

FarmHouse Fraternity at Michigan State University

A Pictorial History

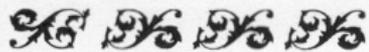
**Originally developed for presentation at the
65th Anniversary Celebration, March 2001**

Mark E. Havitz, MI 77

**Part Two of Nine: 20th Century Promise --
From MAC to MSC**

The Michigan Agricultural College...

Numbers among its graduates and former students
hundreds of successful farmers, scientists, mechanics •
draftsmen • civil engineers,
teachers • and professional men. It is Michigan's gift
to her great industrial class,
and is the only College in
the State that offers a course
especially for Women



Optimism abounded as the new Century dawned. This is MAC President Jonathon Snyder's message in the 1901 yearbook. He emphasized how much the campus and its programs had grown in the last 20 years of the 19th century. Enrollment, for example, expanded from 300 to 2000 students during his 20-year term which began in 1896. By 1910 housing was short and fraternities and sororities were allowed to form living units. [Photo source: 1901 *Wolverine*, text source 1955 *Wolverine*]

Twenty Years Ago

There were 216 Students



19 Professors and Instructors



23 College buildings



A three-mile walk through sand and mud from Lansing



Mail twice a week



One course of study:
—The Agricultural



Now

There are 626 Students



51 Professors and Instructors



55 College buildings



Passengers by electric cars and freight by steam railway, come directly to the campus



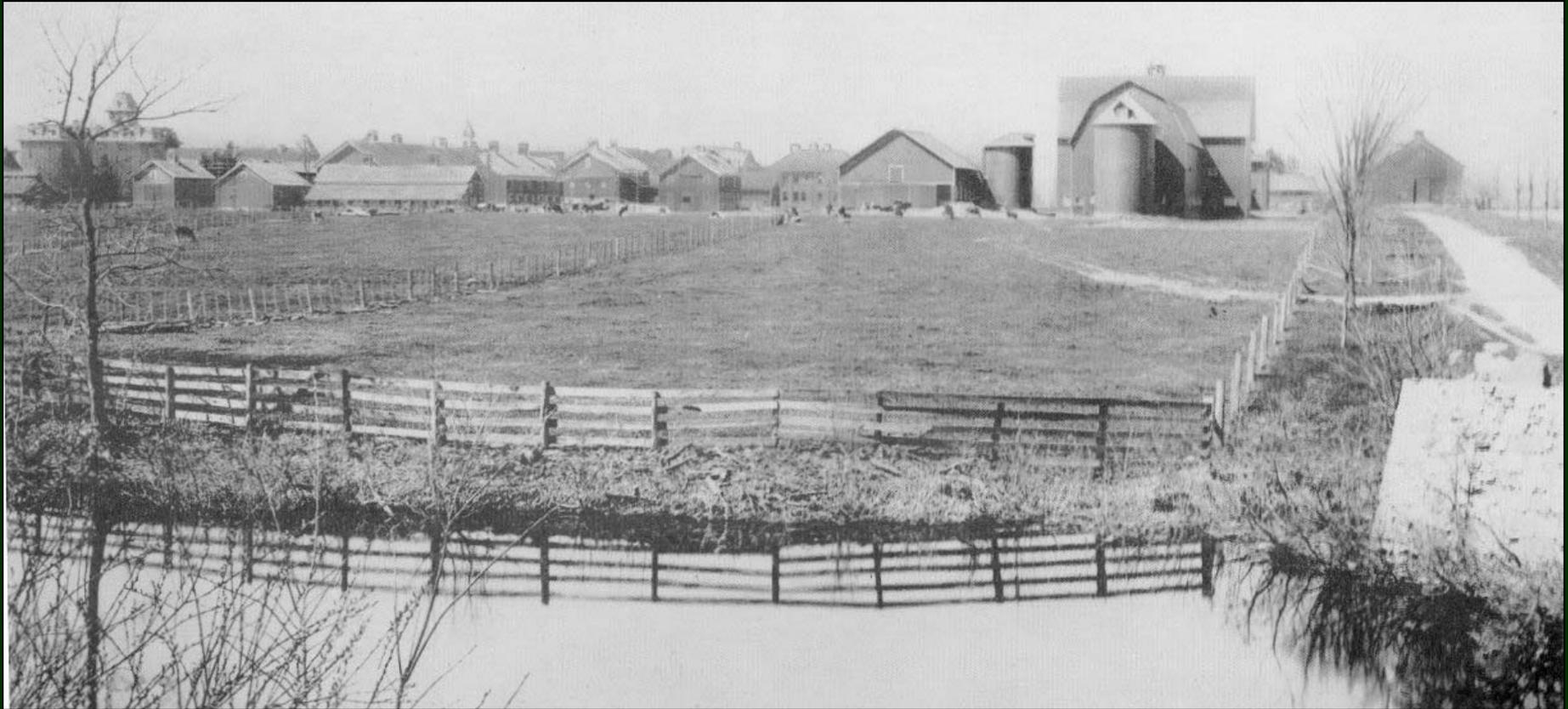
Mail twice a day



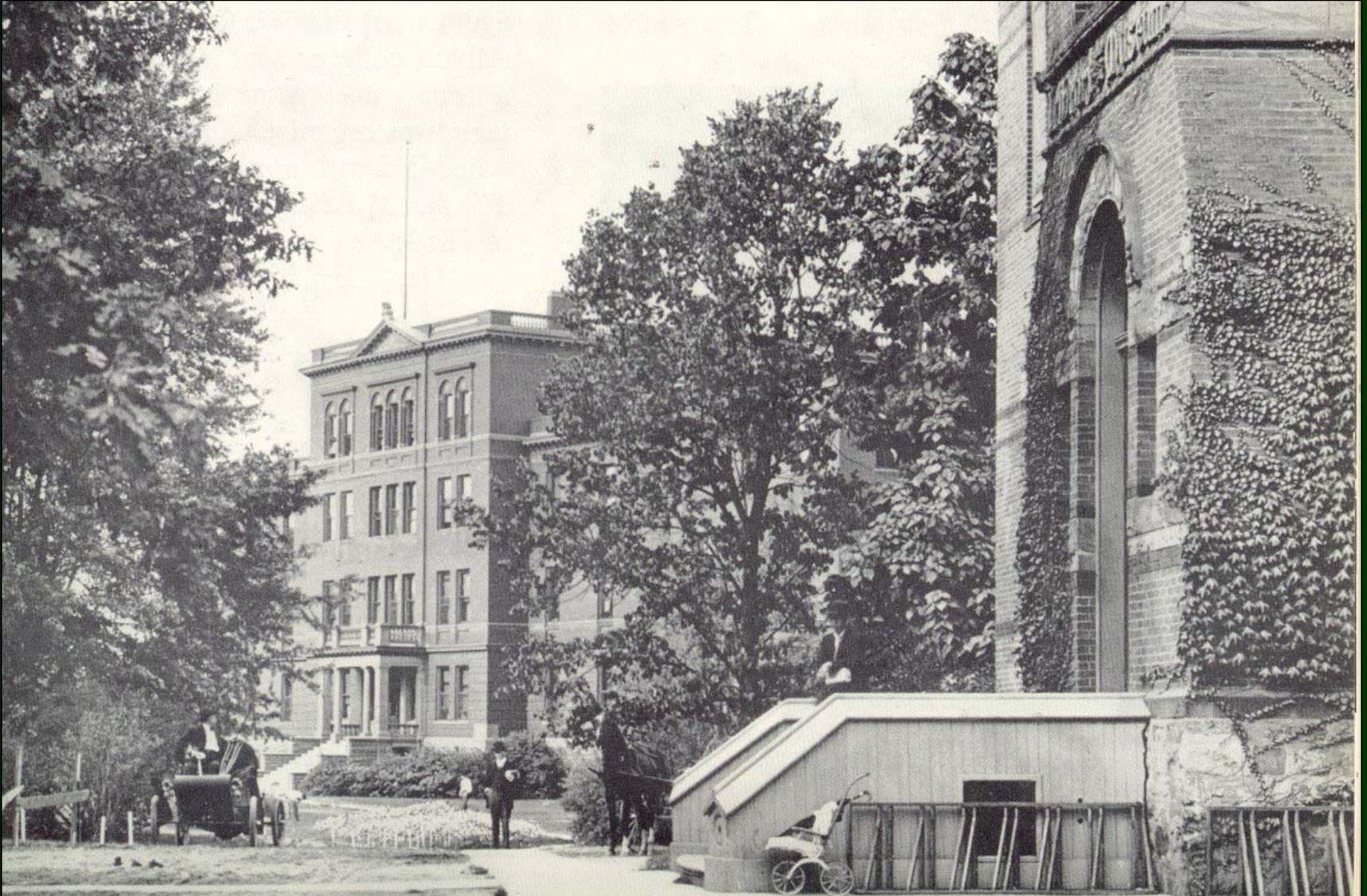
Four courses:
Agricultural
Four-year Mechanical
Five-year Mechanical
Women's
Seven special short courses

