

AMBASSADOR COLLEGE

PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG, Chairman

January 31, 1952

Dear Basil, Honor, Monte:

Just read your good long letter, and in spite of running a temperature and a thick head all tied up with cold or flu, will answer now—for it's probably now or never. I have so many hundreds and thousands of letters to write that none gets written. I spent most of the day in bed in the pent-house at the college, but felt so miserable I decided I might as well come on home, lie down on the sofa and let symphony orchestras try to get my mind off the miserable feeling with compositions from Beethoven, Brahms, Tchaikovsky, etc. Just now Beethoven's 3rd symphony, "Eroica," came on for the second time—I had thought it was the 5th, but I had the recording by Toscanini and didn't like it, so got Bruno Walter, and it was no better, and so I got Bruno Walter on the phonograph instead of Beethoven's 5th. While it plays thru I came into the study to answer your letter.

Did I tell you about our "Fisher" instrument? Got it way last spring. Must have told you about it when we were up there. We had a concert played by it over at the college ~~last~~ a week ago Sat. night, and for that event I had an additional 8-tube expander added. The thing now has 43 tubes and a diamond needle. It is really terrific—just like the real, full orchestra right in the room. For the concert we hooked on the big loudspeaker from the radio control room—same size as the speaker in this Fisher—and played the concert thru both speakers. In prelim. tests they didn't do good team-work—our control-room speaker was louder but not quite as good tone—so we managed to seat everyone in the one library room, left the large sliding door open into the adjoining room, turned the control-room speaker away from the audience, right in the middle of the door-way, ^{opening} into the adjoining room, placed the Fisher near it, in the corner of the library room. This experiment produced just the right effect. It was better than the one speaker alone. The audience was not conscious of hearing any but the speaker in the set, but what they heard was really an improvement over just the Fisher alone. I was a little dubious about the response to a concert on records and a phonograph. They are commonly regarded as so ordinary and commonplace. However, we made it a dress-up occasion, and Mrs. Martin gave a brief description of each number before it was played, and her very charming personality tended to break up the monotony of mere recordings and absence of SEEING the orchestras and singers. The concert was apparently a real success. There was good applause after each number, and nearly everyone seemed to be somewhat spell-bound by it. I'm sure no one there had ever heard anything like it, except those who had heard and SEEN such great orchestras and choral groups in actual performance. It's really startling to hear such music out of a loudspeaker!

You said things must be booming—and also that, as always, we probably were having our problems. You were right both times. As one of only three of us who are on both Radio Church and College corporation boards, you should be kept better informed—but I have had my hands so full I've only gotten part of my work done. Of course this greatly expanded program has jumped expenses, until our daily quota (7 days a week) is \$1,000. From Nov. 1st we more than made it, more or less consistently, probably averaging around \$1200 per day, with an occasional let-down which began to scare us, and then upsurges that made up for it. However, ten days ago we hit a slump and now for a week only 50% to 65% of quota has been coming in. We're depending on this last letter (or shall I say for

God to use it) to bring the income back up to quota, but so far it is very slow getting action. Just the first returns, and from California and Coast only, have begun to arrive yesterday and today, but only 65% of quota today, and Thursday is always our biggest day's income of the week. I took on several new stations recently, and most of these newer smaller stations are not bringing in more than a dripping of mail, only a fraction enough to justify them—so I guess I start lopping off these new stations at once. May wait till the first of the week to see what happens in the mail. I'd like to hold them if we can afford it, but I'll cut them off suddenly if we can't and they don't produce. XEG, XELO, XERF and XERB are all doing fine, and KXL, KVI and KALI always more than pay their own way. WAIT never does, but it does give us a large and high class audience in the Chicago area and I want to hold it if possible.

