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The COLBY
9927-38
ALUMNUS
OCTOBER, 1935



Colby Night, November 1

THE COLBY ALUMNI COUNCIL

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G. CECIL GODDARD, '29, *Executive Secretary*

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Arthur F. Bickford, '16, Boston, Mass.
John W. Brush, '20, Waterville, Me.
Leslie F. Murch, '15, Hanover, N. H.

TERM EXPIRES IN 1937—

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Archer Jordan, '95, Auburn, Me.
John B. Pugsley, '05, Watertown, Mass.

TERM EXPIRES IN 1936—

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Frank B. Nichols, '92, Bath, Me.
Harland R. Ratcliffe, '23,
Greenwood, Mass.
Charles F. T. Seaverns, '01,
Hartford, Conn.

REPRESENTATIVE FROM THE FACULTY:

A. Galen Eustis, '23, Waterville, Me.

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FROM THE LOCAL ASSOCIATIONS:

Percy S. Merrill, '94, Waterville, Me.
Leo G. Shesong, '13, Portland, Me.
Herschel E. Peabody, '26, Bangor, Me.
Nelson W. Bailey, '28, Newcastle, Me.
Theodore R. Hodgkins, '25, Farmington, Me.
Ernest W. Loane, '08, Presque Isle, Me.
Raymond Spinney, '21, Boston, Mass.
Royden K. Greeley, '13, Middletown, Conn.
Charles F. Towne, '00, Providence, R. I.
Nathaniel Weg, '17, New York, N. Y.
Charles E. G. Shannon, '99, Narberth, Pa.
Everett G. Holt, '15, Washington, D. C.
Thorwald B. Madsen, '17, Minneapolis, Minn.
Everett L. Wyman, '14, Chicago, Ill.

NEWLY ELECTED ALUMNI TRUSTEES:

(Term of three years, 1938)

Hugh D. McLellan, '95, Boston, Mass.
Frederick A. Pottle, '17, New Haven, Conn.

NEWLY ELECTED ALUMNI MEMBER TO THE ATHLETIC COUNCIL:

(Term of two years, 1937)

E. Richard Drummond, '28, Waterville, Me.

The Colby Alumnus

PUBLISHED BY THE ALUMNI COUNCIL FOR THE ALUMNI ON
THE FIFTEENTH DAY OF OCTOBER, NOVEMBER, JANUARY, FEBRUARY, MARCH, APRIL, MAY AND JULY

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NUMBER 1

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THE 1935 COLBY ALUMNI FUND

\$4812 Contributed By 672 — Twenty-nine Classes Increase The Number Of Contributors

JULY, 1934

Total amount of contributions	\$5,026.86
Number of contributors	672
Percentage of alumni contributing	24
Average contribution	\$ 7.48

JULY, 1935

Total amount of alumni contributions	\$4,007.50
Honorary graduates and trustees	745.00
Faculty and staff	49.50
Friend	10.00
	<hr/>
	\$4,812.00
Number of graduates and non-graduates solicited	2575
Percentage of alumni contributing	26
Total number of contributors	672
Largest contribution	\$ 350.00
Smallest contribution	\$ 1.00
Average contribution	\$ 7.16
New contributors	182
Lost contributors	176

While the Fund appears to have stood still with 672 contributors and \$4,812.00 and an average gift of \$7.16 as compared with the record of last year of 672 contributors and \$5,026.86 and an average gift of \$7.48, a few facts stand out to give encouragement.

Twenty-nine classes increased the number of contributors, fourteen classes had the same number this year as in 1934, and twenty classes failed to reach last year's mark. Of the old contributors 176 did not respond, and 182 new names are added to the list. While the honorary graduates decreased their gifts \$605, alumni of the College increased theirs by \$455.64. The substantial decrease in gifts of honorary graduates more than accounts for the falling off of \$214.86 from the total of last year.

Twenty-five classes decreased their contributions this year by \$507.20. The only problem of our Alumni Fund seems to be to educate former subscribers to form the habit of remembering the College by an annual contribution to the Alumni Fund. The ten honor classes:

Largest Number of Contributors	Largest Amounts Given	Highest Percentage of Contributors*
1921 ----- 31	1901 -- \$403.00	1882 ---- 123%
1928 ----- 30	1893 -- \$216.00	1910 ---- 106%
1925 ----- 24	1895 -- \$200.00	1896 ---- 105%
1898 ----- 23	1898 -- \$182.00	1870 ---- 100%
1896 ----- 20	1921 -- \$177.00	1873 ---- 100%
1930 ----- 20	1892 -- \$169.00	1874 ---- 100%
1915 ----- 19	1890 -- \$154.00	1878 ---- 100%
1910 ----- 18	1905 -- \$143.00	1898 ---- 85%
1922 ----- 18	1914 -- \$138.00	1880 ---- 80%
1924 ----- 18	1910 -- \$134.00	1887 ---- 78%

*Based on number of graduates only.

MIKE RYAN NEW TRACK COACH AT IDAHO

Recalling The Nights He Guarded Colby's Campus—"Aw, Sit Down, It's Early!"---Wouldn't Desist For "Prexy" Roberts

By HARLAND R. RATCLIFFE

I picked up a Boston paper the other day and read an Associated Press despatch reporting that Mike Ryan has been appointed track coach and trainer at the University of Idaho, and immediately, as if a dam had been overthrown, a flood of memories cascaded down the years, from 1919, when I first met Mike Ryan, until the summer of 1934, when his connection with Colby was severed.

Now get me straight. The *raison d'être* of this article is neither to applaud nor to deplore the withdrawal of Mike Ryan from the coaching staff of the college. I know nothing about track and considerably less about track coaching. I haven't the slightest idea whether he was a good, bad or an indifferent coach. I do know that, ignoring the obstacles which circumstances placed in his path, he, or rather his teams, failed to produce; and so, in the long run, it was probably as beneficial to Mike as it may have been to the college to call it a day in their relationship.

I was approached last academic year by a young alumnus who wanted me to write an editorial lambasting the administration for letting Mike go. I refused, but expressed my willingness to print in the magazine a "letter to the Editor" which would put before the alumni whatever he wished. The letter was never presented. At the June meeting of the Board of Trustees a letter of appreciation was received from Mike, bringing to a graceful and harmonious conclusion his connection with the college.

And so this article is not controversial in nature; it seeks to take no side in an unofficial argument which may have aroused the concern of a considerable group of the younger alumni; it simply intends to convey to Mike in his new capacity the best wishes of the Colby family and to express the hope that, regardless of the ability of his Idaho



track teams, he will make as many true friends at Moscow, where the state university is located, as he did during his fifteen year term on the banks of the Kennebec.

I am not sure whether it is a knock or a boost to say that a man is a character, or very nearly approaches one, but it certainly is accurate to say that Mike Ryan was and is a character—colorful, interesting, humorous. It was pouring as hard as it did last Commencement afternoon on the September afternoon in 1919 when I stepped off the train at Waterville and strode

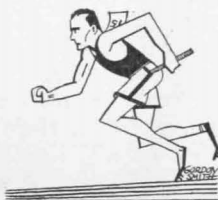
across the green for my first glimpse of the Colby campus. I caught up with another chap, ploughing along with a cap pulled low over his eyes.

"Say," I shouted against the wind and rain, "can you tell me the way to the A. T. O. House?"

"No, I can't," came back the reply, "but let's hunt for it together, for that is where I am going."

Naturally I took it for granted that my chance companion was another new student. Half an hour later he was introduced to me, formally and properly, as Mike Ryan, the new track coach. That was the beginning of a friendship which had nothing to do with track but which grew into comparative intimacy due to the fact that later on during my collegiate career Mike and I served as college correspondents of strings of newspapers and were wont to swap stories to our mutual advantage. Still later, in the Spring of 1923, Mike introduced me to a professional career which has been comparatively satisfactory.

One of the most interesting things I recall about Mike Ryan was his relationship with the late President Arthur Jeremiah Roberts, during whose administration he served the greater part of his term of service at Waterville. There was talk, even during the closing years of the Roberts



administration that Mike's days as track coach on Seaverns Field were numbered, and it is undoubtedly true that "Prexy" Roberts little relished the idea that Colby, year after year, should rest on the lowest rung of the state championship track ladder.

But, whatever Dr. Roberts thought of Mike's coaching ability, there was no doubt of his high regard for the former Olympic marathoner as a man. We all know that the Lambda Chi Alpha fraternity fire in North College really meant the beginning of the end, not only of Dr. Roberts' administration but also of his life. Certainly there are many who do not know that for weeks after that major catastrophe Mike Ryan patrolled the Colby campus, night after night, and all night, watching over and safeguarding the lives of the students.

Acting as night campus watchman was not mentioned in Mike's contract, nor could it, by the wildest stretching of the imagination, properly be considered to be a part of the orthodox duties of a coach of track and field, yet Mike was the man the President relied upon during a time of intense mental stress. And from that time on, even if, perhaps, it did not exist before, there was a deep and lasting mutual admiration between these strong and vigorous men. Both were courageous, both fighters, both stubborn, both at times indiscreet, both full blooded men who had the courage of their own convictions.

It used to be Mike's annual practice to give one or more chapel talks, usually in an effort to get more of the students interested in track. With Dr. Roberts presiding and introducing him, Mike would be well under way in a very masterpiece of inspiring oratory when the bell for the post-chapel class would ring. Mike never considered the bell important, essential or to be heeded. He would totally ignore it, proceeding with his exhortation to the students.

And "Prexy" would get up, walk slowly forward to his pulpit alongside of which Mike was holding forth, place his arms upon it, look sideways at Mike as much as to say: "Most time to quit, Mike?" And Mike, fully aware of the President's action, would make believe he did not know he had left his seat and would continue to pump inspiration and "guts" into the undergraduates

with a zest and an oratorical change of pace that would have done justice to William Jennings Bryan in his palmiest days. Oh, it was priceless, that chapel address of Mike's, and it nearly took official action by the board of trustees to get him to quit so that the entire academic schedule would not be disrupted.