J. L. SNYDER,
President.

In follow-up to a couple of photos shown in the first section of this pictorial history, here's another shot taken from the Farm Lane bridge, looking northwest in 1910. It shows a pasture on site of present day Bessey Hall. The barns (site of present day South Kedzie Hall) and Williams Hall (far left) would soon disappear from the background. [Source: 1955 *Wolverine*]



A caption in the 1955 yearbook stated that this was perhaps the first car on campus. It was owned by Zoology professor Rufus Pettit. The year was 1903. Brand new Morrill Hall, named for the author of the Land Grant College act and originally constructed as the second women's dorm on campus, looms in the background. Also note the bike rack and baby carriage along the entrance of what is now Linton Hall. [Source: 1955 *Wolverine*]



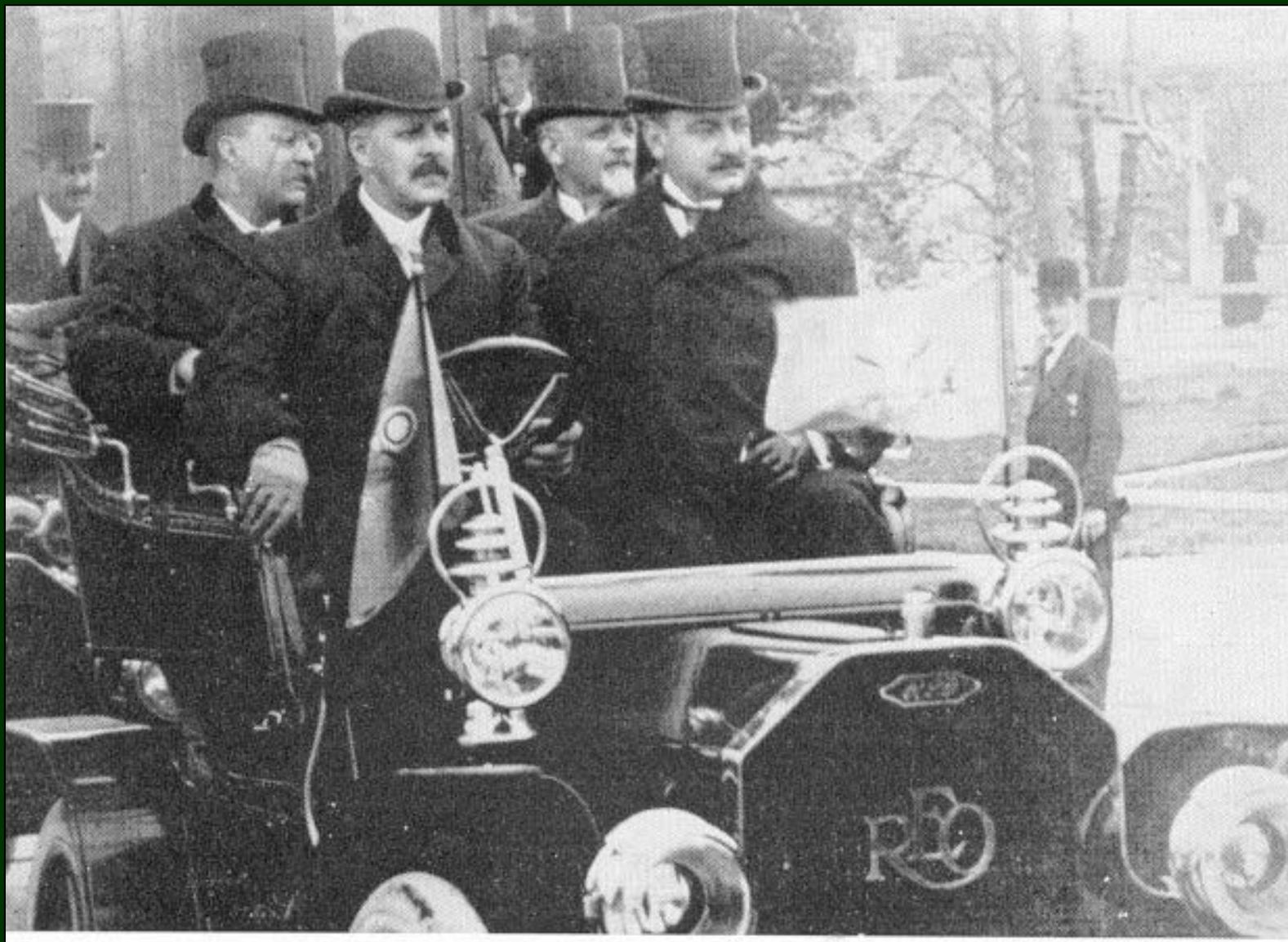
Construction of Ag. Hall began with a bit of dynamite in 1907. [Source: 1955 *Wolverine*]



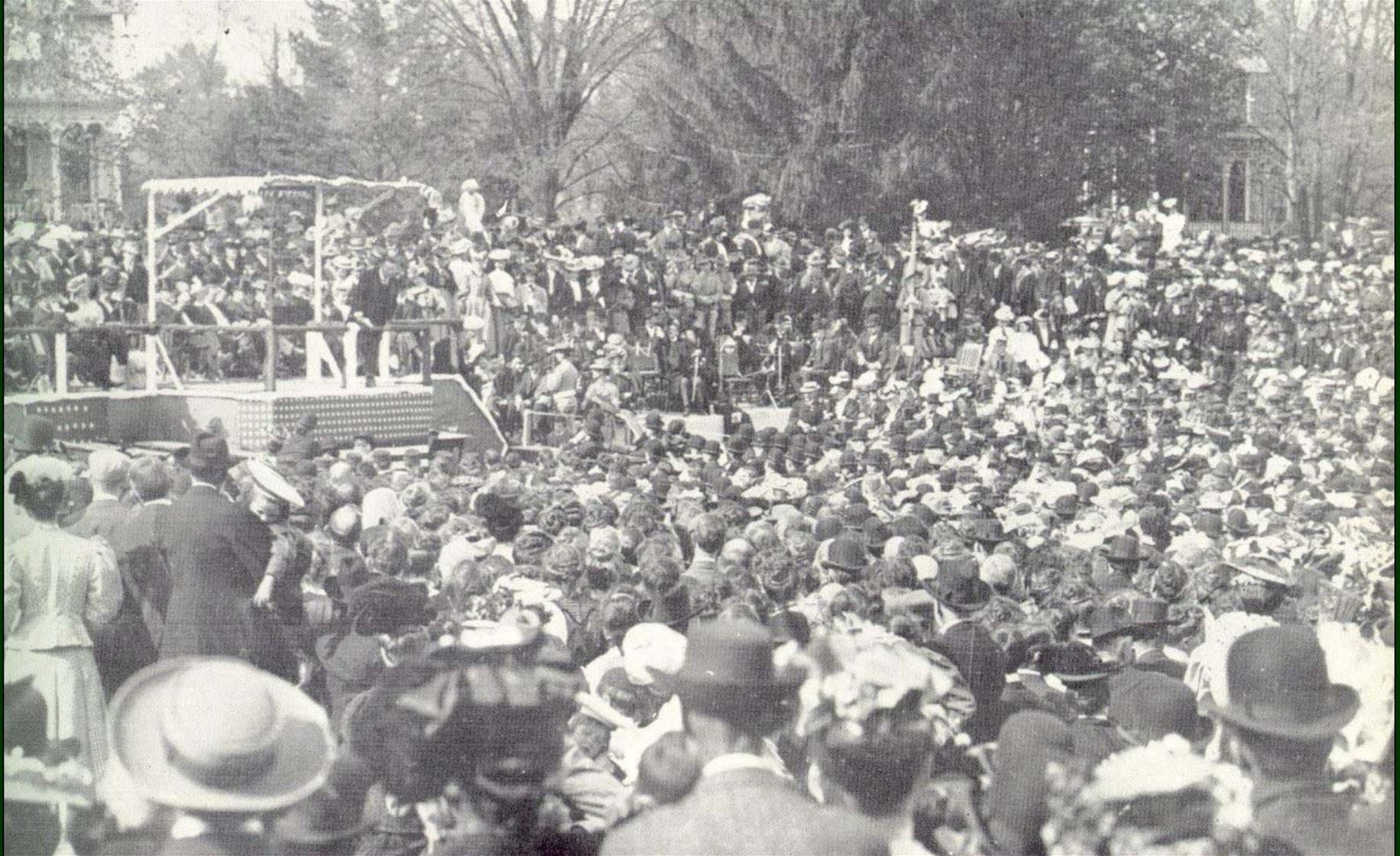
Ag Hall today is, as described in the 1919 *Wolverine*, still “massive and substantial.” [Source: MSU website]