We have book-cases built in all along the west wall of the library room now, even between the door-way to Prof. Mauler-Hiennecey's room and the stair-way, and almost filled with books. One new student registered in Friday for 2nd semester—a lad as brilliant as Herman, who comes with a better Bible knowledge and understanding than any arrived with unless Raymond Cole and the McNairs, and more natural writing talent than any student in school. He's not quite 19 but seems much older. I hope we can hold him in line and develop him as successfully as Herman, Rod, Raymond, the McNairs and others have done. Some just shake their heads in wonderment and say, "How does it happen?—how do we get such students?" I just answer, God sends them.

Our 1952-53 college catalog is out—the first real professional job we've turned out. Will send you one. This is our new college colors—royal purple and white, selected because of Bible significance. You may compare this catalog with those of any of the best colleges. It is of necessity not as thick as those of large institutions, but we think in quality, professional and dignified appearance and the academic look it is unexcelled, and frankly I think it excels. You'd be surprised how much work can go into such a book. Of course future additions will be mere alterations and additions, but this first real catalog was a task.

Herman is developing this year faster than ever before. He simply amazes everyone. He's really editing the Good News,—even making it up, correcting galley-proofs, page-proofs, and everything. I just didn't get time to do a thing on this coming February issue except supply what material I wrote. I can delegate any job to Herman and know it will be done, and done on time and done right. He may have to stay up all night, literally, but if that's what it takes to get the job done, that's what he does. The faculty is loading more and more teaching onto him. I've been fighting flu and fever off every two or three days since Belknap, and haven't been able to handle my classes, and Herman is teaching them all, temporarily. After Belknap we started a class in German—and Herman is a whiz of a German teacher. Now Mr. Elliott wants a partial sabbatical leave for two years to complete work for his doctor's degree, and the faculty voted to turn all history classes over to Herman. He and Mack Elliott are working toward writing a new text-book on history.

There's more life at the college this year, perhaps naturally, with more students. The Advanced Journalism class is getting out a campus paper—mimeographed—every two weeks, 16 pages. It's not circulated off campus, but will send you a few copies. It's a lively, gossipy little sheet.

Well, no use telling you more. YOU JUST COME ON DOWN and see the rest. And now about that Oregon-Washington rain in California. The Cole family came down over year-end, and brot it with them. Arlene stayed and is working in the office, and the rain stayed on awhile, too. But WE NEEDED IT, and there was no

3. Basil

Hill Avenue river, I'll have you understand!—tho there were real rivers running down streets in some parts of L.A. and the district—but not in Pasadena. No damage here. We learned that both the college and our home are in high and well-drained ground.

We had a letter from Lindy inviting us to come to Oregon to enjoy some sunshine. We couldn't see the joke. Maybe you can explain it. ANYWAY, the sun is now out again, and it's sunny So. Cal once again, and we're expecting everything to be fresh and green as soon as this sunshine has had a chance to reap its harvest from that rain, so you'd better plan to come on down.

