenue from membership the officers will insist that the alumni program be curtailed and that something be done to keep the alumni association from dropping. We continue to look forward with eager eyes to the time when we can build up our annual alumni fund to the status it must occupy if we are to strengthen and expand our organized alumni work.

Alumni Undergraduate Scholarships

Scholarships and loan funds have been badly needed here for worthy students whose matriculation or continuance in college would be greatly handicapped without some outside assistance. Early last year our alumni president, Mr. McPherson, led a study of alumni undergraduate scholarships. By action of the State Board of Agriculture in April approximately thirty-two boys and girls, graduates of high schools of the state of Michigan, will enter the College next fall as the recipients of the first of the M. S. C. alumni undergraduate scholarships. The selection of these students is now in process and the applicant picked following a culling process which considers the qualifications of
hundreds of high school pupils. The scholarships will be distributed equally over the state, one award being made in each senatorial district.

The scholarships amount to a waiver by the College of the term fees or tuition, and have a value of approximately $100.00 per year. The students are nominated by alumni and school officials from the upper one-fifth of their respective high school classes, and nominations have been confined to those students whose financial circumstances definitely warrant this scholarship aid. After the alumni clubs or committees make their final selections a faculty committee appointed by President Shaw will conduct a comprehensive examination for the applicants. This test will be given on July 30 and is calculated to determine accurately the mental caliber of scholarship winners.

The interest of alumni throughout the state in this important alumni project of the year leads me to believe that if the project is continued another year the result will be more applications, enlarged scholarship award committees, and definite and more carefully prepared plans by this network of active alumni in every county of the state of Michigan.

THE ALUMNI CLUBS

NO GREAT effort has been expended in the organization of alumni clubs this past year. I have previously expressed the feeling that local clubs, organized by pressure of the general association soon become stagnant. It is my opinion that except for specific purposes the growth of clubs should come slowly and as a result of local alumni desire.

We now have twenty-five regularly organized alumni clubs and I have personally visited eighteen of these groups this year. The past summer a trip through the east provided an excellent opportunity to meet our alumni in Toledo, Cleveland, Buffalo, Rochester, Syracuse, Ithaca, New York city, Philadelphia, and Pittsburgh. This summer I expect to direct my attention to visitation of alumni resident centers within the state of Michigan.

The alumni office constantly assists the local clubs—by supplying up-to-date lists, sometimes mailing notices, securing speakers, movies, etc.

THE ALUMNI OFFICE

As I stated last year in my report, it is difficult for one to describe the multitudinous activities of our small office staff throughout the year. It has always seemed to me that much of the time and labor spent in gathering statistics and other detailed information about the accomplishments of the past might be directed much more profitably toward the doing of something worthwhile for the future. Lest you think that all we do in the office is smile sweetly into the telephone and take a vacation once a year—I quote from the authentic records of the Union's secret commissioner that, during the twelve-month period ending June 1, the alumni office alone mailed out 43,175 letters and cards. In addition we sent out more than 30,000 copies of the alumni magazine, kept up a filing system for more than 7,200 graduates with separate base cards, plates, folders, etc., for each, located several hundred "lost alumni," assisted all local alumni clubs in one or more meetings, supplied hundreds of M. S. C. alumni with information and addresses enabling them to keep up intellectual and social contacts begun during college days, assisted class secretaries with reunion plans and letters, and numerous other groups who carry prestige for the College.

The backbone of our alumni relations is still, and probably always will be, The Rlcora, official alumni magazine. That magazine must continue to speak for itself. It has appeared this year in a new cover, as a symbol of sustained vitality, which has been quite favorably received.

CONCLUSION

I CANNOT close a report of this nature without voting my appreciation of the work of the other individuals employed in the alumni office. Miss Gladys Franks, '27, as alumni recorder and office manager, handles the office routine in such a way that we have been complimented many times on our efficiency. Our restricted finances have made it necessary to eliminate one stenographer from our corps, and the State college, assembled in annual meeting at East Lansing on June 11, 1932, do hereby express our appreciation to President Shaw, his assistants, the faculty, and the State Board of Agriculture for their continued support of his program for the strengthening and upbuilding of Michigan State College.

WHEREAS, the people of the State of Michigan through their representatives in the legislature have seen fit to maintain and continue the long established mill tax plan for financing this institution, a sound plan which has been endorsed and adopted by many other states in the Union, and

WHEREAS, this system of mill tax financing makes it possible for the administrative officers of Michigan State college to plan effectively for the growth and progress of Michigan State college.

THEREFORE, we, as alumni of Michigan State college, assembled in annual meeting at East Lansing on June 11, 1932, do hereby express our appreciation to President Shaw, his assistants, the faculty, and the administrative officers of the state for maintaining and continuing this sound method of financing Michigan college.

WHEREAS, the Michigan State college association has enjoyed a most effective year even through a reduction in finances, and

WHEREAS, this has been in no small part due to the splendid work and energy of our president, R. Bruce McPherson, and other officers of the Association, we hereby express our sincere appreciation to Mr. McPherson and other officers of the Association for their splendid efforts.