I recall quite vividly certain aspects of Mike's training methods. The rawhide lacings on my football shoes cut through the skin and a boil resulted. Mike put five coats of iodine onto the infected spot within a space of five minutes. The boil sort of retreated whence it had come but the foot nearly burned off. Just another case of the operation being a great success—but the patient died.

Mike worked over "Swede" Enholm, Colby center, between the halves of a state series football game, and firmly yet politely belittled the intestinal fortitude of the strongest link in the center of the Colby line. "You're yellow," insisted Mike—and the "Swede" went out of that dressing room and won All Maine distinction.

A boxer from down Boston way visited Waterville to do battle with one of the local fistic greats. Great was his and his manager's dismay to discover, during the early afternoon weighing in ceremony,

that he was several pounds overweight. It looked as if he would lose the match and forfeit his weight bond, or whatever you call it, when someone suggested that Mike be called in to see what he could do. Now Mike, back in war days, had some sort of a job at an encampment where he met Ted ("Kid") Lewis, a noted pugilist of pre-war days. After Lewis got through slamming him around, Mike had absorbed quite a bit of fistic lore, so when the harassed boxer and manager in Waterville called him in for consultation, Mike said: "Come on, let's get going." He took them up to the Colby gymnasium and after, before or between his collegiate duties Mike worked the excess weight off the Massachusetts fighter. He ran with him, he boxed with him, he sweat with him and he swore with him, and when eight o'clock, the hour of the bout, arrived, the boxer weighed what he should have weighed and Mike was \$25 richer than he had been at noon.

It's a long time ago, and my memory is a little hazy on certain of the details of some of these in-



cidents, but I recall the time I went to a Boston Athletic Association Track Meet in the Boston Arena with Mike. I was still an undergraduate, eager but poor, so Mike squeezed me into the Arena as an assistant coach, trainer, bottle carrier, or something; and then added insult onto injury, as it were, by sneaking me into a special stand reserved for coaches of competing teams.

For the most part, the coaches, excited and keyed up, maintained a commendable outward calm and said not a word while the races were in progress, although it was evident that they were just about ready to burst. I suspect that they considered it good etiquette to remain quiet while their boys were doing their best for Alma Mater.

It so happened that "Rollo" Paine, an outstanding Colby runner of a decade or so ago, was entered, I think, in the two mile. "Rollo" and about half a dozen other runners swept around the track, lap after lap. Finally they reached a point in the race where, apparently, Mike had given his running ace strict orders to open up and, in the parlance of the racing enthusiast, to "give 'er the gun."

But "Rollo," for some reason, probably because he was quite tired by this time, failed to go into the lead, as Mike had planned. It was most disappointing and disconcerting to Mike. He fussed and he fidgeted and, finally, as "Rollo" again came around the corner of the track nearest the coaches' stand, Mike stood up in his seat, swept off his hat, clenched his fist and flung it aloft, opened wide his throat and hollered:

"Come on, Rollo!"

I shall never forget that moment if I live to be a thousand. You could hear Mike half the length of the building. I sunk into a half daze, as shocked as I would have been had Vesuvius erupted at my elbow, and the coaches, well, they practically died of fright.

After the race was over, Mike disappeared for a few moments and eventually came back, with a rather disgusted look on his face.

"Well?" I asked.

"Can you beat it," he exploded, "he's hardly puffing."

I never yet knew a coach who didn't want to stay up most of the night and Mike was no exception to the general rule. If you came into the fraternity house parlor at any hour of the early

night, after Mike had put his newspaper correspondence on the ten o'clock train, it was a miracle if you got out again before the dawn came peeping up over the log piles across the river.

Mike was one of the most entertaining "bull session" presiding officers I have ever met; he loved to argue; the later it became the less sleepy he was; he'd talk on every subject under the sun, truly from cabbages to kings; he had positive ideas on everything; and his solemn belief was that you should go to bed only when there was nothing else under the sun to discuss. He was widely read and he had traveled widely and he was a profound observer of human nature, at its best and at its worst. You couldn't get away from one of these early morning sessions with Mike once you had entered—and, what is more, you never wanted to.

I haven't the slightest idea how true it was but Mike used to tell how he took a course at Bates

while track coach there. It seems to me it was psychology and Mike nearly drove the instructor into a sad case of the academic jitters by arguing with him over things he had told the class and over statements which appeared in the textbook which he had selected for class study. He was greatly interested in psychology as applicable to athletics.

Mike had a large family to support and I was earning my way through college so we were about as energetic a pair of college correspondents as ever threw copy paper into a typewriter. Very little got by us that would make profitable copy for the papers of Maine and Boston, and so when The Saturday Evening Post published a sketch of the late Herbert M. Lord, '84, who was then Director of The Budget, including some hitherto untold anecdotes concerning the Maine boy who had been called to sit among the nation's mighty, Mike suggested that we ought to cash in somehow on the article.

We took from the article some of its brighter stories, tossed them together, led off with an introduction tying the whole thing up with Colby College and hurled it into the mails, bound for one of the Portland papers, as a potential Sunday feature.

There must have been three hours of typewriting in the job and the only reward we got was a cryptic telegram from the editor we had favored



with our masterpiece, politely informing us, as if we did not know it, that the material we had submitted, had, by a rare coincidence, just appeared in *The Saturday Evening Post*, and, while he regretted the fact, *The Saturday Evening Post* is copyrighted in its entirety.

It was in the Spring of my senior year that Mike came in to say good-bye before leaving for Boston and the B. A. A. track meet, and to ask me to look after his papers while he was away. "Say," I said, "I'll be walking out of this place in another couple of months. How's chances to get me a job while you are down in the big city."

"I'll do that," he promised, with that broad Irish grin of his.

A week later he was back, with an appointment for me with one of the executives of the metropolitan newspaper with which I have ever since been connected.

Mike was ever an ambitious planner, an opportunist who visualized clearly his chances in unusual lines of activity. He branched out as a broadcaster during his final years at Waterville, went on the air with state series football games on Seaverns Field and started pulling strings which he hoped might land him the broadcasting assignment at the Olympics which were to be held at Los Angeles. "What do those radio announcers know about track?" he would ask, disgustedly. "I know more about track than they do—and anybody can talk."

I won't go into details, because the less said about this incident in Colby's athletic history the better for all concerned, but it is a fact that the Fordham football "mutiny" of my undergraduate days might have been continued with disastrous results to the reputation of the college had it not been for the intervention of Mike Ryan, who, with C. Harry Edwards, succeeded in convincing the members of the squad that they should carry out their gridiron engagement with Fordham in New York City, regardless of the grievances they may have entertained regarding their coach.

In a great many respects Mike never seemed to grow up. He was the perennial sophomore, with the undergraduate point of view on many matters. It is possible, mind you I am not saying probable, that his coaching career at Colby might have been more successful if he had not been so intimate

with so many members of the student body. But Mike was an extrovert, a man who made friends quickly and eagerly, a man who loved to be in the congenial company of others. He enjoyed the good things of life: good music, good food, a fire-place.

On the afternoon of last Baccalaureate Sunday I sat on the steps of the A. T. O. House and talked shop with Jerry Ryan, Mike's son, who is a student at the college and who, like his father was before him, is an undergraduate correspondent. It hardly seemed possible that Mike, who ever seemed like an undergraduate, could have a son who was an undergraduate.

Thousands have laughed at the "My Operation" stories of Irvin Cobb and Eddie Cantor but Mike's description of his hospital experiences, both before and after the surgeons explored his innermost recesses, was side-splitting.

Mike's aspirations toward service on the American board of Olympic coaches were furthered by his close friendship with such nationally known track coaches as Oscar Hedlund of Massachusetts Institute of Technology, Johnny Magee of Bowdoin and Lawson Robertson of the University of Pennsylvania.

Mike also had journalistic ambitions as a sports writer and eventually succeeded in selling to a national syndicate a series of articles on the various track events. Mike would have made a smart politician for he was smooth, suave and was born with a knowledge of what strings to pull and how to pull them. He once made a speaking tour of New England preparatory schools, speaking on the Olympic Games, and it is my recollection that the expedition was a success from every viewpoint.

Twenty-four hours after I had read that Mike was taking Horace Greeley's advice I learned that the Boston Athletic Association had closed its very famous doors, recalling to memory the fact that Mike set a new Boston Athletic Association Marathon record, back in 1912, I think it was, which stood for several years and won for him a national reputation as a long distance runner.

Mike once disagreed with a Colby football coach over the proper training of the squad—that was the coach who gained more or less of a reputation among his intimates by getting down on



his hands and knees one night on the sidewalk in front of the Elmwood to hunt for bear tracks.

Mike was astonishingly astute when it came to "doping" impending meets. Because I knew nothing about track myself I sat down with Mike one evening, a week or so before the annual state meet, to get up a "dope sheet" for use in *The Sentinel*, of which paper I was the college correspondent.

Mike had it all figured out and I took his figures exactly as he had set them down, and ran them in *The Sentinel*. All the other Maine papers ran similar tabular predictions on their sports pages and I was a happy youngster indeed when the sporting editor of one of the Portland papers came up to me at the close of the meet and congratulated me because my predictions had been closer by far to the actual outcome than those of any other sports writer in the entire state, professional or amateur. Mike and I were the only ones who knew where I had derived the information on which my table was based, but he never uncovered the conspiracy and I was too happy over the outcome to state publicly that my genius was in reality his.