President Teddy Roosevelt (back seat left) visited campus in 1907. He was driven to campus by Lansing's most famous turn-of-the-Century citizen Ransom E. Olds (at the wheel) and MAC President Snyder (in the back seat with TR). The passenger in front is Roosevelt's secretary. The Secret Service was apparently nowhere in sight, although that may be one of their number in the trailing vehicle! [Source: 1955 *Wolverine*]



Here's a panoramic shot of TR's speech which was delivered on the site of the present day band practice field. That's him in the dark suit leaning over the railing of the speaker's platform. "Bully!" I say, "Bully!"
[Source: 1955 *Wolverine*]



After years of frustration at the hands of the bigger, older institution, the Aggies' first football victory over the University of Michigan took place in Ann Arbor in 1913. Pictured in the top photo is an MAC touchdown during the 12-7 win. The second photo shows the Aggies moving the ball in Madison against mighty Wisconsin. The Aggie at the far right of the photo, running interference, is Gideon Smith. [Source: 1955 *Wolverine*, 2003 *Spartan Sportzone Magazine*]



Gideon Smith, Class of 1916, was the first African American male to graduate from Michigan State (then MAC). A talented athlete, he was one of the first two Blacks in the country to play college football and the one of the first to play professional football. At Michigan State, he also served as Secretary and Treasurer of the Cosmopolitan Club. After serving in World War I, Smith joined the faculty of Hampton Institute in Virginia as football coach and Professor of Physical Education from 1921 until his retirement in 1955. He was named to the Michigan State Athletics Hall of Fame in 1992. Source: MSU website, retrieved January 2, 2005, <http://www.msu.edu/unit/msuarhc/africanpresence1.htm>

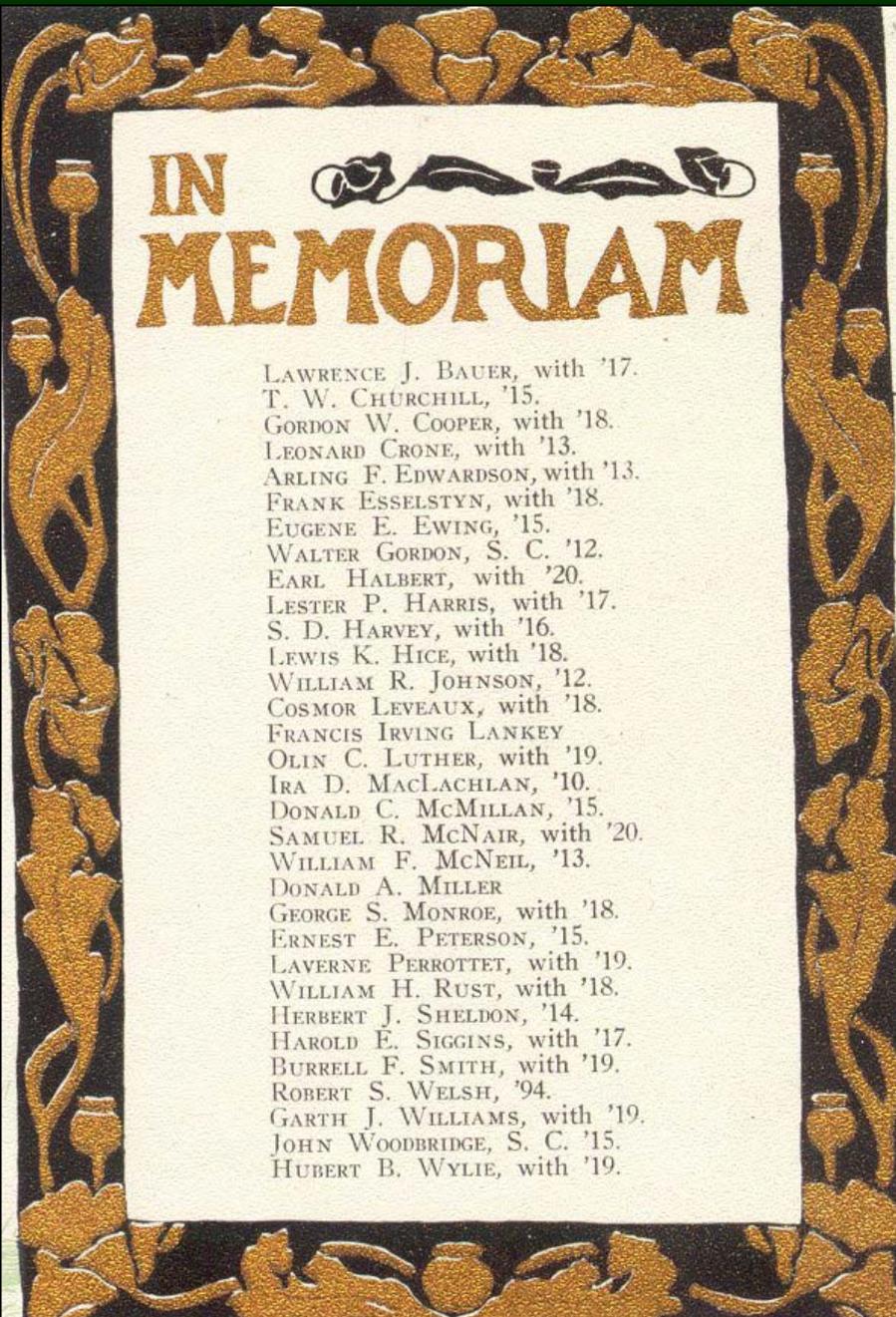


A second Wells dormitory was built on site of first Wells (at the location of the current MSU library). This photo dates from 1914. [Source: 1955 *Wolverine*]



The winds of war were blowing across the world. This is a photo of an ROTC muster in front of Wells Hall in 1918. [Source: 1955 *Wolverine*]





IN MEMORIAM

LAWRENCE J. BAUER, with '17.
T. W. CHURCHILL, '15.
GORDON W. COOPER, with '18.
LEONARD CRONE, with '13.
ARLING F. EDWARDSON, with '13.
FRANK ESSELSTYN, with '18.
EUGENE E. EWING, '15.
WALTER GORDON, S. C. '12.
EARL HALBERT, with '20.
LESTER P. HARRIS, with '17.
S. D. HARVEY, with '16.
LEWIS K. HICE, with '18.
WILLIAM R. JOHNSON, '12.
COSMOR LEVEAUX, with '18.
FRANCIS IRVING LANKEY
OLIN C. LUTHER, with '19.
IRA D. MACLACHLAN, '10.
DONALD C. McMILLAN, '15.
SAMUEL R. McNAIR, with '20.
WILLIAM F. McNEIL, '13.
DONALD A. MILLER
GEORGE S. MONROE, with '18.
ERNEST E. PETERSON, '15.
LAVERNE PERROTTET, with '19.
WILLIAM H. RUST, with '18.
HERBERT J. SHELDON, '14.
HAROLD E. SIGGINS, with '17.
BURRELL F. SMITH, with '19.
ROBERT S. WELSH, '94.
GARTH J. WILLIAMS, with '19.
JOHN WOODBRIDGE, S. C. '15.
HUBERT B. WYLIE, with '19.

Thirty-two MAC men died in WWI and related training exercises. These Aggies were honored in the 1919 yearbook (right). Perhaps most notable among them was Francis Irving Lankey, an MAC yell master (an early version of cheerleader) who wrote the music for a still beloved song. Most readers are likely familiar with his tune, which originally began: "On the banks of the Red Cedar, there's a school that's known to all; its specialty is farming, and those farmers play football..." Most of the words were written by Lankey's MAC buddy Arthur L. Sayles. Back to back road wins over national powers Michigan and Wisconsin in 1913 inspired the song as Lankey noted that both schools had great fight songs ("Hail to the Victors" and "On Wisconsin"). Acknowledging the Wolverines, the original first line of the chorus was "Crash right through that line of blue" rather than "Go right through for M-S-U." The current words wouldn't have made sense at the time because the school was still MAC! The song made its debut, posthumously for Lankey, in 1919. His girlfriend published the song and members of the football team sold 770 copies (at the fairly high price of \$0.50 apiece) at the 1919 homecoming pep rally. The MAC band first played the song at football games during the 1920 season. [Photo source: 1919 *Wolverine*, text source is the 2001 MSU/Michigan official football program.]