THEREFORE BE IT RESOLVED that the alumni of Michigan State college in annual meeting assembled at East Lansing on June 11, 1932, do hereby express our sincere appreciation to Mr. McPherson and other officers of the Association for their splendid efforts.

WHEREAS, the growth and usefulness to
YOU KEEP YOUR PRINCIPAL AND CONTRIBUTE ONLY THE INTEREST
THE MICHIGAN STATE COLLEGE RECORD

August, 1932

SPARTAN CLUBS

PITTSBURGH CLUB ELECTS

Out of some forty-four alumni found to hibernate in and around Pittsburgh, Pennsylvania, fifteen crawled out of their shells April 8 long enough to attend a get-together at the William Penn hotel. Campus views were shown on the screen and good fellowship was rampant. So much so that it was decided to hold a picnic this summer and to have luncheon meetings upon the least provocation.

C. D. Miller, '26, 3323 Pinehurst avenue, Dormont, Pennsylvania, was elected president. Burwell Cummings, '25, 1110 West North avenue, N. S., Pittsburgh, secretary, and Charles W. Mason, '09, Carnegie library, Pittsburgh, treasurer. H. C. Newman, '24, 524 East End avenue, and Loren S. Ross, '23, 1119 West North avenue, N. S., Pittsburgh, were appointed chairman of the picnic and luncheon committees respectively.

The purpose of this is to serve notice on all alumni that we will be more than glad to throw a luncheon for them and pay the check if they will get in touch with any of us when they are in Pittsburgh.

—BEWSEL CUMMINGS, Sec.

BERRIEN COUNTY

TAKING time out between strawberry and cherry seasons the ladies of the Berrien county alumni association held a picnic at Lake Chapin, Berrien Springs.

Election of officers, the entertainment of the winners in the alumni undergraduate scholarship contest and mention of the winners in the alumni给予了 the wires of the Berrien county alumni association held a picnic at Lake Chapin.

The purpose of this is to serve notice on all alumni that we will be more than glad to throw a luncheon for them and pay the check if they will get in touch with any of us when they are in Pittsburgh.

—BEWSEL CUMMINGS, Sec.

Close Beside the Winding Cedar

Resignation of Louis Graveure, former head of the vocal department of the Michigan State Institute of Music and Allied Arts was accepted by the State Board of Agriculture in a special meeting August 16. The resignation was made effective as of April 1, 1932. No successor was appointed.

The eighteenth annual summer session closed on June 29, with an unusual attendance of more than 850. Professor Albert H. Nelson, director, assisted students in planning a series of summer terms for fulfilling the requirements of either the College or the state. The usual conferences and entertainment provided for the summer session were well attended.

One of the most successful Farmers' Day programs ever held on the Campus was attended by more than 5,000 visitors on Friday, July 29. Dean J. F. Cox, of the agricultural division, was in general charge of the program and gave an interesting review of Michigan State college and its 75-year contribution to the field of agriculture. A novel feature of the afternoon program was a pageant of progress in the field of agriculture, depicting harvesting, transportation, and home conveniences.

M. S. C. celebrated two anniversaries this spring. In addition to its own 75th birthday, it joined the city of East Lansing in commemorating the latter's 25th year as an incorporated community. An elaborate pageant depicting East Lansing "Yesterday, Today, and Tomorrow" took place in the Peoples church with many students and faculty participating. Local merchants displayed antiques and ancient oddities in their windows for the edification of the townspople.

OFFICERS ELECTED FOR THE CURRENT YEAR INCLUDE FRANK DANIELS, '27, OF BENTON HARBOR; PRESIDENT; ARTHUR KNOBLAUCH, '28, BUCHATAN, VICE-PRESIDENT; AND LEE ROSENCRANS, '30, SECRETARY-TREASURER.

Professor E. H. Ryder, first dean of the liberal arts division, was recently reappointed after a leave of two years due to ill health. Dr. E. L. Austin, acting dean of the division, will continue his duties as head of the department of education.

Slightly diminished outstate entrance list in the tenth annual R. O. T. C. horse show at State May 30 helped student entrants capture fifteen places. Of 26 participating from equitation and military classes, ten took prize money. Expert Spartan riders were: Philip Teusink, Ensign Clyde, Weldon Slusher, Catherine McCutcheon, Ray Lamphere, Virginia Skinner, M. H. McMichael, Charlotte MacKinnon, Gladys Traynor, Annette Leavitt, and Fern Blenchedard.

In commemoration of the two hundredth anniversary of the birth of Haydn, and in honor of State's 75th anniversary, the combined college and alumni Orches, assisted by the Lansing Orpheus club, numbered 150 voices, presented Haydn's oratorio, "The Creation." June 12 in Demonstration hall. More than 3,000 people attended.