Weeks before the meet Mike knew, except for the customary upsets, who was going to place where in every event on the program. How did he know? He had been studying the results of all of the meets held within the confines of the state for the past year; he knew what the stars of the other colleges had done in the meet of the previous year and in the indoor meets held in New York, Philadelphia and Boston; and he knew, and to a fraction of a second, just exactly what his own men were capable of.

It was fun to sit in the same room with Mike and Johnny Magee of Bowdoin about two weeks before the state meet and hear them duel. Each would wax as pessimistic as a man with a broken neck and each would try to convince the other that his, the other fellow's, stars could not possibly be beaten. Neither would lay his track cards on the table.

Four adjectives beginning with "e" describe Mike with fair adequacy: explosive, excitable, energetic, enthusiastic. He always kept himself in good shape, physically and mentally. He smoked very little, probably because of an overdeveloped

heart which couldn't stand much nicotine without kicking up a rumpus. In all the years that I have known him I have never seen him drink anything stronger than beer.

I have a picture of him now in my mind, sitting at his desk in the office he and Harry Edwards used to have, just to the left of the entrance in Hedman Hall, pecking away at a prehistoric typewriter which he had picked up I have no idea where, hunting and seeking with two fingers the letters he needed to report the affairs of the college for the string of four or five daily newspapers he served in Maine and Massachusetts.

We all knew that, with his large growing family, Mike had a tough struggle, economically. There was, I recall, considerable sickness at home. Mike struggled through it all without losing his optimism or his equanimity and, regardless of his ability as a track coach, I am glad for his sake that his term of service at Waterville did not end before he had nearly gotten out from under a considerable portion of his economic burden.

If Mike stays at Idaho as long as he stayed at Colby—fifteen years—he will be sixty years old, for he is forty-five now. And I hope that if at three score years he is out of a job as a track coach that he will write his memoirs. I, for one, would enjoy reading them.



MORE BOYS ENTERING FROM PRIVATE SCHOOLS

An interesting feature of the new Colby class, according to Dean of Men Ernest C. Marriner, is that the number of boys entering from private schools is larger than in any previous class. The list of preparatory schools represented in part: Blair Academy, Morristown, N. J.; Boston Latin School; Coburn Classical Institute, Waterville; Dean Academy, Franklin, Mass.; Good Will School, Hinckley; Hebron Academy, Hebron; Higgins Classical Institute, Charleston; Maine Central Institute, Pittsfield; Mount Hermon School, Mount Hermon, Mass.; Peekskill Military Academy, Peekskill, N. Y.; Ricker Classical Institute, Houlton; Polytechnic Preparatory School, Brooklyn, N. Y.; Saint Paul's School, Garden City, L. I., N. Y.; Staunton Military Academy, Staunton, Va.; Thayer Academy, South Braintree, Mass.

Colby Laboratory For Training In Good Will

The Prevailing Atmosphere Of The College As Sensed By
President Franklin W. Johnson

(The Opening Assembly Address Of The Academic Year 1935-36)

THE president of a well-known college is quoted as saying of his institution, "We do not know what we are doing. We do not even know what we are trying to do." This seems a shocking confession, and yet, if the members of the faculty of Colby or any other college were asked to state in definite terms what they are doing or are trying to do for their students, an analysis of the answers would reveal in many cases a lack of clear thinking, and in the aggregate a lack of agreement, which would confirm the truth of the statement of the president to whom I have referred.



The statements of individual professors would include the preparation of students to meet the requirements of the professional schools of law, medicine, theology, and business, or for the graduate departments of the universities, and to fulfil the requirements for a state certificate as a secondary school teacher. These are all worthy aims which any college must attain. The colleges are coming to recognize, also, their responsibility for leading students to an intelligent choice of a vocation and for assisting them, at the end of four years of study, to secure positions in which they may carry on in the field of their choice. Colby College, in its department of personnel and guidance, has made a promising beginning in this direction. I am sure as our experience develops, this department will become of increasing practical value.

Granting that the college gives adequate preparation for the graduate and professional schools and leads to the intelligent choice of a vocation and assists its graduates in securing employment, it rises only to the level of a somewhat glorified vocational school.

However important it is that young men and women should be prepared for professional or graduate work or for the forms of employment immediately open to them, this is not the chief or distinctive aim of the college. If the liberal arts

college is to preserve its original purpose and justify its continuance, it must furnish a broad foundation on which to build a full and effective life under the prevailing conditions of the times.

Now if this statement is built on anything more than a nebulous hope, this broad foundation should make every graduate of the college the possessor of certain qualities

or abilities that make for an effective life. I shall not undertake this morning to enumerate these qualities or abilities. I shall mention two which seem to me to be important, and, in a degree at least, attainable to whatever curriculum field a student gives his major attention.

The liberally educated person should be able to *think*. I do not here refer to creative thinking, for this is attained by a very few, but to the ability to observe, to evaluate, to reach a reasoned conclusion based on the evidence at hand. This is what we are accustomed to call the scientific method. But most of the problems of the modern world are not scientific in the narrow sense in which the term is commonly used, but rather lie within the realm of human relationships. The knowledge of our physical environment and the ability to control it have far outrun our ability to direct this knowledge to the common good.

The application of the scientific method to the problems of social relationships is much more difficult, because the material dealt with can be observed and measured much less exactly. But unless these difficulties can be overcome, the human race has created a monster that will destroy it.

If the college is to train persons who can deal competently with the complex problems of society, there is needed a shift of emphasis. This does not imply that the old humanities are unimportant, but recognizes the fact that these can flourish and bring forth their fruit only in a well-ordered society. It assigns no less value to the natural sciences, but sees that these serve their

highest purpose when they contribute to the comfort and well-being of society. Of equal importance with these older disciplines and giving meaning and direction to them all, the social studies must occupy the central position in the curriculum of the liberal arts college.

A background of exact information in the social studies is essential to the type of leadership which can meet the complex problems of present day life. We have been slow to recognize the need of training for social leadership. In the professions we demand expert training of a high order,—similarly in business and industry. In the field of government, which has expanded so rapidly until it includes almost every phase of business, banking, insurance, transportation, agriculture, we are still in the stage-coach period. We have made almost no attempt to prepare men for political service. Patronage rather than fitness has determined political appointment. England has made politics a profession and has selected men of outstanding ability and special training to build up a public service of high quality. The administration at Washington has been unique in the number of expert men and women whom it has called into service. In spite of the common attitude toward the "brain trust", this is a most hopeful innovation. To the college graduate of the future it opens up a career of unusual interest and promise if only the colleges recognize the opportunity and obligation to provide an adequate training for public life.

THE SECOND AIM

The second aim which I shall discuss briefly is no less important,—it is the ability and the desire to cooperate in securing the highest social good in human society. Scientific discoveries, inventions, and new uses of knowledge will come increasingly, but greater than the need of extending the limits of human knowledge is that of devising ways of applying the knowledge we already have to the improvement of human living.

This quality of social good will is not to be secured from the subject matter of any one department, but should be the inevitable outcome of the relationships we bear to one another in all the activities of our classroom and campus life. As I think upon our life together and the spirit which pervades the College, I am convinced that Colby is even now a laboratory for training in good will. The quality of tolerance that prompted the inter-religious conference of last year is evidence in point. Our student tolerance

team gave effective proof that all genuine religion is here held in respect and that, to a degree at least, we are free from the racial prejudices that separate and embitter. A striking evidence of the essential democracy of Colby College was presented in the program of the first evening of our Freshman Week, which was presided over by one of the two students who are members of a race which in a wide area of our country is held in a position of social inferiority, and in which one of the most pleasing parts was presented by a young man of Asiatic origin whose parents came to this country as immigrants.

CURRICULAR VS. EXTRA-CURRICULAR

In this laboratory for training in good will which the college presents, there are two areas which we usually regard as distinct from and, not infrequently, antagonistic to each other. These we commonly designate as curricular and extra curricular. This is an unfortunate and inexact use of terms, for the curriculum is properly defined as including all educative activities, and surely, the activities designated as outside the curriculum may be and actually are educative in a very high degree, particularly as they relate to the objective of racial good will.

The curriculum offerings and the classroom activities should lead to a definition of values and furnish the intellectual basis for a philosophy of life that will be expressed in conduct motivated by good will. It is the obligation of every teacher, whatever his subject, to contribute a share to such a philosophy of life as the common possession of every graduate of this college.

It is, however, in the widely varied life which we live outside the classroom that opportunities for practicing such a philosophy mainly lie. In this field, to which we devote so much of our time and energy, there is lacking any evidence of clear thinking about the values that are secured as a part of a liberal education. It is high time that we undertake an analysis and evaluation of our extra-classroom life for the purpose of integrating and directing all our activities toward the attainment of worthy ends.

Our department of sociology, at my request, will undertake such a project this year. The procedure will include a study of the various forms of activity to determine the number of individuals participating in each, the time spent, the cost, and any other pertinent facts. The survey will be made without any preconceived opinion as to the relative value of any of these activi-

ties. Its purpose will be merely to provide the data on which we may base later reasoned conclusions as to the educative values to be derived and as to possible changes which will increase these values as a part of the educative processes going on in the college. Such an analysis and evaluation concerns us all—faculty and students alike—and can be made effectively only by co-operative action. I am confident that this co-operation will be given gladly.

There are one or two features of our life about which I wish to make some suggestions for the year on which we are entering.

There is a growing tendency, not only at Colby, but in other colleges, to question the value of the Greek letter societies in the modern college. It is easy to point out that these are inconsistent with the desirable trend toward a democratic life. But I am not convinced that there are not values which we should strive to retain in the deep loyalties and fine traditions which have come down through the long years in which the fraternities and sororities flourished here. I should deeply regret the passing of these societies.

Marked changes have taken place in our fraternity life in recent years, some for the better, others for the worse. I am anxious to stimulate the thinking of the large number who are members of these organizations and to arouse in them a determination to preserve the best that has come down from the past and to make the fraternity a strong contributing factor in the education of the men and women of Colby College.

