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A view from the Student Center of a few of the thousands of cars parked during the day.

Student Body Goes All-Out for the Tournament of Roses Parade

As the old year bowed out and the new one stepped in, Ambassador students participated in an all-out effort of service to thousands of spectators during the annual Tournament of Roses—and augment the student body fund to finance college activities for the coming year.

For George Geis, Doug Smith, and other student leaders, it was the climax of months of preparation. For the whole student body it was a chance to put our PIZZAZZ and perseverance to work in dealing with people.

The first platoon of program pushers were sent out at 7:00 P. M. They were taken to the other end of town by truck

and told to work their way back selling programs.

At midnight the stands opened up for business. This year eight stands were manned with students along the parade route. With the best prices and service in town, refreshments went fast.

Before sunrise that strange breed of capitalists—the pushers—hit the

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Musical Groups Make Debut at Children's Concert

Two entirely new musical groups made their debut on December 29 on the beautiful stage of the Fine Arts Recital Hall. In addition to these musical groups, four pianists, six vocalists and a girl's duet performed for both young and old in a special "Young People's Concert."

The Recital Hall was filled with over 150 students, parents and children in this concert geared to the entertainment of the young and the stimulation of the old. The audience ranged in age from 3-week-old Sarah Charmaine Alexander to "39"-year-old Mrs. Annie Mann of Mayfair. That's what *any* musician would call "universal appeal."

The first of the two new groups to appear was a male quartet composed of Messrs. Gary Prather, Jerry Gentry, Gary Alexander, and Steve Gray. The group performed a modern and stirring arrangement of the old favorite, "When Johnny Comes Marching Home," and a swinging Negro Spiritual entitled "De Animals Are Comin'," concerning the problems Noah had loading the Ark. (Special note: This quartet is available to sing at wakes, weddings, fancy dress balls, clubs, clambakes (kosher) or concerts. If interested, please call Mr. Prather at 592.)

The finale of Sunday's program was provided by the 17-piece Chamber Orchestra, under the direction of Mr.

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CIRCULAR FILE



by Orlin Grabbe

BETTER BACH THAN ROCK

An interesting recent assignment in Advanced Public Speaking was what is, *properly* speaking, called a PROP speech. What must assuredly be unique among prop speeches was a three-part spectacle produced by Ambassador's own budding Beethoven, Charles Vinson. (We want to point out that not *all* prop speeches are such extravaganzas.)

Charles' accouterments for this oration were a grand piano, a set of drums, and his own drummer, Monte Wolverton, a tyro with three weeks experience.

"What do you hear when you turn on the radio?" Charles asked in introducing his speech. In answer he flipped his transistor to a popular station which was pounding out a solid rock sound. In contrast Charles set down and applied his fingers to the piano keyboard to show what a popular song was like in Bach's day.

Editorial

Thanks for the Memories

by Donald Graunke

"Thanks for the Memories" ran the headline over the lead article in the L.A. *Times* on the Rose Parade. Yes, for a while they may have some memories to look back on. *But we have more important things to be thankful for because of the Rose Parade!* For one day we had a concentrated crash course on human nature, and the world around us. We saw first-hand a lot of evil in this world, and we learned about ourselves as well as about people in general.

Out in the parking lots from DeLacey Street to Del Mar, students were put through their paces in Applied Psychology 401. What do you do with a man who doesn't want you to park his car, and won't leave his key in the ignition? How do you appease a person who ruins your beautifully planned parking scheme by insisting on having his car parked near the entrance so he can get out fast? How do you control a temperamental crowd of sweating drivers in 80-degree heat who are trapped in a traffic jam? What would you do when you walk past a car and notice that the woman inside is having an epileptic seizure? Ask any parker. He'll tell you these aren't hypothetical questions at all.

Then there was the Freshman on Colorado Street who sat in the Understanding Human Nature class last year. Now he's doing "field work" and seeing all that he learned come to life. His famous last words were: "I still say that pushers are the most obnoxious people around." He then slung his bag of programs over his shoulders and went out to face the crowd.

Now looking back on the experience, he realizes that all he had to lose was his vanity. But he saw that he had so much of it that he was uncomfortably embarrassed and ashamed for several hours. But after a while his voice picked up in volume and his manner in confidence. He forced his mind to shrug off the occasional taunts and ridicules from other teen-agers. Eccl. 9:10 became *modus operandi* and he made a lot of sales.

Above all, we as a student body learned to work and sacrifice together as an organized team. Everyone had a part because absolutely every student was needed. There were no idle hands anywhere, no surplus of labor at any time. An *esprit de corps* prevailed that was as refreshing as it was rare.

We do have a lot to be thankful for. It was for a good reason that God founded Ambassador College at the beginning of the most famous parade route in the world. We have a fantastic opportunity to learn and serve every year during the Rose Parade.