L. L. Frimodig, assistant director of athletics in charge of all football ticket sales, has had a busy summer revising application blanks and income forms. All because Uncle Sam hasn't been so kind to ticket men for athletic contests. To make it easy for eastern alumni in ordering tickets for the Fordham game, Frim has appointed Wallace B. Liverance, '07, as his agent in New York City. Fordham tickets are $2.20 cash, plus postage for return registered letter. Alumni are urged to mail their applications to Wallace B. Liverance, Equitable Life Assurance Society of the U. S., Room 826, Lincoln building, 60 East 42nd street, New York city. His phone number is Vanderbilt 37490. There will be an alumni rally at the Vanderbilt hotel on Friday evening, October 21, preceding the Fordham game.

THE MICHIGAN STATE COLLEGE RECORD

Established 1896

Published monthly by the M. S. C. Association for the alumni and former students.

Membership in the M. S. C. Association, including subscription to the RECORD, $2.50 per year.

To all members request a discontinuance before expiration of their memberships, it will be assumed a renewal is desired.

Checks, drafts, and money orders should be made payable to the M. S. C. Association.

Entered as second class matter at the post-office at East Lansing, Michigan.

Glen O. Stewart, '17 - Managing Editor

Vol. XXXVII. No. 12 August, 1932
Standing of Classes for the 1901-1912 Alumni Fund

<table>
<thead>
<tr>
<th>Class</th>
<th>1901-02</th>
<th>1902-03</th>
<th>1903-04</th>
<th>1904-05</th>
<th>1905-06</th>
<th>1906-07</th>
<th>1907-08</th>
<th>1908-09</th>
<th>1909-10</th>
<th>1910-11</th>
<th>1911-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshmen</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Sophomores</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Juniors</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>32</td>
<td>33</td>
</tr>
<tr>
<td>Seniors</td>
<td>34</td>
<td>35</td>
<td>36</td>
<td>37</td>
<td>38</td>
<td>39</td>
<td>40</td>
<td>41</td>
<td>42</td>
<td>43</td>
<td>44</td>
</tr>
</tbody>
</table>

| Total     | 45       | 46       | 47       | 48       | 49       | 50       | 51       | 52       | 53       | 54       | 55       |

**How Can it be Done?**

How can the alumni make a substantial net fund for the support of the association, the publication of an interesting magazine and the support of research, educational and philanthropic work? This question will be answered in the following way:

1. By increasing the annual gift.

2. If you have not already done so, please make a direct gift.

3. If you have not already done so, please make a will.

4. If you have not already done so, please make a trust fund.

5. If you have not already done so, please make a life insurance policy.

6. If you have not already done so, please make a real estate investment.

7. If you have not already done so, please make a bond investment.

8. If you have not already done so, please make a stock investment.

9. If you have not already done so, please make a commodity investment.

10. If you have not already done so, please make a futures investment.

11. If you have not already done so, please make a foreign currency investment.

12. If you have not already done so, please make a precious metal investment.

13. If you have not already done so, please make a precious stone investment.

14. If you have not already done so, please make a fine art investment.

15. If you have not already done so, please make a rare book or manuscript investment.

16. If you have not already done so, please make a rare coin or stamp investment.

17. If you have not already done so, please make a rare coin or stamp investment.

18. If you have not already done so, please make a rare coin or stamp investment.

19. If you have not already done so, please make a rare coin or stamp investment.

20. If you have not already done so, please make a rare coin or stamp investment.

21. If you have not already done so, please make a rare coin or stamp investment.

22. If you have not already done so, please make a rare coin or stamp investment.

23. If you have not already done so, please make a rare coin or stamp investment.

24. If you have not already done so, please make a rare coin or stamp investment.

25. If you have not already done so, please make a rare coin or stamp investment.

26. If you have not already done so, please make a rare coin or stamp investment.

27. If you have not already done so, please make a rare coin or stamp investment.

28. If you have not already done so, please make a rare coin or stamp investment.

29. If you have not already done so, please make a rare coin or stamp investment.

30. If you have not already done so, please make a rare coin or stamp investment.

31. If you have not already done so, please make a rare coin or stamp investment.

32. If you have not already done so, please make a rare coin or stamp investment.

33. If you have not already done so, please make a rare coin or stamp investment.

34. If you have not already done so, please make a rare coin or stamp investment.

35. If you have not already done so, please make a rare coin or stamp investment.

36. If you have not already done so, please make a rare coin or stamp investment.

37. If you have not already done so, please make a rare coin or stamp investment.

38. If you have not already done so, please make a rare coin or stamp investment.

39. If you have not already done so, please make a rare coin or stamp investment.

40. If you have not already done so, please make a rare coin or stamp investment.

41. If you have not already done so, please make a rare coin or stamp investment.

42. If you have not already done so, please make a rare coin or stamp investment.

43. If you have not already done so, please make a rare coin or stamp investment.

44. If you have not already done so, please make a rare coin or stamp investment.

45. If you have not already done so, please make a rare coin or stamp investment.