Louis Bob Bruce was the oldest of George and Deolia Bruce’s 10 children. After graduating from high school, he served in the navy for a short time and then at the insistence of his mother who dreamed of having a college graduate in the family, left the family farm in a rural area outside of Oxford, Mississippi to enroll at Rust College in the late 40’s.

Mr. Bruce quickly became known as a loyal, hardworking, dedicated student. He garnered the attention of then President Lee Marcus McCoy and was hired as his personal driver. Dr. McCoy was a primary fund raiser for the college in those days and that required travel all over the country. Mr. Bruce often told stories of the many places he drove the President and the 100’s of speeches Dr. McCoy gave on behalf of Rust College and the positive difference it was making in the lives of families through education. Somewhere along their journey, Mr. Bruce also decided Rust College would be his career.

Mr. Bruce graduated in 1952 and assisted 5 siblings in obtaining their degrees at Rust as well. In 1955, he married, Vivian Jackson, a 1954 Rust graduate and they had 4 children who would all become Rust graduates. In 1957, Mr. Bruce built his first house with the help of his father and brothers on the northeast corner of the College campus. The house still stands there today.

In his 40 + years at Rust, Mr. Bruce served as an instructor, coach, post office manager, book store manager, student center manager, bus driver, van driver and wherever else he was needed. He often fed students who were hungry, offered those who wanted to attend church a ride, gave students money for stamps to mail letters home or to call home, took students to and from doctor appointments or the hospital, and would help to get them home in case of an emergency.

Mr. Bruce loved Rust College and proudly sang, “Oh the world is full of colleges but there’s one that is my own....” He passed away in May of 2005. His celebration of life was held at a place he loved and called home for most of his life, Rust College.

Because of his love for Rust College and his family’s love for him and his wife, several have become regular donors to Rust.