The end of the “war to end all wars” brought with it a sense of renewal. By early 20s, many old buildings were being replaced. This was the old MAC Union (left). [Source: 1925 *Wolverine*]

The new Union building foundation (below) was dug by students, staff, faculty in 1923. [Source: 1955 *Wolverine*]



Nearly 80 years later, the fruit of their labor still stands proud. [Source: MSU website]



MAC's most important landmark, College Hall, collapsed during renovation efforts during WWI. The remains (left) served as a storage shed for a while. Written in the aftermath of the War, the 1919 Yearbook asked "Is this not a desecration, polluting holy ground? No! But like the churches full of wounded, 'tis a symbol of a nation's wealth and manhood sanctified by dedication to a just and holy cause." Nevertheless, the remains were soon razed. What should be done about this most hallowed place on the campus grounds? The topic was tossed around for a few years before John and Alice Beaumont (right) stepped in to fund a fitting memorial. [Photo and text sources: 1919 and 1929 *Wolverines*]

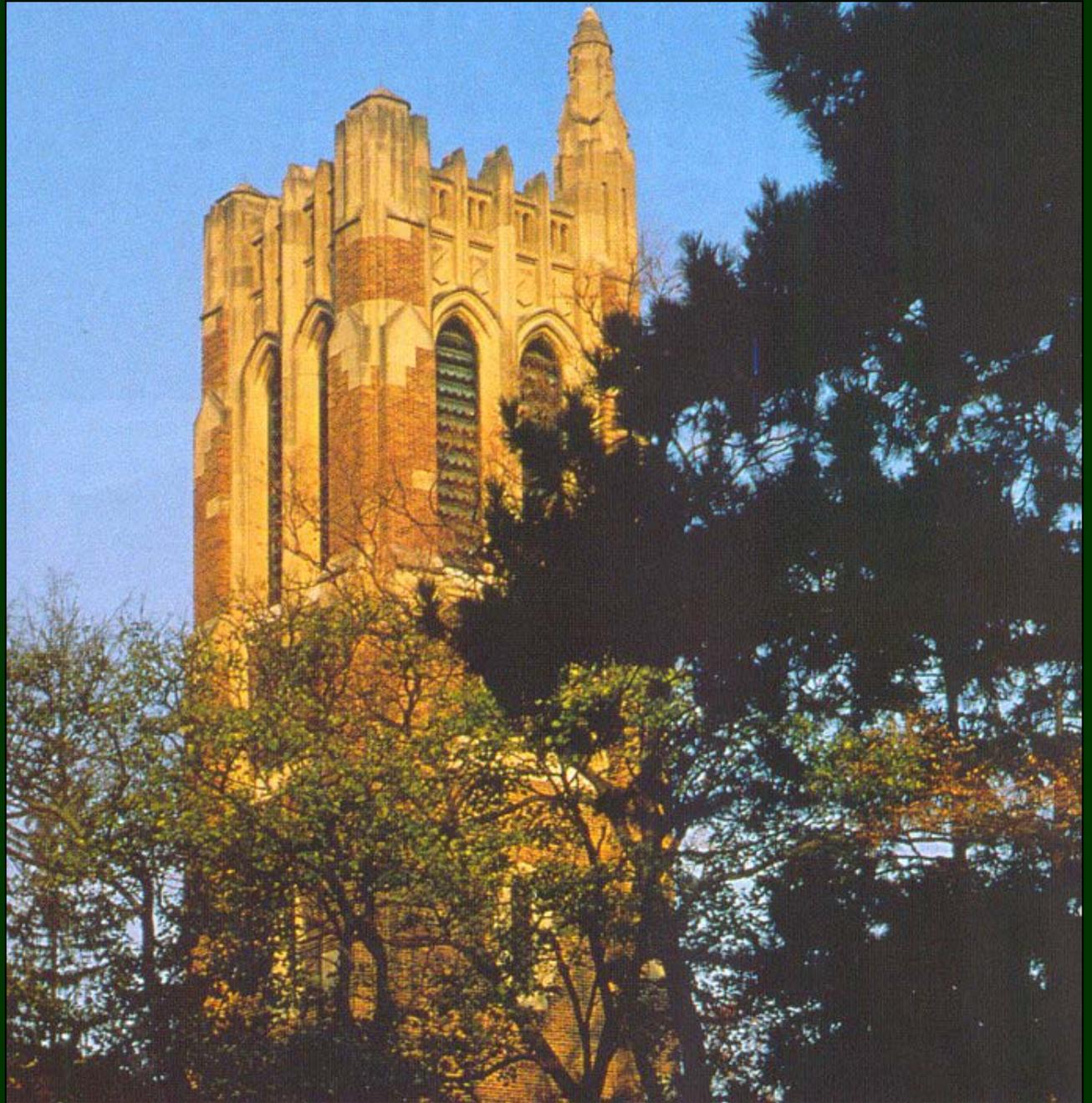




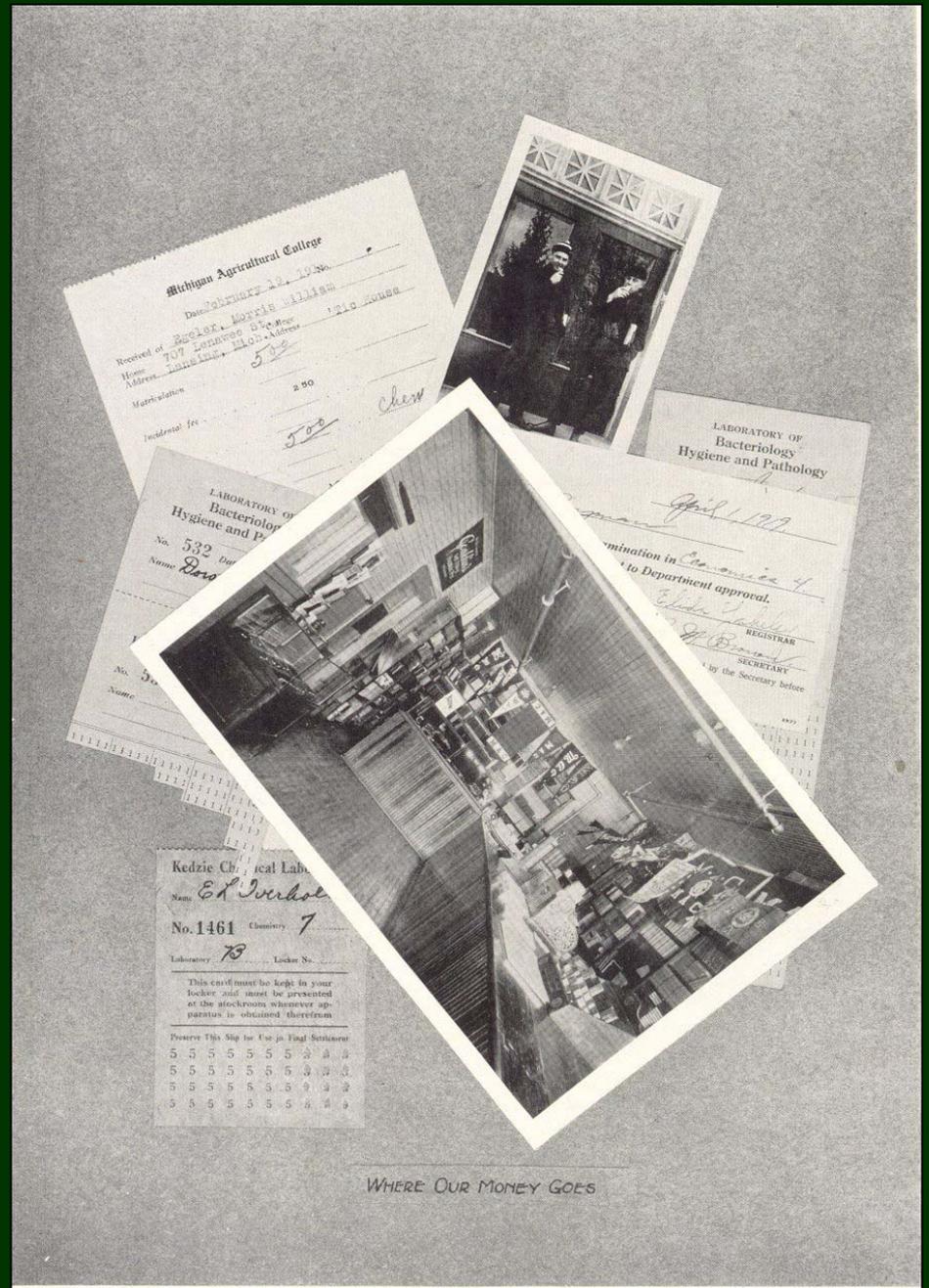
The memorial was built in 1928. The bells arriving by rail. [Source: 1929 *Wolverine*]