I want to suggest the importance of an improved morale in the living of the different groups that shall express itself in maintaining cleaner and more orderly houses and rooms. We have shown our desire to assist in this by providing for daily service in those buildings which are the property of the College.

MORE CONDUCTIVE TO STUDY

I want also to suggest that the houses maintain an atmosphere more conducive to study. It has frequently happened that students have withdrawn from fraternity houses in order to secure surroundings more congenial to study. The blaring sound of the radio or victrola, emanating from a fraternity house at all times of night and day, is a sure index of low or careless morale. A report from a university officer on the work of one of our graduates contained this illuminating statement. "His roommate tells me that he studies with the radio tuned in."

The statistics gathered by the National Interfraternity Conference show that the scholarship standing of fraternity groups is low and is steadily growing lower. I want to urge the fraternities to counteract this tendency at Colby, if only for the sake of self-preservation.

I think it would be advantageous, both for the faculty and the fraternity groups, if they could have more frequent and intimate contacts outside the classroom. I shall propose at a conference of fraternity representatives next week a plan for visits of faculty members to fraternity houses on the invitation of the fraternities. An occasional evening of informal talk about an open fire on topics of mutual interest would, I think, make for better understanding and be of at least equal value with the proverbial bull-session.

CUT CHAPEL ONLY ONCE

When I was a student here, and for many years thereafter, there was a chapel service each day, at which attendance was required. "Believe it or not" I cut chapel but once during the four years of my attendance. In my second year, as editor-in-chief of the *Echo*, I had to read proof at the printer's office. One day I was detained there and missed chapel. I presented my excuse in writing, as was required, and received, a few days later, from the faculty committee that sat upon such serious misdemeanors their report, also in writing, that my absence had not been excused.

A few years ago, there were three chapel periods a week. More recently, after consideration by students and faculty, it was decided to have each week an assembly, at which attendance should be required, and a chapel service of strictly religious nature, at which attendance should be optional. That is the plan now in operation.

It was felt that an assembly of the students once each week was necessary to maintain a desirable sense of corporate unity. I think that experience has justified this conclusion.

Regarding the place which the weekly chapel service holds in our common life, I bespeak your serious consideration. This college, like most institutions of its kind, was founded with a strong religious motive. There is, however, nothing sectarian or narrow in our conception of religion. Protestant, Catholic, and Jew find equal opportunity here, and all genuine religion is held in respect. An outstanding day in the last college year was that in which a Catholic priest and a

(Continued on Page 12)

TWENTY-FIFTH YEAR OF THE ALUMNUS

Rounding Out A Quarter Of A Century Of Service To The College And Its Alumni

THIS issue of The Alumnus is "Number 1—Volume XXV," indicating that at the end of the current academic year this magazine will have rounded out a quarter of a century of service to the College and its alumni. This is its second year under the direction of The Alumni Council and its second year under its present editorial command.

No birthday presents are expected or desired—simply more subscriptions and more advertising—just more revenue so that this publication, bearing the name of the college to the four corners of the earth, may undergo constant and never-ending improvement. "It takes money to make the mare go." "You can't live on love." Nor can you publish an alumni magazine on sentiment.

Several years ago the present Editor of The Alumnus, in the course of his daily work on a metropolitan newspaper, had occasion to write to the editors of approximately a dozen of the leading college and university alumni magazines throughout the East, mostly in New England. He asked them what percentage of the alumni of their respective institutions subscribed to their magazines. And the percentage ran between forty and fifty.

The Editor of The Alumnus is an exceptionally poor mathematician (as "Benny" Carter would testify were he still alive) but even he can figure out that 700 subscriptions (as of Sept. 1) does not represent anywhere near forty per cent. of the alumni body of Colby. If forty-five per cent. of the alumni of Colby could be induced to subscribe to this magazine there is no reason why it should not rank with the leading alumni journals of the country.

The "Big Four" of New England's colleges and universities are: Harvard, Yale, Brown and Dartmouth. The Alumni Secretaries of two of these four outstanding institutions of higher learning wrote letters of congratulation to The Alumnus at the conclusion of the last academic year, indicating their belief that, considering its limited revenue, it is an outstanding collegiate publication.

Now the Editor of The Alumnus is not given to boasting, personally or professionally. He would never have written these last few lines were it not for his sincere and intense desire to convince the

graduates of the college that this magazine's future success depends entirely on their support, on their subscriptions which can mean so little to them individually but which can mean so much to the college and its alumni magazine collectively.

Additional subscriptions work a two-fold advantage to the magazine. They not only increase the revenue from subscriptions but they raise the level of distribution to a point where more national advertisers will be interested. The editor hopes that those who are now subscribers will continue to be subscribers. What is more important, he hopes that those who are now subscribers will attempt, through verbal and written appeals, to get other alumni to join them in their support of the magazine. This magazine's goal is 1000 subscriptions before the end of this academic year.

One of the things which has grieved the editor has been the lack of response on the part of the readers. The Commencement number of the magazine, numbering forty pages, the largest issue of the year, brought nary a peep out of a single alumnus of the college, so far as the editor can recall. An invitation to the readers of the magazine to request the appearance of articles they were interested in brought response from a bare half dozen.

Solicitation of "Letters To The Editor" proved unavailing, despite the fact that the Editor happens to know that certain alumni were wild over the alumnæ at Colby Night, over the withdrawal of Mike Ryan from the coaching staff of the College, over the change in the editorial management of The Alumnus. More than anything else; the Editor of The Alumnus would like to see started in these pages this year a column wherein alumni might feel free to express their opinions on matters concerning the graduate body and the institution itself.

The editorial policy of the magazine will remain unchanged: to furnish the alumni with information concerning the latest developments at the College and to keep the graduates of the College in closer touch, one with another, through the pages devoted to class notes.

The Editor feels certain that the eight issues of the magazine published during the last academic year proved that the magazine, under the

direction of The Alumni Council, was not to become nothing but an organ of propaganda for the Alumni Fund.

To those few who objected to the acceptance of cigarette advertising on the back cover, despite the considerable revenue derived, the Editor of the magazine can only say that if this advertising resulted in the spread among the alumni of a habit allegedly pernicious, it had the opposite effect on him for he "swore off" during the year.

The Editor, at the beginning of his second year in charge, wishes to remind the graduates, both men and women, that this is their magazine. It is their duty and privilege to influence the character and contents of these pages by indicating what they like and what they do not like. Their objections are solicited; their recommendations sought.

A graduate of the college, apparently greatly concerned, has requested The Alumnus to print an article—the Hearst publications would undoubtedly call it an expose—revealing the influence which private utilities exercise over Maine's institutions of learning, higher and secondary. Perhaps this graduate has been reading Upton Sinclair, perhaps not, but in any case the chances are reasonably good that his anxieties, call them suspicions if you will, are unnecessary.

The Alumnus wrote, among others, to the Commissioner of Education of the State of Maine and asked, naively, what he could furnish in the way of information on this exciting subject. As was only to be expected, The Alumnus supposes, he wrote back that he had no information, neither had he read any recent articles or statements on the subject.

Next The Alumnus wrote to an intimate friend who is a member of the Colby faculty and urged him to bare his soul. He replied: "As far as Colby is concerned I fail to see where the private utilities have played any part. It is true that Walter Wyman is a member of our Board, but I hardly see how that hands us over to the Central Maine Power Company."

There are, of course, those persons who object to the presence of such industrialists as Walter Wyman on the boards of trustees of small colleges and universities, because they feel that their influence inevitably will prove pernicious. But, so far as The Alumnus is able to discover, and it has spent a reasonable amount of time in the search for information and evidence, Maine's colleges, its university and its leading preparatory schools are

not suffering because they have fallen into the clutches of industrialists who would use them to serve their own selfish purposes.

And so The Alumnus, for the time being at least, is willing to let the matter drop, hoping that if any graduate of the college has information in his possession bearing on this vital matter he will not hesitate to turn it over to the magazine.

The Alumnus is sincerely sorry when it cannot furnish its readers with requested information. It was happy, in its July issue, to publish a table showing how the college's endowment has grown in the last quarter of a century.

This table was furnished by Treasurer Ralph A. Macdonald to please an alumnus who had written this magazine requesting the information. The magazine will be happy to receive further requests from graduates who wish to see in these columns certain articles or specific bits of information pertaining to the college, and it hopes that it will in the majority of cases be able to satisfy these requests.

The size of the magazine is limited; the editor must select for publication only articles which will interest many rather than few alumni; there may be good and sufficient reasons why certain articles may not be considered available—but, in the main, it is the policy of the magazine to grant any reasonable request of its readers. After all it is their magazine.

H. R. R.

COLBY LABORATORY FOR TRAINING IN GOOD WILL

(Continued From Page 10)

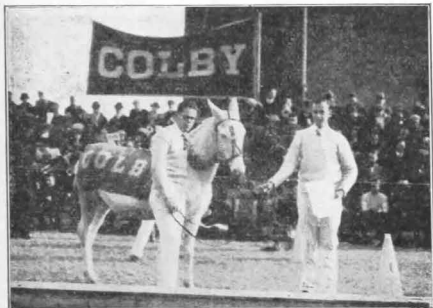
Jewish rabbi from Boston and a protestant minister from New York conducted a series of joint conferences, at the close of which we found our tolerance increased through understanding that the essential aims of all true religions are identical.

Religion is an essential part of our lives. I urge you not to allow yours to atrophy, but to stimulate it through participation in the religious activities of the College. We do not force religion upon anyone. Attendance at the weekly chapel service on Wednesdays is voluntary. I urge you not to omit this opportunity for quiet meditation in the midst of the confusing rush of campus life.

