

## Economics Class Enjoys Trip

When Professor Lynip began collecting nickels from the members of his Economics class, they began to wonder what was up. November found the answer in a visit to the Southern Dairies Ice Cream plant and the Chickamauga Dam.

Seeing the cream mixed and started down the line for the freezers, examining the packaging room, and getting one's nose nipped in the twenty-below-zero hardening room—all under the supervision of an interesting guide, who explained the process as the group looked—were topped off by the proof of the pudding, a choice of a generous helping of numerous kinds of cream.

Probably seeing Chickamauga Dam would have been more interesting and instructive had not car trouble, business, and other obstacles made arrival at the dam almost simultaneous with the fall of darkness.

Trips to Norris Dam and other points of interest are planned for future dates.

## Candlelight Service

A lovely and inspiring service, indeed, was the Thanksgiving Candlelight Service.

After the piano prelude, *When I Survey the Wondrous Cross*, played by Lola Goehring, the choir slowly entered the chapel, singing *Come Thou Almighty King*, to take their places before the background of evergreens and ferns, their candles casting a soft glow upon themselves, their surroundings, and their fellow-students and others gathered to worship the Lord.

The program, sponsored by the Student Pastors' Fellowship and led by Warren Oliff, included numbers by the mixed choir, reading of Psalm 150 by Dan Hirschy, instrumental and vocal duets by the Hoyt brothers and Allem sisters, respectively, a Thanksgiving reading by Ruth Dawson, and a short talk by Dean Geary.

## Can We Do Better?

By PRESIDENT JUDSON A. RUDD

Even though zealous and tireless in our efforts to build a Bryan University that would not only be a fitting memorial to Mr. Bryan, but also perform a God-given mission, we haven't had as large a vision as the circumstances justified. This year proves conclusively the need for Bryan University and reveals that we are unprepared to take care of the rapidly increasing demand existing for the type of educational opportunities afforded here.

Without material resources, almost overwhelmed by the financial depression, and carrying on the work with a small staff, we have done the best we could considering these limitations. To have done more would have required a greater income and a larger staff; a larger income being a prerequisite for a larger staff. Faced with what we consider a Divine command to go forward, we realize that the income must be increased. And yet, what can be done to increase the income to continue the building program and provide for increased operating expenses?

Our friends have been loyal in the matter of giving. Year after year some have given sacrificially. We can't expect them to do more. Others simply cannot give at all, but will

"stay by the stuff" in prayer. If there has been any failure in the past in the matter of giving, it has been along three lines: (1) some who could have given very liberally haven't seen the imperative need that exists; (2) some haven't given regularly so that there has never been the united and sustained concerted effort that is required in a big undertaking; (3) many who would gladly have given smaller amounts haven't realized what could be accomplished with many small gifts. The faithful presentation of the need month after month and a record of accomplishments is necessary to get all of our friends pulling together to the limit of their capacity. The same procedure means much in the making of new friends who will join in the undertaking.

Personal solicitation raised the first funds for the University and continues to serve as a means of contacting friends. The *Newslette* has been used to advantage in presenting the needs of the University and the progress being made. The Sunday School Lessons let people know exactly what we stand for. The Prayer Letters give more confidential information and stimulate a family interest and

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## Introducing

### "THE BUILDERS AND SUPPORTERS OF BRYAN"

Several friends who were members of the Thousand-Dollar Clubs during the previous fiscal year have written asking if these clubs were to continue and if not, what was to take their place. Some have continued their regular membership payments of \$1.00 per month, on the assumption that the clubs would continue. The proceeds from the Thousand Dollar Clubs have been used to finance the building construction. Combined, the

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## Quartette to Travel

Bryan University singers will once again take to the road a day or two after Christmas, when the Ladies' Quartette, accompanied by staff members, will leave Dayton to tour Florida. Though at the writing of this article it is not yet known just where services will be held, it is fairly certain that the singers will be heard in Tampa, St. Petersburg, Orlando, Winter Garden, Miami, West Palm Beach, and other places in Florida and Georgia. They are not expected to return to Dayton before the middle of January.

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## THE NEWSETTE

Rebecca Peck.....Editor  
Dean Geary.....Make-up Editor  
Charles Shirley....Circulation Manager  
Christine Gordon..Asst. Circulation Mgr.  
Mabel Arnold.....Exchange Editor  
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DECEMBER, 1939

—God Above All—

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## FINANCING BRYAN UNIVERSITY

Educational institutions in general are financed with income from four sources: (1) payments by students; (2) current gifts or appropriations by church or civil governing bodies; (3) endowment earnings representing former gifts; and (4) earnings by associated enterprises.

The average student in American colleges pays less than half of the institutional expense of educating him. Bible institute students, paying only board and room charges, probably pay a small part of educational expenses, but considerably less than half of these expenses. All institutions of higher learning are dependent to a large extent upon gifts to balance their budgets, gifts for endowment purposes providing help over a period of years rather than for the fiscal year alone. No institution can compete effectively in the educational world apart from gift income.