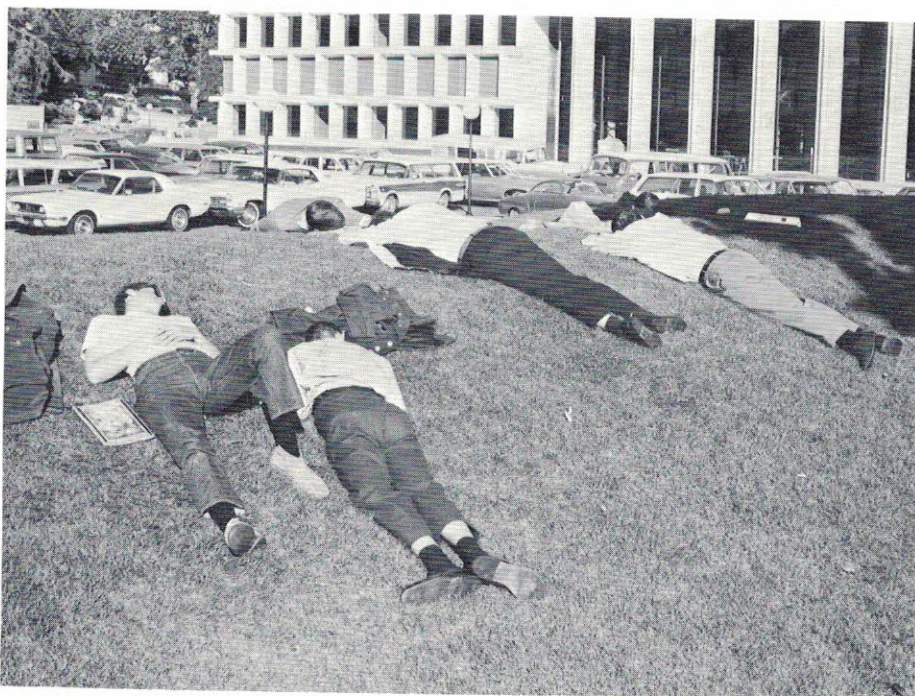
Let's not allow these lessons to go to waste. *Let's build on the unity and esprit de corps that we have and make this semester the most exciting one yet.*

"But what people do not realize," he said, "is that any song can be transformed to rock 'n' roll." Then in an easy three-step demonstration he took the song "Old Black Joe" and metamorphosed it into twentieth century rock 'n' roll. (For that reason Charlie's music is called *metamorphic rock*.) Old Joe would have turned over in his desecrated grave.

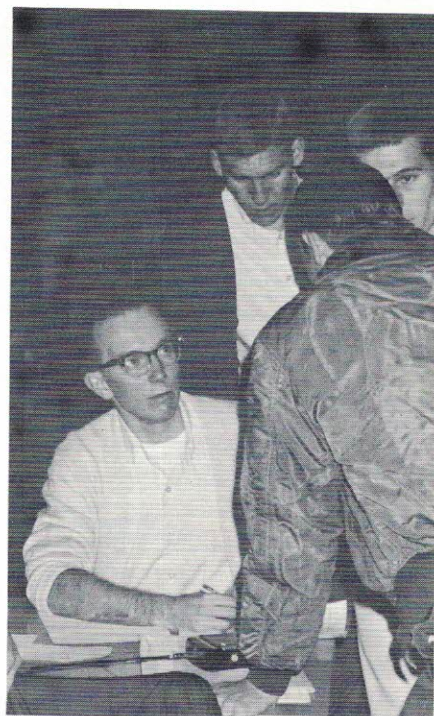
"Actually, the conclusion of the whole matter," Charlie finished, "is that it's 'better Bach than Rock.'"

Estimates ought to include an estimate of how much more it will cost than the estimate.

Yes, there are bigger things in life than money — bills, for instance.



After a hard day's night, tired Ambassadors take a welcome nap on the mound near the birds.



George Geis talks over strategy as the all-night vigil begins.



Bob Davis and Ron Sower used every pot and pan around to keep up with the demand for coffee and hot chocolate.

Rose Parade

(Continued from page 1)

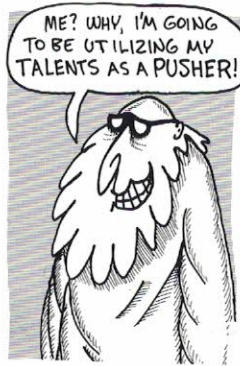
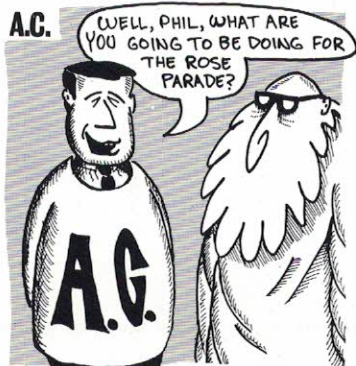
streets. The cream of Ambassador extroverts set their jaws to sell the products. "Soften the Target," the persistent pillow pushers prated. Many did.