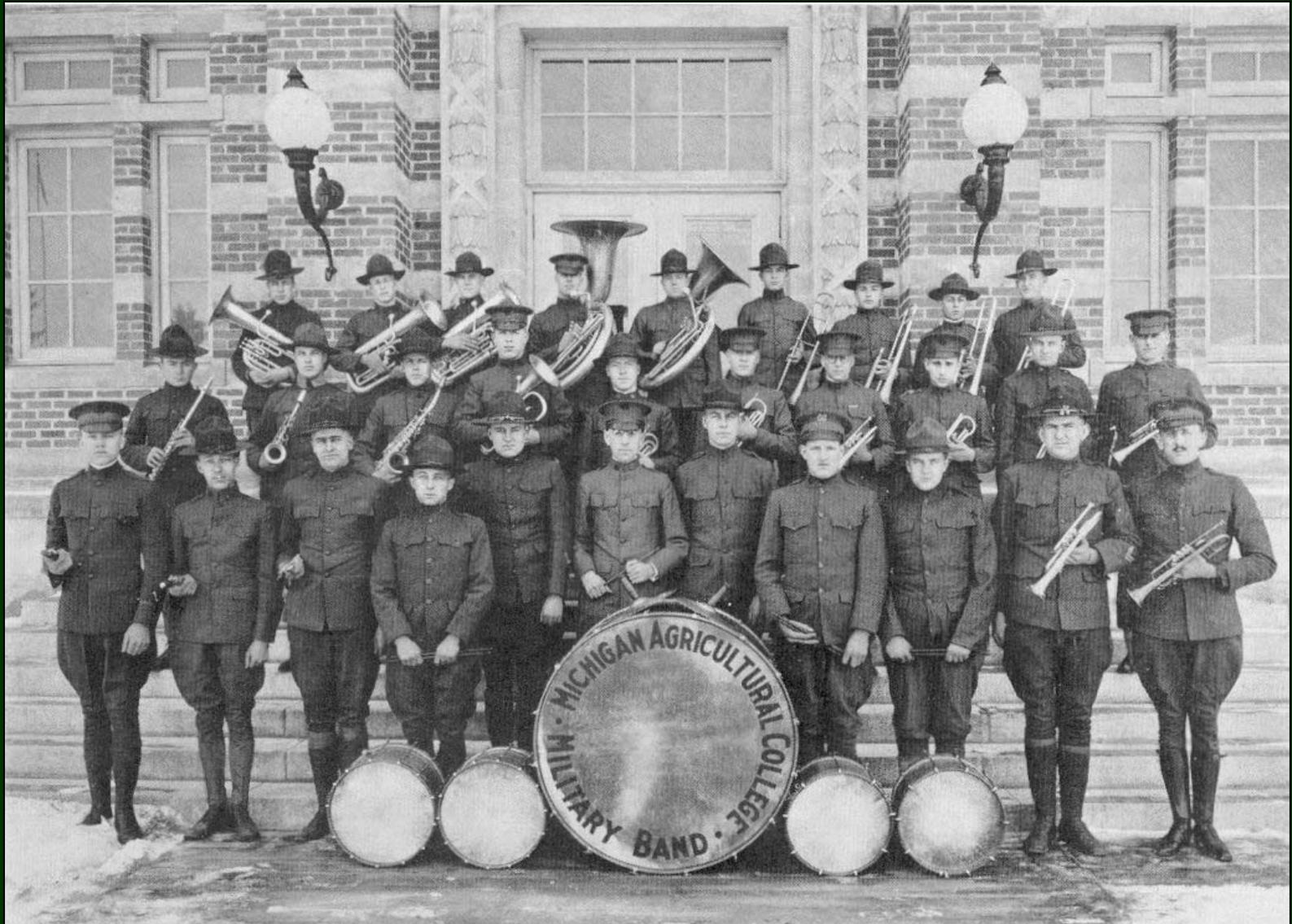
Like its Circle Drive neighbor the Union building, Beaumont Tower still stands proud as the University's most recognizable landmark. [Source: MSU website]



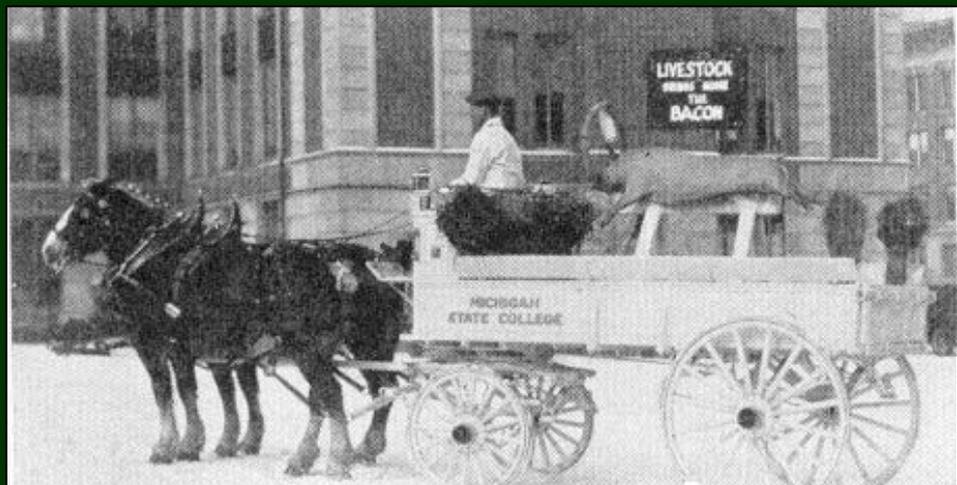
Receipts shown in this collage suggest that tuition was still low in 1919 (\$5 per term)! Although incidental fees were an outrageous \$2.50! This collage also includes a scene from the “College Store,” predecessor to the MSU Bookstore. [Source: 1919 *Wolverine*]



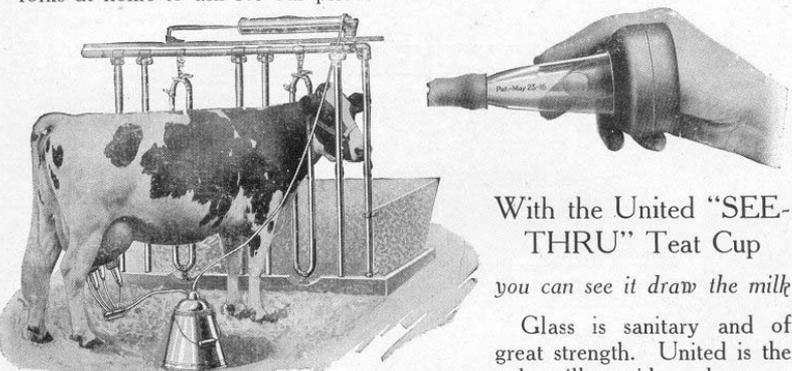
Compared with the 1880 band picture, the 1919 MAC band provides evidence that organized institutions were growing in stature and reputation. [Source: 1919 *Wolverine*]



Clockwise from top left: As the 1920s dawned, Farmers' Week was a campus tradition [Source: 1929 *Wolverine*]. Tractors had arrived. MAC judging teams flourished. This is the 1919 dairy judging team posing near the barns behind Ag Hall. Agricultural technology was advancing as evidenced by this yearbook ad for dairy parlor equipment.[Source: 1919 *Wolverine*]



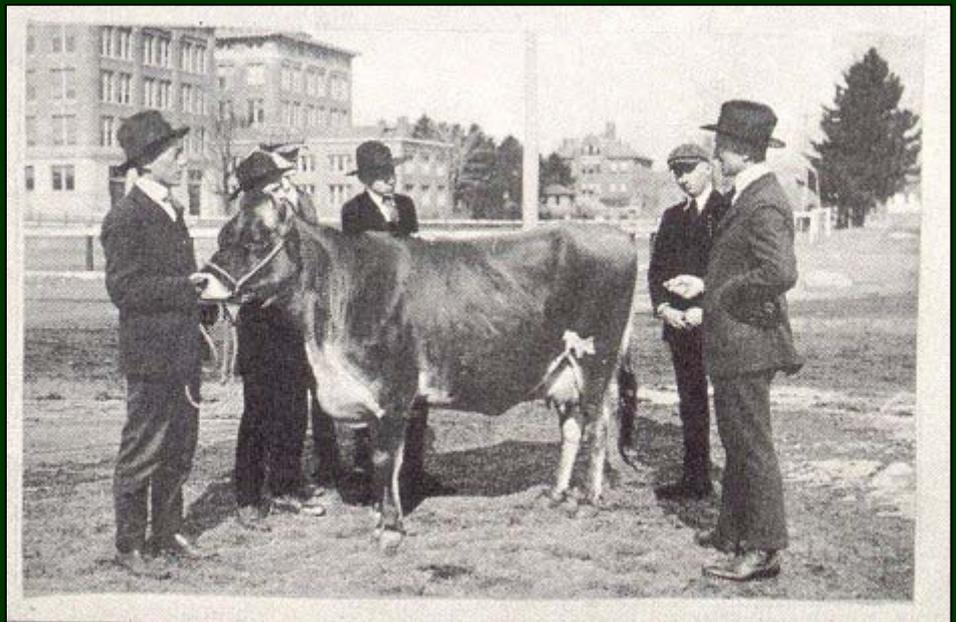
M A. C. STUDENTS—
 Having studied modern, efficient dairy methods, you will appreciate the advantages of milking with the UNITED MILKER. Tell the folks at home to ask for our prices—



With the United "SEE-THRU" Teat Cup
you can see it draw the milk

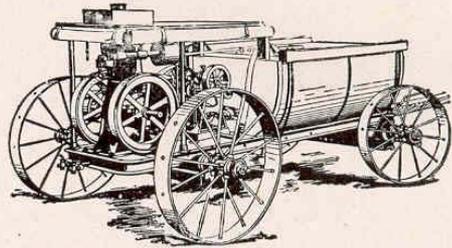
Glass is sanitary and of great strength. United is the only milker with a glass cup.