If I sense the prevailing atmosphere of the College aright, we are starting out on a good year. May we not resolve, each one of us, to contribute his own part to make this year the best we have ever had at Colby College.

THROUGH UNDERGRADUATE EYES

By JAMES L. ROSS, '36
Editor of The Echo



F. Loeb, Director of Health and Physical Education. This not only provided recreation for the freshmen, but also served to get them better acquainted and to introduce them informally to the Colby athletic staff.

* * *

It will be interesting to see how



WHEN the historic bell built by Paul Revere began its familiar tolling from atop old South College at 7.55 Wednesday morning, Sept. 25, Colby classes for the 1935-36 academic year began. With vacation over, summer employment completed and eagerness acute, Colby students resumed their courses and extra-curricular activities for what promises to be one of the best years in the history of the College. Incidentally, this is the One Hundred and Fifteenth year that Colby undergraduates have trod beneath the elms along College Avenue.

* * *

Freshman Week began Thursday, Sept. 19, with a program carrying over until the following Tuesday. A hike out to Mayflower Hill and a picnic there on the site of the proposed "New Colby" was an innovation in the Freshman Week program. Another new feature was a schedule of athletic events, for two hours each afternoon under supervision of Gilbert

the deferred rushing plan works out this fall. The plan provides that freshmen may not be pledged by fraternities until three weeks after the close of the Freshman Week program.

Until this year Colby has had no organized rushing plan, and the so-called "cut throat" system resulted in many selections of pledges which turned out to be unsatisfactory on both sides. For several years the Student Council has attempted to formulate some plan for deferred pledging which would be accepted by all fraternities, but not until last Spring was such a plan adopted unanimously by the several groups.

The elements in the present plan are taken from the systems of several other small colleges. Colby certainly needed to change its unordered rushing procedure, and many undergraduates are of the belief that any plan would improve on former pledging activities. It is hoped that the new plan will make for saner and more satisfactory pledging this fall.

* * *

Too late for announcement at Commencement came the selection of Kathryn A. Herrick, '35, as Colby's French Exchange Student for this year. Miss Herrick sailed from New York on September 14 for Paris, where she will spend a week before going to the Lycee de Jeune Filles

in Douai, a city in Northern France, on the Scarpe River.

At Colby, Miss Herrick was prominent in several college activities and was known to the entire student body through her accomplishments in music, she having been a member of the Glee Club and the chapel double quartet for four years. She wrote the hit tunes of "Moon Madness," musical comedy of two years ago, and sang and played piano and xylophone selections in several chapel assemblies.

* * *

She was a member of the Colby Concert Board for four years, serving as Chairman during her senior year. She was President of Delta Delta Delta, Secretary of the Press Club, and Women's Editor of the Colby Echo. She was the undergraduate speaker at the Boston Colby Alumnae banquet last year. Her election to Phi Beta Kappa and her selection as Exchange Student climaxed an active career at Colby.



COLBY FOOTBALL AT A GLANCE

The Gridiron "Dope Sheet" For 1935

Date	College	SCHEDULE	At	Last Year's Score
Sept. 28	Amherst	Amherst	Amherst	Colby Opponents
Oct. 5	Tufts	Waterville	Waterville	0 7
Oct. 12	Vermont	Burlington	Burlington	-- --
Oct. 19	Providence	Waterville	Waterville	-- --
Oct. 26	Bowdoin	Brunswick	Brunswick	12 7
Nov. 2	Maine	Waterville	Waterville	6 20
Nov. 11	Bates	Waterville	Waterville	0 13

VARSITY SQUAD

Jersey Number	Name	Home	Nickname	School	Class	Pos.	Wt.	Ht.
49	Alberoni R. Paganucci	Waterville	Al	Coburn C. I.	'36	L.E.	155	5'8"
	Foahd J. Salim	Waterville	Mike	Waterville H. S.	'36	C.	190	5'8"
34	Robert W. Sparkes	Lynnfield, Mass.	Bob	Bucksport Acad.	'36	R.E.	142	5'7"
32	Anthony C. Stone	Walpole, Mass.	Jiny	Dean Acad.	'36	R.T.	251	6'2"
54	Thomas G. Van Slyke	Boston, Mass.	Tom	Kents Hill Acad.	'36	R.G.	170	5'11"
44	Charles J. Caddoo	Newburyport, Mass.	Chubby	Dummer Acad.	'37	R.H.B.	170	5'11"
42	M. Edson Goodrich	Waterville	Eddy	Hebron Acad.	'37	R.G.	158	5'9"
	Arnold A. Green	Presque Isle	Arn	Ricker C. I.	'37	F.B.	163	5'10"
41	Paul J. Harold	Waltham, Mass.	Paul	Coburn C. I.	'37	L.G.	175	5'10"
31	Romeo L. Lemieux	Waterville	Rum	Waterville H. S.	'37	Q.B.	155	5'8"
60	John A. MacDonald	Winslow	Mac	Winslow H. S.	'37			
40	Norman R. Rogerson	Houlton	Twid	Ricker C. I.	'37	H.B.	160	5'9"
	M. Gerald Ryan	Auburn	Jerry	Edward Little H. S.	'37	L.E.	171	5'6"
45	Wayne B. Sanders	W. Lebanon, N. H.	Wayne	W. Lebanon, H. S.	'37	C.	180	5'11"
56	John J. Sheehan	Cambridge, Mass.	Junior	Coburn C. I.	'37	H.B.	155	5'9"
38	Stanley P. Thompson	Quincy, Mass.	Tut	Quincy H. S.	'37	R.E.	165	6'
36	Stanley Washuk	Augusta	Stan	Cony H. S.	'37	L.H.B.	152	5'9"
52	Whitney Wright	Hyde Park, Mass.	Whit	Hyde Park H. S.	'37	R.E.	178	6'
47	Emil T. Yadwinski	Stamford, Conn.	Yad	Masse Acad.	'37	F.B.	170	6'1"
39	Gordon Stanley Young	Hartford, Conn.	Stevedore	Hebron Acad.	'37	L.E.	175	5'11"
	Calvin L. Butler	Waterville	Cal	Waterville H. S.	'38	F.B.	166	5'8"
	William C. Carter	Waterville	Bill	Coburn C. I.	'38	L.T.	163	5'10"
	Carroll F. Danforth	Madison	Fat	Madison H. S.	'38	L.T.	180	6'
51	Richard W. Dow	Augusta	Dick	Hebron Acad.	'38	R.E.	172	6'
	William S. Hains	Waterville	Bill	Waterville H. S.	'38	R.G.	160	5'7"
57	Thomas S. Heal	Millinocket	Tom	Higgins C. I.	'38	L.T.	204	5'11"
43	Carleton H. Hodges	Winslow	Carl	Winslow H. S.	'38	L.T.	191	5'11"
	Harry K. Hollis	Newton, Mass.	Harry	Thayer Acad.	'38	R.H.B.	168	5'9"
46	Edward M. Hooper	Dedham, Mass.	Bud	Dedham H. S.	'38	R.G.	170	6'
50	Paul H. Landry	Waterville	Paul	Coburn C. I.	'38	R.T.	175	5'11"
58	Curtis C. Layton	Portsmouth, N. H.	Curt	Portsmouth H. S.	'38	L.G.	195	5'10"
	Frank G. Lillie	Waterville	Hips	M. C. I.	'38	R.G.	185	5'10"
48	Charles A. MacGregor	Rumford	Mac	Stephens H. S.	'38	Q.B.	150	5'7"
53	Paul B. Merrick	Augusta	Burton	Cony H. S.	'38	L.H.B.	187	6'1"
	Robert H. Neumer	New York, N. Y.	Bob	Geo. Wash. H. S.	'38	L.H.B.	145	5'10"
33	Edward J. Seay	Portland	Eddy	Bridgton Acad.	'38	C.	173	5'11"
	Rex D. Tarbell	Smyrna	Rex	Smyrna H. S.	'38	L.E.	168	6'4"
55	R. Keith Thomas	Waterville	Bull	Wilbraham Acad.	'38	F.B.	182	5'10"
59	Norman Walker	Dedham, Mass.	Norm	Dedham, Mass.	'38	F.B.	163	5'10"
51	Robert S. Winslow	Winslow	Bob	Worcester Acad.	'38	R.G.	165	5'9"

Backs	Backs	Ends	Tackles	Guards	Centers
Caddoo	Hollis	Paganucci	Stone	Van Slyke	Salim
Green	MacGregor	Sparkes	Carter	Goodrich	Sanders
Lemieux	Merrick	Ryan	Danforth	Harold	Seay
Rogerson	Neumer	Thompson	Heal	Hains	MacDonald
Sheehan	Thomas	Wright	Hodges	Hooper	
Washuk	Walker	Young	Landry	Layton	
Yadwinski		Dow		Lillie	
Butler		Tarbell		Winslow	

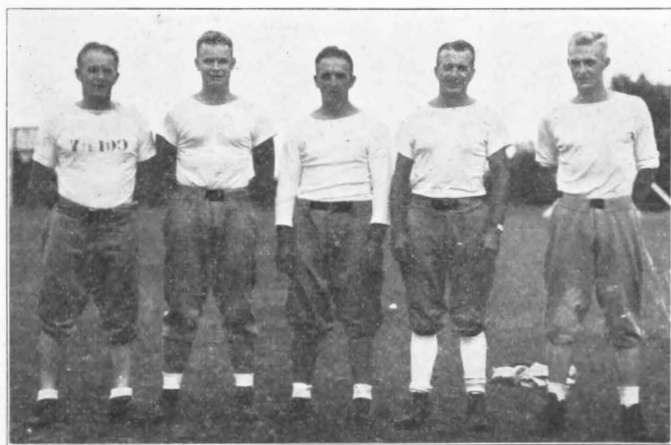
LETTER MEN

Alberoni R. Paganucci	John J. Sheehan
Foahd J. Salim	Stanley P. Thompson
Anthony C. Stone	Whitney Wright
Paul J. Harold	Emil T. Yadwinski
Romeo L. Lemieux	Gordon S. Young

COLBY SPORTS: 1935 STATE SERIES FORECAST

Eleven Will Be Heavier---Amherst, Providence, Tufts On Schedule---Veysey Looks Forward To The Olympics

By JERRY RYAN



COLBY COACHING STAFF

Left to Right: Head Coach, Edward C. Roundy; Assistant Coach, William Thomas; Freshman Coach, Ellsworth W. Millett; Trainer, Norman C. Perkins; Assistant Coach, Hugh D. Beach.