Can't close without telling the matrimonial news. No weddings—yet! But! Rod grins and tells me he told me so. Two years ago, when I began trying to get girl students, he accused me of trying to start a matrimonial bureau. Billy-Sue dropped Paul and picked up Burke, and they are two love-sick calves. They set the date for August, but I talked to them, and finally had to call a special meeting of all girl students one evening and give them a talk on the responsibility of minister's wives, and the necessity of said wives completing their education and keeping up with their husbands, and I told them that if they wanted to wreck the work of God and defeat the purpose of this college, and ruin all these fine young men, just go ahead and each gal grab her man, get married, drop out of school, and watch everything go to smash. Most ministers who fail have wives who cause them to fail. A minister's wife is as much part of his ministry as he is. I think most of our gals have gotten a little more sense in their heads, but the general idea seemed to be for each gal to grab her man, drag him to the altar, then quit school and live happily ever after. DeLoyce dropped out and started a precedent. I now have her talked into coming back into college next fall. I only hope no additions to the family prevent. I don't think Ken Herrmann ever had a date before Belknap this year. I doubt whether Elise ever had many, and being 26 thought she probably never would (my surmise). But at Belknap Ken got one glance at Elise, made the nearest guy introduce him, and has been holding hands with her ever since. Elise has perked up, and seemly developed and improved until she's hardly the same girl. The more I see of her the better I like her. She works with Isabel in the kitchen at Mayfair, and they are the two most efficient girls in school, and our two German-blood men naturally picked the two most efficient girls. Herman and Isabel won't admit it, but everyone knows they're engaged—only they have the sense to wait until she gets her education. I've talked to Herman about it and told him that, since he's on church salary, his salary would go up if he marries, so he can afford it financially, but tho he said nothing I know he wants her to finish college. Everyone takes it for granted Ken will marry Elise, but I think they, too, may delay so she can get at least another year or two of college. Burke and Billy-Sue are just too young to get married yet. It's different with Ken and Herman, but even tho their girls are 26 and 27 and should not delay marriage too long, I think they'll wait a year or more. Raymond McNair is constantly with Elva Russell, and Normam Smith with Charlene. Everyone assumes they'll all get married in due time. Bob Seelig is pretty sure Mary Jo is the girl, I think, but I suspect Mary-Jo thinks Rod is the man, tho he doesn't date her often and Bob does when he can—tho Bob mentioned to me he wasn't going to let himself "fall" just yet, until farther thru school. Bob Merrill wants to marry Dorothy Smith, but I'm not sure Dorothy is sure. However, it does look now as if Bob is free to marry. Have learned of circumstances which make it look as if God never did bind him to the girl who divorced him. The marriage was never once consummated, and the girl married him to spite a guy who jilted her—Bob was the victim, and she never had any intention of being his wife, and totally refused to be, and went off with her mother and was with Bob almost not at all. Fornication is grounds for annulment and marrying another. Bob's case is the same in principle. Bobbie-Jo, working in office, planning to re-enter college next fall, is proving one of our best girls in office, and now is at Beverly's helpin

Bobbie has had more dates than any girl in school, yet she's the only one who hasn't got her man. But Bobbie is doing splendidly, and going to make a fine woman, and she'll get her man. Oh yes, Gene Michal is going steady with Betty, and looks like Betty has her man hooked. This news is at least partially confidential, about these various affairs—that is, the details.

We now have the idea that, when we can, we want to establish first a school for primary grades, then high school, adjoining and in connection with the college—for the children of our own people here and those who may come here. Incidentally, if we can accomplish it, it should be an imperative reason for your finally moving down. We are coming to realize more all the time that the school system today has really deteriorated, and is not a fit place to send our children. We get high school grads, at the college, who can't write, read fluently or with any expression, can't spell, can't even add, let alone more advanced mathematics, —in a word, who never even got "read'n, writt'n, 'r rithmetic." Children should be taught to develop emotionally as well as mentally—and spiritually. They are not even taught mentally. They are regimented, taught to "want to BELONG"—taught GROUP action and responsibility—let the "leader" do the thinking—just be part of a group and blindly follow—do what you're told—plain Russian collectivism. School children are persecuted if they do not keep Christmas, halloween, valentine's day—all a part of school work—and if they DO keep God's holydays. Main difficulty is going to be to find those of our own people who are QUALIFIED to teach. We have California laws and regulations to conform to, and teachers must qualify. Also, we must have teachers from our own membership, and those who are well educated in the TRUTH as well as academic qualifications. Helen Starkey would be fine, but I don't think she could qualify under California regulations. We have a woman in Louisiana who could qualify, —is a high school teacher—and 100% with us, but she's past 70 and her husband hates us, and she couldn't move here. If grandparents are too old to handle and raise children, they are too old to teach them in school. God knew what He was doing when he created the law of menopause, to prevent those past 45 or 50 becoming mothers. A primary teacher ought to be a woman of the MOTHER age—25 to 40. We may have to delay this school until we can train our own teachers at the college. Bobbie Jo would make an ideal one. She likes kids—has a natural knack of handling them. But she has three years from this June to go before she'll have her A.B. degree, and it may take more than that to be permitted to teach—I'll have to find out what the requirements are. I think we can incorporate courses under state supervision in the college which would qualify students to teach. I'd start this school next fall if we had the teacher. Have you got her, up there? Then, for high school, we need a man. At first we'll start on the old country school plan of one teacher in a one-room school of eight grades. I think we should have women in the primary grades, and part women and part men—about 50-50—in high school, with a man as principle. In college it should be all men, except music, librarian, and domestic science.