United Engine Co., C.L. Sprinkle, Pres., Lansing, Mich.



Not to mention this next one featuring silage cutters (upper right), or orchard sprayers (lower left). Likewise, household amenities such as indoor plumbing (lower right). Note the name of toilet which probably seems pretty appropriate to most MAC/MSU/MSU graduates! [Source: 1919 *Wolverine*]

HARDIE SPRAYERS



Used Wherever Good Fruit is Grown
Over 30,000 Hardie Power Sprayers in Use
in America.

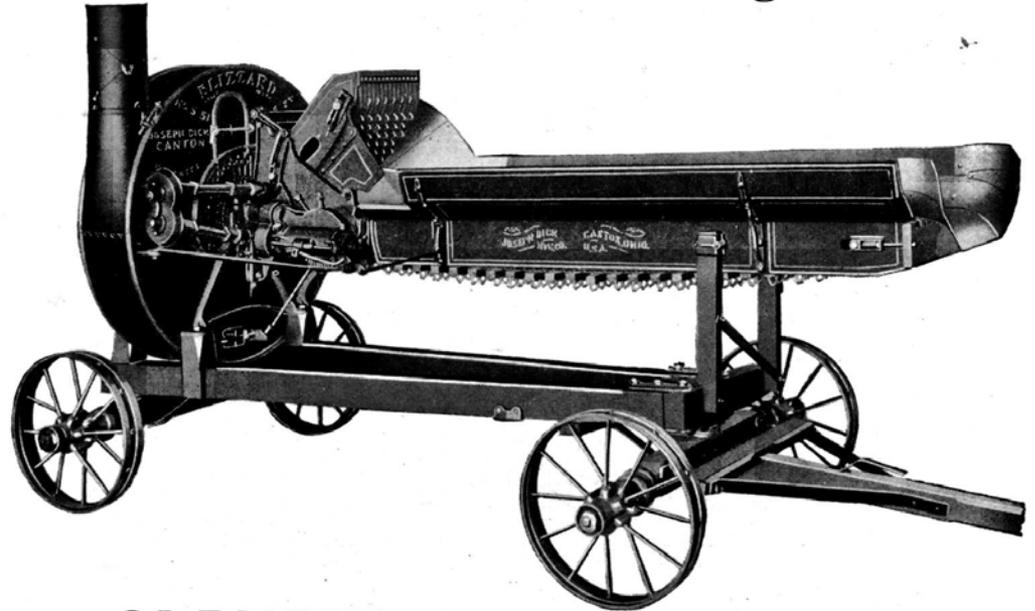
Hardie Sprayers have been in use for 20 years. They are manufactured by Sprayer Specialists who make a study of the spraying problems in every fruit-growing section in the country. They are made in such a variety of sizes and styles that there is a Hardie just right for ten trees or ten thousand trees.

HARDIE ORCHARD GUNS HAVE
REVOLUTIONIZED SPRAYING

*Our catalogue tells the whole story—
It is yours for the asking.*

The Hardie Mfg. Co.
Hudson, Michigan

Dick's "BLIZZARD" Ensilage Cutters



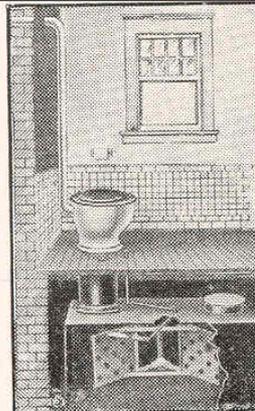
CLEMENS & GINGRICH CO.

Distributors for Central Western States

Main Office,

GRAND RAPIDS, MICH.

Branches in Other States



THE WOLVERINE INDOOR CHEMICAL CLOSET

*WATERLESS
SANITARY—ODORLESS—CONVENIENT*

Get Rid of That Outside Toilet

Ask for Catalogue B

The Dail Steel Products Co.
LANSING, MICHIGAN

Automobiles were bigger and faster, such as this model which was manufactured at the Oldsmobile plant in nearby Lansing. [Source: 1925 *Wolverine*] Not to mention cheap! But they still contained few frills (note the spare tire and bumper small print)! [Source: 1929 *Wolverine*]



—and the Pursuit of Happiness

LIFE, Liberty and Happiness are the three privileges willed us by our forefathers.

Work—hard, honest toil—makes the first two privileges possible. There is pleasure in a task well done, but labor must be tempered with leisure if life and liberty are to be realized in full measure.

Those vacation hours spent at the wheel of an Oldsmobile Six will rest and refresh you and build up a renewed enthusiasm for the duties of everyday life.

OLDSMOBILE



Everywhere in America Thousands
of Satisfied Owners Proclaim These

Two Successful Cars Unmatched for Value

Equally sensational in appearance, luxury, comfort and performance, the Viking Eight and the Oldsmobile Six have brought new standards of value to automobile buyers throughout America.

Satisfied owners everywhere enthusiastically acclaim these two cars. The Viking, the 90-degree V-Type eight at medium price, has been developed on time-tried fundamentals of design and brought to a high stage of development by new engineering advancements. The Oldsmobile Six, the fine car of low price, has been thoroughly established as a great success by millions of miles of driving.

Both are products of General Motors, built by Oldsmobile; and both are unmatched for value in their price fields.

The Viking offers new qualities of performance . . . new tailored smartness . . . new luxury and comfort to the medium price field. Its beauty of line is the most recent expression of Fisher Body artistry.

The Viking engine delivers full 81 horsepower with exceptional smoothness throughout the entire speed range. Its response to the throttle is remarkable. Its top

speed is more than ample for any emergency. And it provides a mighty power reserve for steep hills, long grades and hard pulling.

The Oldsmobile Six now offers greater value than ever before. Now, more than ever, it achieves Oldsmobile's ambition to build a car for the American family that, at moderate price, gratifies their finer tastes as well as satisfies their every need.

New style . . . new smartness . . . new refinements feature Oldsmobile's beautiful bodies by Fisher. Interiors are spacious with plenty of head and leg room. Seats are wide and deep cushioned. Upholsteries and appointments are more luxurious than ever. And Oldsmobile's big, high-compression engine now delivers 62 horsepower—combining remarkable speed, power and acceleration with sterling dependability and long life.

Two great names . . . two great cars. Drive them and judge them by your own standards of appearance, performance and value. Compare them, point for point, with other cars in their respective price fields. Learn why thousands are proclaiming them unmatched for value.