ANOTHER Autumn has rolled around and the college family, alumni and students alike, are naturally interested concerning the fate of Colby's football eleven in the State Series gridiron wars which begin late in October.

Right now the "king of all sports" is holding the spotlight all over the country, and the students here in Waterville are all enthused over the possibility of the White Mule eleven capturing a couple of Series scalps. Let us hope that their enthusiasm will not be dimmed—but, taking into consideration the type of material that Eddie Roundy has to work with this year, I would say that one would have to be an optimist to predict a Colby victory against the powerful Bates and Maine elevens. Bowdoin, also, appears to be much stronger than last season and should be very much in the running.

For several years Colby teams have been fighting their hearts out against superior elevens from Maine and Bates. They have done this with

little in the way of victories to reward their efforts. Certainly, these boys have "played the game."

Are you wondering over the reason for Colby's lack of success in Series conflicts since 1927? I will summarize it in three words: "Lack of Material." Coach "Eddie" Roundy and his boys have been battling against superior quantity and quality.

On September 9 the largest squad in history reported to the Blue and Gray coaches for early practice sessions. Forty candidates, the majority green and untried, answered the call. I will venture to state right now that by the time the Bates game rolls around, this number will have dwindled to between twenty-five and thirty.

Following are the lettermen returning for another season: "Al" Paganucci and "Whit" Wright, ends; "Tiny" Stone and "Steve" Young, tackles; Paul Harold and "Tut"

Thompson, guards; Foahd Salim, center; "Rum" Lemieux, quarterback; "Jack" Sheehan and "Tom" Yadwinski, halfbacks. This looks like a pretty formidable group to the average reader, but only six of these boys were regulars last fall.

Eino Kivi, hard hitting fullback; "Pete" Evers, speedy end; and "Bill" Jakeman, 210 pound tackle, were felled by scholastic ills last spring.

"Eddie" Seay, generally considered to be one of the best linemen in college, who starred for the freshmen last fall, may not return. "Normie" Walker, captain and ace halfback of the freshmen last fall; and Carl Hodges, 185 pound guard, are other boys on the doubtful list.

However, it would be going too far to say that the Mules haven't a chance this year. The team will be heavier than last year. The line will average close to 180, while the team as a whole will be around 175, or an average of five pounds per man heavier than last season.

Paganucci and Wright should be able to hold their own with any pair

COLBY 6—AMHERST 6
COLBY 0—TUFTS 0

of ends in the state. Wayne Sanders, a 180 pound junior, and Les Huard, a Waterville boy, should prove valuable replacements at the line extremities. "Tiny" Stone and "Steve" Young shape up as the best bets for the tackle posts. "Tiny" weighs 240 and is in good shape. Young played tackle early last season and was as efficient as any man in the Blue and Gray line.

Paul Landry, 175 pounder, who was ineligible last season; Curt Layton, 180 pound youth up from the freshman team; and Tom Heal, 230 pound brother of "Filthy" Heal, are three more excellent prospects. Paul Harold and "Tut" Thompson saw service at guard last year and may regain their posts this fall. However, they will receive plenty of competition from Paul Merrick and Bob Winslow, who are coming up from last fall's freshman team. Foahd Salim and John MacDonald will probably battle it out for first string pivot honors.

The backfield situation looks pretty good. Lemieux, Sheehan and Yadvinski played together last season and should be better this fall. Lemieux is a clever field general; Sheehan an excellent blocker; and Yadvinski a fine broken field runner and passer. "Charlie" Caddoo played great ball on the freshman outfit three years ago and is again eligible to play. He should make a strong bid for a regular position in the ball carrying corps. "Twiddle" Rogerson is another back who has been ineligible. "Stan" Washuk has been on the squad before and knows the Roundy system. He is the fastest man on the team. "Arn" Green and "Bob" MacGregor are coming up from the freshman outfit and should prove valuable in reserve carrying roles.

The schedule is difficult and includes games with Amherst, Providence and Tufts, in addition to the usual Series clashes. The Providence, Tufts, Maine and Bates games will be played at home.

The junior varsity idea is being inaugurated for the first time this year and it is probable that this will be of value in developing future varsity performers. The third stringers will carry out the J. V. schedule.

Outlook For Other Sports

The outlook in the other sports is very bright. With Cliff Veysey lead-

VARSITY SCHEDULES

Cross Country

Oct. 12	Bates, Waterville
Oct. 26	State Meet, Lewiston
Nov. 2	Maine, Waterville
Nov. 11	New England Meet, Boston
Nov. 18	I. C. A. A. A. A., New York City

Indoor Track

Feb. 8	B. A. A., Boston
Feb. 15	University Club, Boston
Feb. 22	Bates, Waterville
Feb. 29	Maine, Orono
Mar. 7	Bowdoin, Brunswick

Hockey

Jan. 10	Bowdoin, Brunswick
Jan. 11	Bates, Lewiston
Jan. 16	Bowdoin, Waterville
Jan. 18	Bates, Waterville
Feb. 4	Boston University, Boston
Feb. 5	Williams, Williamstown
Feb. 7	New Hampshire, Durham
Feb. 8	Bates, Lewiston
Feb. 10	Bowdoin, Waterville
Feb. 13	M. I. T., Cambridge
Feb. 14	Brown, Providence

ing the cross-country team, the hill and dalers should enjoy a most successful season. Cliff will be looking forward to the Olympics this year and will try to start off on the right foot by taking premier honors in the Intercollegiate Championships over the rugged Van Courtland Park course. Teaming up with Cliff will be his brother, Hollis, Harold Davis, "Gene" Williams, and "Herby" DeVeber. If these boys come along as they should, the team will be right in the running for State Championship honors.

"Bill" Millett has the makings of another great hockey outfit and in all probability the boys will rate among the best small college sextets in New England. "Hocker" Ross, the great leader of last winter's team, which beat Brown, 8-3, and lost only to Yale, will be with the team no longer. But "Rum" Lemieux, "Tut" Thompson, "Jack" Sheehan, "Art" Hannigan, "Jim" Guiney, "Lou" Rancourt, "Jimmy" LaChance, and "Bob" Sparkes will be back once more. With the proper breaks and a couple of good freshmen coming along after mid-years, Colby's hockey team should rate with the best in the East.

The indoor track season likewise should be quite successful. Coach Norman Perkins did an excellent job last winter and, with practically the same material on hand this year, prospects look even better. Cecil Daggett in the dashes, Roland Nadeau in the hurdles, Harold Davis and Paul

Merrick in the middle distances, "Cliff" and Hollis Veysey and "Herby" DeVeber in the distances, "Bob" Marshall in the high jump and pole vault, "Stan" Washuk in the broad jump, "Twiddle" Rogerson in the pole vault and "Kerm" LaFleur in the weights are the outstanding track performers.

The baseball team should repeat its State Championship performance of last spring if Coach Roundy can develop a couple of pitchers to go along with "Lefty" Cole.

The infield will be intact with the exception of third base. "Jack" Sheehan will be on first, "Charlie" Geer second, and "Rum" Lemieux short. "Curt" Layton, a member of the J. V. outfit last spring, has a good chance to nab the "hot corner" spot.

"Tom" Yadvinski and "Ray" Farnham will again be available for outfield duty. Yadvinski batted close to .300 in his first State Series campaign. "Yad" is a long range hitter and will probably have to take the place of Ralph Peabody. Farnham is a timely hitter, a good fielder, and possesses an excellent arm. "Bob" Hunter looked good on the seconds last spring and may grab the vacant outfield spot.

The intramural athletic program, so ably organized last year by "Mike" Loeb, should prove more and more popular with Colby students. The new intramural and inter-fraternity setup makes it possible for every physically fit student in college to take part in some form of competitive athletics. The program is made all the more interesting due to the fact that the Alden C. Sprague Memorial Trophy will be in competition among the fraternities again this year.

Alumni Sport Notes—Ralph Peabody will assist "Crebbly" Newell, former Waterville High coach, at Edward Little High . . . "Mose" Johnstone will be at Milo High again . . . "Bob" Violette and "Wally" Donovan are at Waterville . . . "Bill" Macomber is at South Portland High . . . "Red" Lee is at Portland High . . . "Hocker" Ross is working for the U. S. Department of Agriculture as a foreman . . . "Bobby" Scott is looking forward to another banner season at Bar Harbor High . . . "Al" Farnham is working in the E. R. A. office at Milo . . . "Snub" Pollard is principal of Sedgewick High . . .

COLBY FOOTBALL DEPRESSION SEEMS OVER

By ARTHUR SAMPSON

In The Boston Herald

Waterville, Sept. 24.

THE football situation at Colby has improved noticeably since last year, when the entire varsity squad numbered only 27, most of whom were inexperienced sophomores with little or no prep school training in gridiron tactics.

Today there were at least 40 candidates taking part in the passing and kicking drill, which Eddie Roundy and his new assistant, Bill Thomas, were supervising, and in quality as well as quantity the improvement was evident.