Another new idea. You know I've wanted to get out the Bible stories in some form. I'm sure we could get you started doing them in cartoons some of these days PROVIDED we could supply you with sort of scenerios, or outlines from which to write and draw your stuff. Well, I never could get special time for such extra work. So I've made it REGULAR work. Turned it over to Prof. Walker as part of his radio production and radio drama courses. "But," he protested, "we don't have any radio writing, or script course, and I've never been able to get any students to enroll for such a course." "Tell them what I propose, and that the dramatized recordings are to be sold to our listeners, and the dramas broadcast on the program if good enough, and see what happens," I suggested. Two hours later, Prof. Walker was beaming. "I have NEWS!" he shouted. "A new course in radio script writing has been added and several students enrolled in the last hour." The graduate school and Dept. of Religion and Theology will counsel with them, outlining the general form the series of stories are to take, then students will write the scripts, and they

5. Basil

HEY! HEY! this is longer than your letter—must stop on this page!

will be dramatized and recorded. The chief engineer at Capital Records is our radio studio engineer—over here every week—and plans have been made already for turning out the records thru Capital. Now, with the continuity and high-spots of the story summarized, as they will be, why can't YOU finally start turning out the series of Bible stories, telling the continuous story of the whole Bible and the Gospel, in cartoon-strip form?

Yes, I guess things are humming down here—more or less. Ideas still popping, future plans still being laid, the work expanding. We are also ~~now~~ now laying out a sort of 5-year plan for the college campus and buildings—including erection of ~~3 new buildings~~ 3 new buildings. BUT, have decided it must be done out of income, not on borrowed money. So, once I get this enlarged program clicking where the income is MORE than the outgo—and I feel sure that during this year we can bring it to \$2,000 per week above outgo—we were almost doing that from Nov. 1st to Jan. 18, and during that time Vern caught up on more than \$10,000 that was owing and past due—once we hit that, the plan is to put 25% of the excess in cash surplus fund, and 75% in building fund, and as soon as the building fund reaches \$100,000, we'll start our first building. I hope we can start it in two years, but, tho we are now laying the plans, do not now plan to start the first building for at least two years. If we can maintain that program, in 5 years we ~~can~~ shall have paid off all mortgages on property, be clear of all debt, and have constructed \$500,000 in new buildings, and have \$200,000 to a quarter million cash surplus. I'm hoping no financial depression hits until that time, and the main idea is to get what we shall need, get out of debt and all properties paid off, and adequate cash surplus before any depression hits, then we'll be fortified for it as much as we can now foresee.

All this suggests we ought to have another board meeting soon. If we get out of this present slump in income, and it holds up, I'll be inviting you and the Henions down again.

As to staying ^{do} at our house or going to the motel—we really enjoy having you here, and if it's our choice we prefer it and of course have plenty room—but want you to, what you prefer. If you'd rather have the additional privacy of the motel, feel free to go. But we want you to feel just as at home here as the Lismans—every once in a while they'll come to us at church and say, "well, we've decided to come out to the ANNSTRONG motel again tonight—it's too smoggy to drive home (or too rainy)" —and so on they come—and we're always delighted, for we enjoy having them, and we enjoy having YOU.

One thing leads to another and I could go on thinking things to write, but this has to close some time, so—HURRY DOWN TO CALIFORNIA SUNSHINE! THANKS for the tithe, and I appreciate DEEPLY your attitude and spirit toward the work. But your BIG part is yet to come—in those Bible story cartoons! Haven't heard much from Chloe. Well, BYE, before I get started on something else—

Love to all,