VIKING EIGHT

All Three Models—F. O. B. Factory
Lansing, Michigan

\$1595

Spare tire and bumpers extra

OLDSMOBILE SIX

Two Door Sedan—F. O. B. Factory
Lansing, Michigan

\$875

Spare tire and bumpers extra

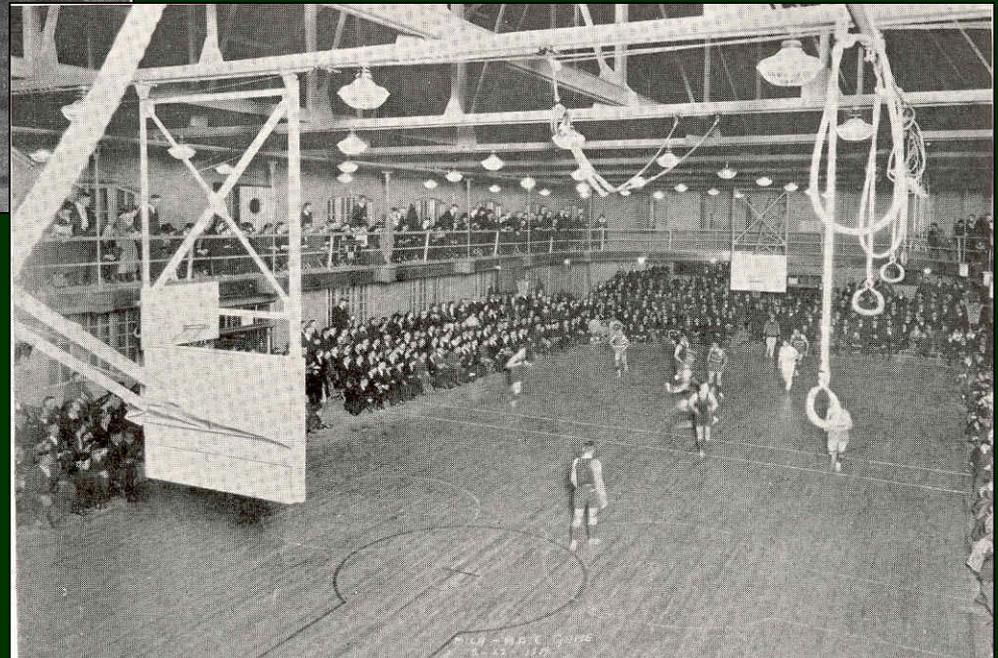
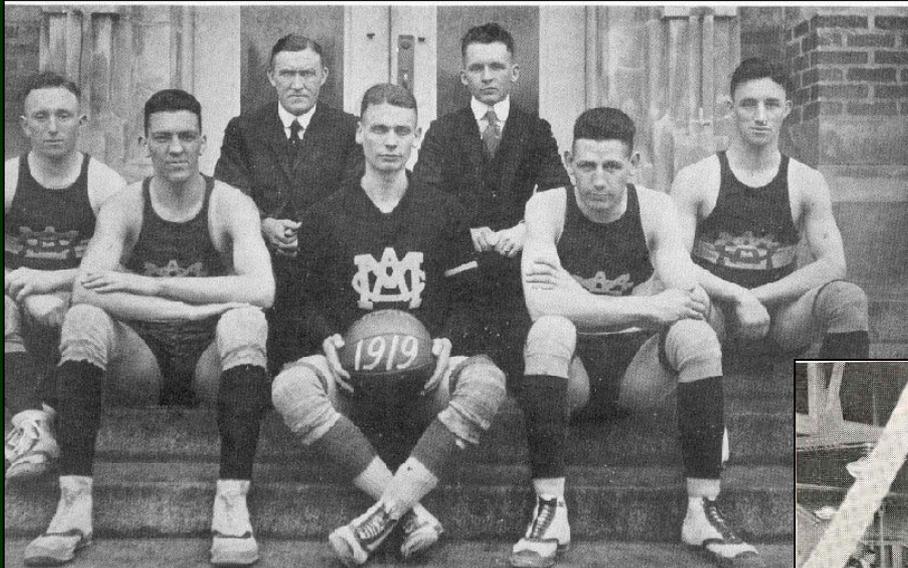
OLDS MOTOR WORKS

LANSING, MICHIGAN

On the north edge of campus, Grand River Avenue had evolved into an established retail strip. This view is looking east from near the Abbot Street entrance to MAC. [Source: 1955 *Wolverine*]



Sports teams were mostly average (this 1918-1919 hoops outfit went 8-7) but MAC was outgrowing other schools in its conference (Olivet College, Albion College, Alma College, Kalamazoo College, etc.) and beginning to look for greener pastures. It would be a long search. The lower right photo shows action during the February 22, 1919 UM-MAC game which was played in the MAC Gymnasium (now Circle IM). UM won 19-17 in overtime, but the Aggies avenged the loss with a 33-24 victory in Ann Arbor. [Source: 1919 *Wolverine*]

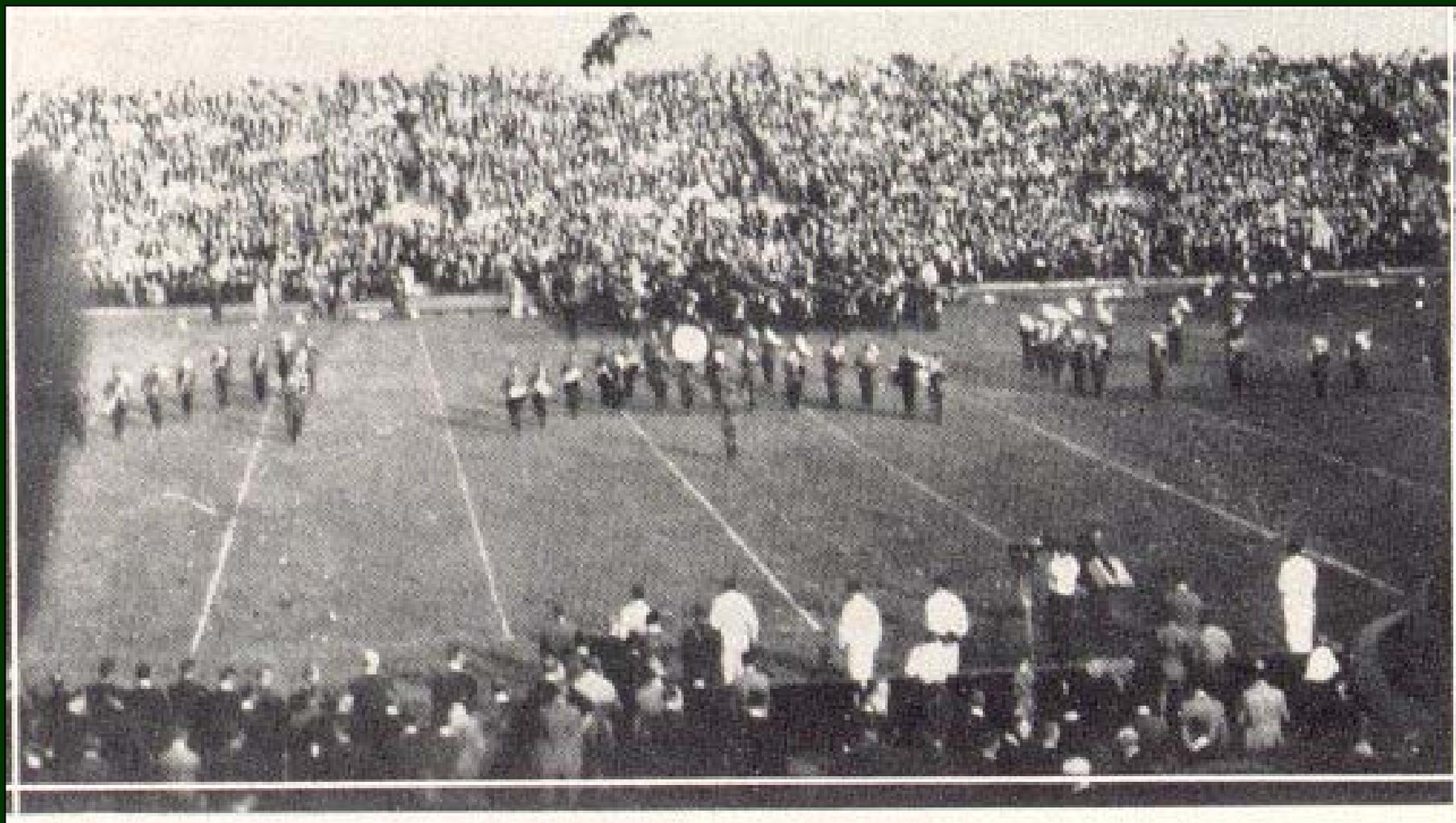


Despite playing in different conferences, the athletic rivalry with the older and larger University of Michigan was already intense. MAC had outgrown Old College Field and the Wolverines provided the opposition for the official dedication of the new stadium in October, 1924. The tripod in the center of the field held the public address system used during halftime for the dedication speeches. [Source: 1925 *Wolverine*]