The most optimistic point is that this improvement is likely to continue, for like last year, seniors are in a vast minority, only five appearing on the squad list and only three of these are likely to see much game competition.

No coach in New England faced a more discouraging situation than did Roundy last fall. For two consecutive years the entering class here had been as barren of football players as a hen's mouth is of teeth. So the sophomore class had to produce most of the material a year ago.

These youngsters did reasonably well considering what they were up against and most of them now are much better football players for enjoying the brunt of last year's competition. With the assistance which some of last year's better than average freshman team now can provide this group is now ready for further development.

There is no indication yet that Colby will field a championship eleven this year, but certainly the "Mules" will have a more potent kick than in 1934, and if only natural progress continues, 1936 should find the blue and gray right at the top of the small New England college scramble.

We have seen times when Colby had more talented individuals than it has right now, but even most of Roundy's best squads of the past were exceedingly thin in replacement material. Usually there has been a tremendous drop in ability from the first string players to their immediate substitutes.

But that is not the case this year. With the possible exception of Emil

Yadwinski, a brilliant running back from Stamford, Ct., who won all Maine recognition as a sophomore last year, this squad reveals few standouts.

On the other hand, it is a relief for Roundy to find the substitutes so close to the first string players in ability that he will feel able to substitute this fall without practically conceding victory to the opposition.

"On many occasions in the past I have been forced to keep players in the game as long as possible," Eddie said today, "because the substitutes were so inferior that it was almost like handing the opponents the game to insert them into the line-up."

"We frequently played the opposition even until the starting team got tired out, and then we would have little resistance to offer when fresh opponents took the field late in the game. I think I will be able to substitute more freely this fall than ever before and that will be quite a relief to me."

From appearances right now there will be only two seniors in the starting line-up when Colby opens its season with the Lord Jeffs at Amherst next Saturday. And this pair offer

quite a physical contrast, since one is Al Paganucci, 155-pound left end, from Waterville, and the other is Tiny Stone, 250-pound tackle from Walpole.

Mike Saliem, 190-pound center, of this city, also is a senior, but he is out of action right now with a lame back and it is not known just when he will return.

Paganucci is a clever wingman and very rugged for his size. He covers kicks well, is a fine pass receiver and his blocking is all that can be expected of one of his small stature.

This is Stone's third year on the squad and he has been a regular right tackle at various times during the last two years. His football history is interesting since he carried around 290 pounds as a sophomore, reduced to 220 last year and now hits a figure somewhere between 240 and 250, according to whether he weighs before or after practice.

When he weighed 290 in his sophomore year, Roundy decided that Tiny would have to reduce before he could be a real asset to the team so he put him on a diet and gave him a set of exercises to perform during the following winter, spring and summer.

The scheme melted about 70 pounds off of Tiny's frame but it also seemed to sap most of the Walpole boy's energy and while he filled the regular tackle hole last year, he was not the outstanding performer Round had hoped he would be.

This year, Tiny has recovered some of his lost poundage. He has by no means gone back to his former size but he is 20 or more pounds heavier than he was a year ago and strangely enough he is faster and far more aggressive.

In fact our eyes almost popped out of their sockets when we saw Tiny pull out of the line and lead the speedy Yadwinski on a reverse play today. Actually Tiny looked as fast as any lineman on the field on that play.

With better tackle material available this fall, it seemed likely that Stone might have a hard job holding his position but he has improved so much since last fall that he now seems

COLBY MARCHING SONG

(Words and Music by Louis McBay, '25)

Here on the field we sing to Colby;
The clash of our shield rings out for Colby.
Proudly her banners we are bearing;
Proudly her honors we are sharing.
Bonded in love we call to Colby;
Loyal one for all and all for Colby;
Cheer rings on cheer for dear old Colby,
Fight on to victory.

REFRAIN

Sing through the shout and din,
(Colby, Rah!)

Colby is out to win, (Colby, Rah!)

Our hearts are all with you,
Sons of the Gray and Blue!

Dash through the line and fight! (Colby!)

Crash through opposing might! FIGHT!

On down the field, for we'll never yield,
And will bring home a win tonight.

INTERLUDE

Colby, Rah! Rah! Colby, Rah! Rah! Colby!

Lift your voices up in song, Colby!

For your manhood clean and strong, Colby!

Straight to victory we march along.

Team! Rah! Colby!

certain of being the regular right tackle again.

Whitney Wright of Hyde Park will probably be the other starting end on the opposite flank to Paganucci. This 178-pound junior won a regular berth toward the end of last year and he will probably pair with the little senior at the start of each game.

However, Robert Sparkes of Lynnfield has been coming fast this fall after two years on the squad and Stanley Thompson of Quincy, Gordon Young of Hartford, Ct., and Richard Dow of Augusta are other wingmen showing great promise.

The last three have been shifted from other positions. Thompson won a letter as a guard last fall. Young was a tackle on the varsity a year ago and Dow was a tackle on the freshman team.

Since all six of these wingmen appear capable of doing a good job, it is likely that Roundy will substitute at the flanks frequently this fall.

The tackle position is the one remaining spot where the material is not more plentiful. Aside from Stone the other leading prospects are sophomores. Carl Hodges of Winslow, Curtis Layton of Portsmouth, Paul Merrick of Augusta and Tom Heal of Millinocket are the potential sophomore tackles who seem to lack only experience, all of them having plenty of size.

Hodges will probably be the starter at left tackle Saturday. He weighs 191 and was one of the best of the freshman linemen last year. Layton weighs 195, Merrick 187 and Heal 204.

Eddy Goodrich of Waterville and Paul Harold of Waltham are a pair of veteran guards of the watch charm variety. Both made the team as sophomores last year and despite their lack of weight they probably will continue to flank the center.

Goodrich weighs only 158 and Harold about 170 but they are smooth workers coming out of the line and there seems no one here yet to challenge their superiority.

It is true, however, that a pair of sophomores, Paul Landry of Waterville and Ed Seay of Portland, are good enough at least to alternate with the two regulars and their presence should make it easier for Goodrich and Harold to stand the gaff.

With Salim out of action at present, Wayne Sanders, a former end, is

WE STOOD CORRECTED

By Fred K. Owen, '87, Editor,
Portland Evening Express

WHEN we were registering at Colby College Commencement week-end, the bright little co-ed at the table asked whether we wished our fraternity ribbon. Some one had handed it to us. "I've got it," we replied crudely. "Yes, you have it," the little maid replied.

"Have it is right," we conceded.

filling the bill at the pivot position. He weighs 180 and is a demon at backing up the line. Seay also is being tried at center in case of necessity.

The spearhead of the Colby attack again this year will be the speedy Yadwinski. From the tail back position this tall, long-striding junior should really go to town now that he will have a little more help. Weighing about 175 pounds, this boy runs with a deceiving change of pace which allows him to ease past tacklers with astonishing ease when in a broken field.

"Yad," like Danny Wells, former Harvard quarterback, carries the ball in the grasp of one hand as he threads his way along. His only fault seems to be an over-anxiousness to get started, and Roundy has been forced to change his formation slightly to prevent his star ball carrier from leading the interference through the holes.

Like the famous Negro halfback who is reported to have said, "Just give me that ball and let the interference follow me," Yadwinski frequently refuses to wait for the interference to form. Having accomplished so much without the aid of blocking it should be bad for the opposition if he ever learns the value of timing.

Romeo Lemieux, regular quarterback last year, again will direct the team, while Charles Caddoo of Newburyport and Norman Walker of Ded-

ham will probably complete the starting backfield. Caddoo, a 170-pounder, will play on the wing, while Walker, the star of last year's freshman eleven, will do the line bucking.

The ability of Walker to shatter a line to splinters is certain to help Yadwinski on his flank runs this year. The Dedham sophomore will be too dangerous inside the tackles to permit any such spreading as opponents were apt to do last fall to stop Yadwinski.

Another sophomore, Charley MacGregor of Rumford, the best blocker on the squad despite the fact he weighs only 148, is certain to see plenty of action, while Bull Thomas, regular fullback two years ago, but out of college last year, is again available.

Norman Rogerson of Houlton, ineligible last year, and Stan Washuk of Augusta are speedy number four backs who can give Yadwinski a rest at any time and still keep up the tempo of attack. Washuk, a white-haired junior, looked every bit as fast as Yadwinski in the signal drill today and Rogerson also showed that he possesses a pair of winged feet.

With Bill Millett working with another good freshman squad and this improved squad remaining almost intact for another season after this one, it certainly seems that football prosperity here is just around the corner. At least, it is safe to say that the worst of the depression is over.

COLBY TEACHERS TO MEET ON OCT. 24

The meeting of Colby teachers and alumni to be held during the Maine Teachers' Convention will be held October 24, at the Penobscot Valley Country Club, Bangor. The dinner will be served buffet style, at 6 P. M.

Colby alumni planning to attend, and not receiving a card from the Alumni Secretary, should notify Hall C. Dearborn, 58 Third street, Bangor.

BERLIN, N. H., ALUMNI MEET COLBY NIGHT

Members of the Berlin, N. H., Colby Alumni Association will hold their annual meeting on Colby Night. Tentative plans include election of officers and Colby reminiscences.

Officers of the association are in charge of the program: Ernest Osgood, president; Henry Eaton, Ethel MacDougall and Hazel Dyer Town.

Waterville Alumni Dinner

Before Colby Night, Nov. 1

6 P. M.—The Elmwood

A WELCOME TO COLBY FRESHMEN--NEW STYLE

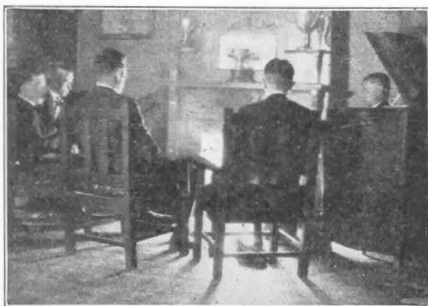
By JOSEPH COBURN SMITH

PRESIDENT Johnson sometimes recalls (and many another alumnus can duplicate his experience) his entree into Colby College as a timorous freshman, walking into chapel and across to the further benches to the accompaniment of a prodigious stamping of feet by the upperclassmen—a welcome little calculated to temper the acute embarrassment of the newcomers.