Without a doubt, top honors for the most PIZZAZZY sales pitch goes to Dennis Fischer. Dennis offered to sing any song requested to someone if he would only buy one of his cushions. Whether it is worth shelling out one dollar to hear Dennis sing "Tip Toe through the Tulips"—only a certain hippie knows for sure!

This year more parking space than ever was made available for Ambassador students to park cars on. In fact, more than could be filled. About 125 men were assigned to parking and guarding the lots.

Behind every good man is a good woman. This again proved true as all the co-eds pitched in to prepare the food for sale, count the money, and man (?) the stands.

After the 24-hour stint on the streets and in the stands, weary students retreated to their beds for a long night's sleep and prepared to meet the end—finals for the semester.



Musical Groups

(Continued from page 1)

Russell Reiner. This group had been rehearsing diligently for a month prior to this concert, after being organized by Mrs. Martin and Mr. Reiner shortly after the Feast. The membership of the group is equally divided between Band members and interested graduates and employees.

The Chamber Orchestra performed a 17-minute composition entitled "Tubby the Tuba," which was written to entertain a young audience, but contained many beautiful and stirring melodies. It told the story of a frustrated tuba player (Roger Cartwright) who deeply desired to play melodies instead of constant "oom-pahs." In the end, of course, he plays his melodies. Mr. Prather narrated the tale.

Those children and parents who viewed Sunday's *Young People's Concert* saw positive evidence of the Music Department's fresh, new approach, mixed with the old standards to provide a varied and enjoyable afternoon of entertainment.

Library Lookout

Caught Short for A Few Fit Words?

by Suzanne Sloan

Attention all speakers! The Fine Arts Library now has a very helpful book entitled *Teacher's Treasury of Stories for Every Occasion*, by M. Dale Baughman.

This book is a master treasury containing more than 2,000 indexed quotations, humorous verses — amusing, impressive, inspiring — ready for your own speaking use, in and out of club.

The quotations found in this book deal with ambition, common sense, perseverance, enthusiasm, imagination, will power, wisdom, etc. Would you like a clever saying on "success"? Here's one: "Success comes before work only in the dictionary." Or, perhaps you are giving a speech on character. This book states that "Character is like a rifle, it cannot shoot higher than it is aimed." If you're speaking on the virtue of hard labor, remember that "There is no rec-



A group of intrepid pushers swap selling techniques after the parade.

DIAPHRAGMATICALLY SPEAKING ... YOU NEED A PROGRAM!

by Ron Beideck

Do you need to strengthen your diaphragm? Do you need to put more vocal variety and power in your voice? Do your speeches in Ambassador Club go over like a lead balloon because you need more gestures and enthusiasm? Next year, for your Rose Parade assignment, try selling programs! Your voice will improve so much that you too may pass speech class!

Last week the men of Ambassador College had the opportunity to improve their lung power and learn the art of salesmanship by hawking a variety of items including programs, seat cushions, and souvenir binoculars. A goal of 15,000 programs to be sold was set this year — 5,000 more than last year! Would the 120 men assigned to selling programs be able to sell this many? Under the leadership of Dean Greer, in charge of programs, the final total sold was 15,770! A few of the men even sold the tall, paper, program-vendor *hats* they were wearing!

This sizable contribution to the student body fund was achieved only through much hard work. Each man worked three to four hours on the evening before the parade, until approximately 11 o'clock — and then back on the streets again at 5 o'clock in the morning until about 1 o'clock in the

ord of anybody ever being drowned in sweat."

In preparation for your speeches or for use in your everyday talks, come visit the Fine Arts Library and browse through this interesting book!

afternoon of the day of the parade. The programs were sold as *souvenirs* after the parade was over.

Each man had a different selling technique. Most emphasized that the program was 50 pages, in full color, with the pictures of all the floats and a description of each, in the order each would come in the parade. All for the low(?) price of one dollar! While selling programs during the evening just before Nimrod's New Year, Al Zaiser encouraged the people, "Buy your programs NOW! If you wait until tomorrow your copy will be a *year* old!" John Albers went into the street and sold programs to the people who were in their cars, stalled by the monumental traffic jams along Colorado and Orange Grove Blvd. Jim Entler, selling seat cushions, shouted "Consider the *end!*"

While selling programs all the men had unusual and interesting experiences. They met all types of people — Earl Warren and Bob Hope to street-corner preachers and degenerate hippies. Richard Parker says that he met Earl Warren and Bob Hope while selling programs at the Civic Auditorium. But he didn't sell them a program — they already had one!

After it was all over, the Ambassador vendors went home, convinced that next year they would do even better. So if you hear your roommate barking "Programs! Programs! Get your Programs!!!" you know that he is only getting his diaphragm in shape so he can win friends and influence people to buy programs during the 1970 Rose Parade!