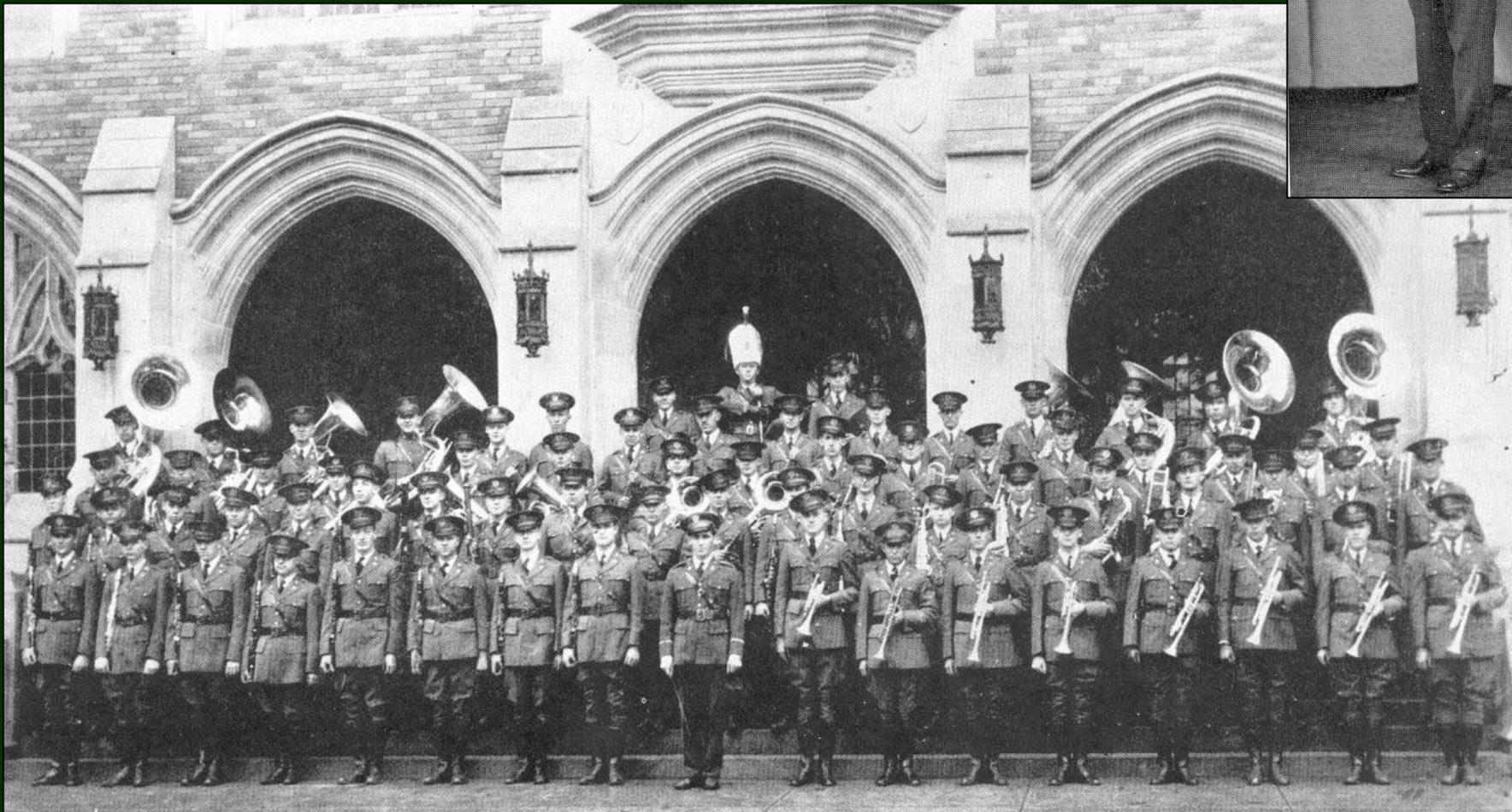
Although the two schools met on the gridiron regularly, this was the only game played in East Lansing from 1915 to 1947 inclusive. Home field advantage exacerbated the power differential between the two institutions and the Wolverines won 24 games to our 5 over this span. There were 2 ties. [Source: MSU website]



Home field advantage doesn't always pay off, however. Scoring with two minutes remaining, UM won the dedication game 7-0 despite the big crowd, the inspired oratory and the best efforts and spelling of the MAC band. This was one of the last times the band would spell those letters, which raises an important point about an essential change in the character of the institution. By the mid-1920s student enrollment approached 3000. Curriculum was diverse, much beyond the original agricultural and engineering programs. Recognizing its growth state legislators, in 1925, changed the institution's name from MAC to Michigan State College of Agriculture and Applied Science. In short, Michigan State. [Source: 1925 *Wolverine*]



By 1929 the band was even larger, and was two years into the leadership of Professor Leonard Falcone (front row center and inset) who served as Director from 1927 to 1967. The band was still an all-male organization at this point and would remain so until 1972. As noted earlier, they were also still outfitted in military khaki uniforms which would not be replaced by green and white until 1952. [Source: MSU Band Website, 1929 and 1934 *Wolverine*].



With the change to MSC, the university administration decided that the name “Aggies” no longer suited the broadening scope of the university and in 1925 sponsored a “name the teams” contest. A winner was declared: “The Michigan Staters.” But a local sports writer, Fred Alderton of the *Lansing State Journal*, decided that the new name was too cumbersome. He scanned the list of suggestions for a more manageable alternative and inserted a new name into a couple of articles and waited for reaction. Readers seemed to like his choice and the athletic teams officially adopted the name “Spartans” in the late 1920s. So much for democracy! John Kobs (top row center), namesake of the present day baseball field, was the baseball coach at the time. [Source: 1929 *Wolverine*]





The economy was booming and Spartan spirit (left) was alive and well in the 1920s (it seems that every generation has at least one fan who takes things to some extreme)! I think this man may be the great-grandfather of the guy who currently paints his entire body green and roams the bleachers in Spartan Stadium, Munn Arena and the Breslin Center! [Photo source: 1929 *Wolverine*]

The 1924/1925 hockey outfit (below) lost one and had its other four games canceled due to bad ice. Indeed, the team played outside until the construction of Demonstration Hall, another legacy of coach Kobs (standing in the top right). [Source: 1925 *Wolverine*]





The 1920s were a progressive era on several other fronts. For example, women's intercollegiate sports teams flourished. Pictured here are the 1925 MSC rifle team and the 1925 MSC women's swimming team. The rifle team won 10 matches over teams as geographically diverse as Oregon State, Washington State and Nevada from the west and the University of Vermont and Cornell from the east. The women sharpshooters dropped four contests including those with "local" rivals the University of Illinois and the University of Michigan.

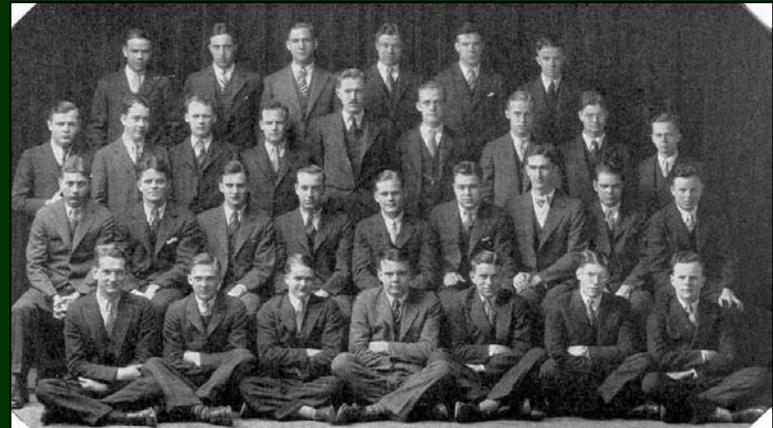
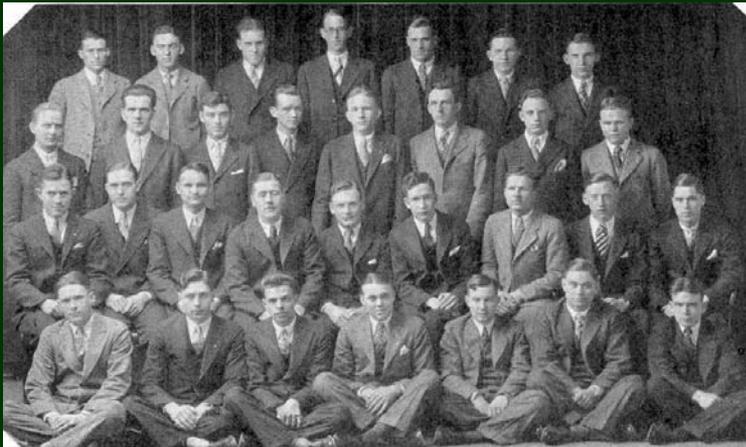


The swim team competed only once, finishing second in a triangular meet with Michigan State Normal College (now Eastern Michigan University) and Battle Creek College. Intramural teams also played both soccer and field hockey. By the 1930s, women's intercollegiate sport had again disappeared leaving intramurals as their only athletic option. [Source: 1925 *Wolverine*]

By the late 1920s, even the Ag Tech guys had their own hoop team, complete with uniforms! Contrary to appearances for those who know him, the guy at the far right of the second row is probably not related to our own Roy Messing '77. [Source: 1929 *Wolverine*]



Fraternalities and sororities were, by now an important part of campus life. Among the 20 MSC fraternities pictured in the 1929 yearbook, 6 were national and 13 were local. There were 7 national sororities and 4 local sororities. Pictured here (clockwise from top left) are four groups that still exist on campus. One of the national groups, Alpha Gamma Rho, was founded at the University of Wisconsin in 1908 and was established at MAC in 1922. Some of you may be familiar with this organization! Hesperian began as a local fraternity in 1888 and later joined the national fraternity, Psi Upsilon. Alpha Gamma Delta, a national sorority founded at Syracuse University in 1904, arrived at MSC in 1922. Sesame was a local sorority founded in 1909 and which later affiliated with the national sorority Zeta Tau Alpha. [Source: 1929 *Wolverine*]



From the air, looking south, campus appeared something like this. Only farms and athletic buildings existed south of the Red Cedar River. Ag Hall (just out of the picture on the top left) marked the eastern-most of the academic buildings. You would have encountered only barns, pastures and woods if you walked past Ag Hall to present-day Bogue Street. [Photo source: 1937 *Wolverine*]



No campus structures existed to the west of Demonstration Hall and the baseball diamond (both just out of the picture on the top right) toward Harrison Road, and Landon Hall and the other dorms in that complex were still far away dreams (lower right portion of the photo). Economic optimism reigned, however, and the school was poised for greatness. But the Great Depression was looming and something was missing...