Apparently all colleges took the attitude that it was up to the undergraduates to introduce the new students into college life. This induction process, accordingly, ranged from a Y. M. C. A. reception to a Phi Chi orgy of brutality. True, most students survived the ordeal and instinctive college loyalty was usually strong enough to overcome such inauspicious beginnings, but even at best, for the freshmen it was: sink or swim, and the devil take the home-sickest.

Of late years, however, college authorities have suddenly become aware that "first impressions are strongest" and that they have been missing a golden opportunity to launch freshmen into their academic careers with the attitudes of mind that would enhance their chances of happiness and success in college. At Colby, there has been established for the last five years an annual Freshman Week, a five days' period preceding the opening of college during which the freshmen could: (1) Get the various routine duties of registration out of the way; (2) receive an initial impression of Colby as a friendly, yet dignified institution of learning with historic and religious traditions; and (3) make the acquaintance of the others in their class and of the faculty before the upperclassmen arrived and began to monopolize the scene. For the benefit of alumni who may not have been aware of this development, an account of the recent program may be of interest.

The Class of 1939 was born at four o'clock, Thursday afternoon, September 18, in the Chapel. What had previously been an embryonic mass of application blanks, admission cards,



dormitory assignments, correspondence and other pieces of paper, became at that hour a flesh and blood reality: some 180 young men and women looking at each other for the first time, observed by the President, Deans and Faculty for the first time, feeling themselves a part of Colby College for the first time.

After prayer by the minister father of one of the freshmen, President Johnson gave a stimulating talk, full of good advice and friendly counsel, sounding the keynote for a happy and fruitful year.

Pouring out of the Chapel, the freshmen were arranged for a group photograph on the lawn and then joined groups for a "sightseeing tour" of the buildings and historical points of interest on the campus.

At six-thirty they assembled at the Alumnae Building for supper as the guests of the faculty members and wives. Each student, after obtaining a well-filled plate from a serving table, cafeteria style, found his or her way to one of the little circles of chairs which filled the floor space of the gymnasium. Each circle was made up of seven students and three faculty ladies or gentlemen and during the meal mutual introductions were made and conversation was in order. After the last helping of ice cream had been consumed, the chairs were moved to face the front, and everybody proceeded to enjoy a program arranged by the student Christian associations. Group singing and cheers opened the program and then Dorothy Giddings, '27, and Charles P. Nelson, '28, gave talks, in which wit was mixed with nuggets of good sense, on "If I Were

a Freshman Again." Student talent provided music, tap dancing and humorous skits. The Camera Club's photoplay, "Frank Merriwell at Colby," brought a Hollywood touch to the entertainment and, following Frank's thrilling last minute touchdown run, the gathering closed with the strains of Alma Mater.

As the students found their way out, chatting, their attitude justified the thoughtful care with which the Freshman Week Committee had been building up an opening day's program which would strike just this note of democratic friendliness and so set the tone for the newcomers' whole college careers.

On the following day began the more routine parts of entrance procedure which continued for the next few days. Registration, election of courses, assignment to class divisions, individual physical examinations, library instruction groups, psychological test, modern language placement test, and the like were scheduled for various hours and were carried through smoothly and without conflicts. It all sounds complicated, but each step has been carefully considered and has a definite part in giving the college and the freshmen the best possible start together.

Other events of the Freshman Week, however, were of a non-academic nature. At the Activities Meetings the new students listened to the heads of campus organizations tell about the various extra-curricular activities and how freshmen could participate in them. There were discussion groups designed to give the freshmen opportunity to talk over various troublesome questions with upperclassmen. On Saturday evening a general meeting of the class was held at which Professor Libby narrated the history of this College and pointed with pride to the many famous graduates in every field. To top off the evening, there was dancing to music by the "Trans-Atlantic White Mules," the student orchestra that played on steamships this summer.

This year was the first in which Freshman Week extended over Sun-

day. A service of worship was held in the forenoon in the Chapel and Shailer Mathews, '84, honored the college as the preacher. Sparkling in his best form, Dean Mathews held up for scorn the philosophy of frustration and futility, and demonstrated that vital Christianity and good humor can go hand in hand.

For Sunday afternoon, an excursion to Mayflower Hill was planned, with the members of the young people's societies of the Waterville churches entertaining the Freshmen with sandwiches and cocoa, and ending up with a Sunset Service on the western hillside. Unfortunately, the beautiful day turned suddenly dark and a heavy shower came up just at the hour set for the hike. However, the Baptist Church Fireplace Room was substituted for Mayflower Hill and the event carried through with great success.

As the upperclassmen began to arrive for their registration day on the following Tuesday, they found a freshman class well established. Were they unbearably "fresh" as a result of all this attention? No, not as much as in the old days, because they had not been goaded into antagonism or "showing off." Although Bloody Monday is a thing of the past, the Freshmen will have to wear their little blue and gray caps and obey the traditional rules. Possibly a few will receive chastisement from the sophomores during the fall, but, by and large, the newcomers are beginning the college year without needless friction and humiliation. Before the first day of classes they had their feet placed, they knew their way around, they had already begun to form circles of acquaintances with each other and the faculty, they had an attitude of wholesome respect for the college and for the opportunities confronting them at Colby. That is what Freshman Week is for.

In the November Alumnus

Colby Necrology

Class Notes

With The Faculty

JOE ALUMNUS: Fifteen Minutes at the Elbow of Colby's Alumni Secretary

By G. Cecil Goddard

THIS brief sketch is intended to be a history of the Alumni Council for the purpose of informing alumni who have had no contact with it before of the importance of their Council. The Council transacts all business of the Alumni Association, directs the relations between the alumni and the College, and continually endeavors to stimulate alumni activity.

Our Alumni Council is but two years old. It came into being in 1933 when the General Alumni Association voted it the executive powers of the Association. No longer are there officers of the Association. The officers of the Council are Chairman, Vice-Chairman, Executive Secretary, and Treasurer, with various committees. There are twelve members-at-large, of whom four are elected each year for a term of three years. In addition, each local Colby club is entitled to one representative, and fifteen local associations have elected representatives. There is one representative from the faculty who is elected by the faculty annually. The members-at-large are elected by written ballot and candidates must be members of a class more than four years out of college. No member is eligible for election for one year after completing two successive terms. The constitution provides for two meetings each year, one on Colby Day and one during Commencement.

The continuity in membership of the Council will do much to accomplish projects in which alumni are interested; and alumni, through the Council, can be a dynamic force in building the future of the College.

The Council has raised, through the Alumni Fund, in three years the sum of \$12,758.18; has established a loan fund of \$1000 to aid undergraduates; has recommended to the Board of Trustees the reorganization of the Department of Health and Physical Education (which recommendations were unanimously adopted), and the establishment of a cafeteria for men on the campus (now in the hands of the Committee on Buildings and Grounds of the Trustees). During the past year, this alumni magazine has

been published monthly by the Council. Alumni are invited to attend the regular meetings of the Alumni Council, and it welcomes at all times expressions of alumni opinion.

* * *

Colby Night this year will be Nov. 1. Last year the Colby Night celebration, for the first time, was held jointly with the alumni in the Field House. At that occasion probably the largest group of alumni and alumni in the history of the College assembled. More than 1200 were present. But because of the poor acoustics of the indoor field, the usual enthusiasm was lacking. At the meeting of the Council the next morning there was a discussion of the Colby Night just passed, with the result that a committee was appointed and given the power to make arrangements for this year.

Many alumni and alumni have been queried on the last joint Colby Night and the program. Nearly all of those approached thought the meeting a failure, principally because of the unsuitability of the Field House. Therefore, the committee has authorized the Executive Secretary, until such time as a more suitable place can be secured, to arrange the Colby Night alumni program for the Old Gymnasium, where enthusiastic alumni have made the rafters ring for thirty years, with the exception of the first Colby Night, which was held in Memorial Hall.

* * *

Alumni in many cities, unable to return to the Colby Night celebration on the campus, will join in the fourth National Colby Night. Last year Colby Night gatherings were held in seven cities in the United States and in Paris, France. Invitations have been mailed to fifteen Colby groups to join the fourth National Colby Night, by holding meetings simultaneous with the celebrations in the "Old Gym" and the Alumni Building on the campus.

COLBY NIGHT
NOVEMBER 1



ELMWOOD HOTEL

WATERVILLE, MAINE

*Gala party Colby Night and
Saturday after the Maine Game
Special Football Luncheon Saturday*

COLBY ALUMNI:

A sincere welcome when visiting
Waterville. Come in and see us
before and after the Maine Game.

PARKS' DINER

ALLEN'S DRUG STORE

118 MAIN STREET

WATERVILLE . . . MAINE

CITY JOB PRINT

Francis M. Joseph, Proprietor

Printers of

THE COLBY ALUMNUS
THE COLBY ECHO
THE COLBY WHITE MULE

SAVINGS BANK BUILDING

WATERVILLE — — — MAINE

*They tell about
an Englishman—*

*Who closely scrutinized
His income tax blank
And then sent it back
With the following notation:
“I have given the matter careful thought
And have decided not to join
The Income Tax.”*

. . .

*Now getting around to cigarettes
There are no ifs ands or buts
About Chesterfield
Two words make everything clear . . .*

They Satisfy

Chesterfield ... the cigarette that's *MILDER*
Chesterfield ... the cigarette that *TASTES BETTER*