The William Jennings Bryan University was started at a time when it seemed reasonably possible to raise an endowment of several million dollars. But the depression years left the University with practically no real endowment, since nearly one-half million dollars in subscriptions cannot be realized on. Unless someone deems it wise to give generously for an endowment, it would seem that no current income should be used for establishing one for some years to come. An endowment, when it removes all sense of responsibility on the part of University administrators to the supporting constituency, can become a curse.

Since Bryan University has no endowment income, it is all the more imperative that we have a regular

## MISS KALTENBACH SPEAKS

Keeping her audience breathless, Miss Babette Kaltenbach, a new member of the faculty, gave her personal testimony in chapel, November 13, telling how she was called to go to Africa as a missionary and how the Lord prepared the way for her to go in surprising ways. Just at the instant when the Bryan family was about to cross the sea to Africa, the chapel hour ended abruptly.

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## JOURNALISTS "BROADCAST"

The Journalist Club from station INB (Interest, News and Brevity) is "broadcasting" every Thursday morning from London and Washington. Their short, snappy news reports are electrified with comments on current situations on Bryan Hill. On November 16 Mr. Jesse Humberd, Mr. Donald Dickie and Miss Grace Levengood gave the reports, and on November 23, Miss Margaret Lowe, Mr. Dickie and Mr. Humberd impartially submitted their impressions of recent events.

current income from supporting friends. If our friends will give as the Lord enables them, the need can be taken care of without strain or severe burden on anyone.

This year it seems reasonable to expect that cash receipts on student accounts will cover dormitory and boarding club expenses. Students are used not only in operating the dormitories and the boarding club, but also as janitors, firemen, clerks and stenographers. Staff members receive on the average about 13% of their stated salaries in the form of board and room. Neither student labor nor board and room of staff members are entered as cash items.

All factors considered, it seems that a budget for spending \$20,000 of gift income is not an unreasonable objective. If this objective is achieved, staff members would receive about 30% of stated salaries in cash and 13% in board and room, or a total of about 43% of their reasonable stated salaries. This would provide about \$6,500 for other school operating expenses and around \$5,000 for improvements in building and equipment. In giving and in praying let us not be satisfied with less than a \$20,000 gift income for the year ending May 31, 1940.

## CAN WE DO BETTER?

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zeal in using prayer as God's chosen avenue of heavenly blessing on and direction in human efforts. But, what more can be done?

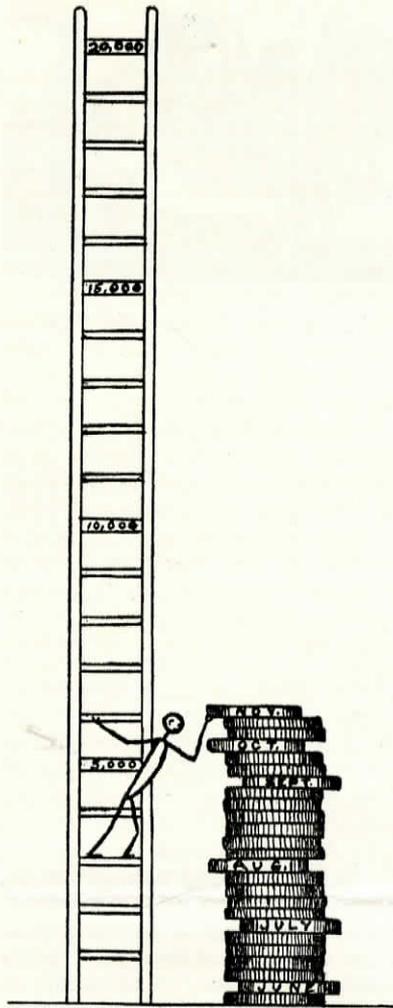
We propose to use every means at our disposal more effectively. With a larger staff than ever before and with a more experienced staff, we are establishing an administrative organization that will share responsibilities more and, we trust, make it possible to accomplish more. We expect to do more planning for the future, and we expect to keep our friends better informed of our plans and our progress. Over-loaded staff members have not been able to plan for the future nor to present prompt reports of progress to the Board of Trustees. Now we propose not only to do more planning, but also to present the essential parts of financial and other reports to our contributor friends as well as to our Trustees. This is a transition period in the life of the University—certainly extra effort on the part of staff members and extra sacrifices on the part of contributing friends *now* will pay big returns in the future. If the President is to be out of Dayton more making personal calls on new as well as old friends, contributors can expect fewer personal letters from him. With several thousand friends scattered over the United States, friends will not expect very frequent personal visits.

Please bear with us if it seems that too much is said about material needs. Visiting friends who see for themselves personally the unusual group of students assembled here, the work being accomplished, the buildings and equipment being used, and the sacrifices being made by staff members, invariably say that Bryan University is the greatest challenge before the American Christian public today.

So many say that staff members wouldn't need to worry about salaries if the people who knew and loved the Lord could realize the sacrifices being made.

Staff members are serving for thirty to forty per cent of what they could earn elsewhere. Yet there is a limit beyond which they cannot go. We know that the support would be much more nearly adequate for essential needs if our friends could see the work as we see it, so please forgive if we seem to be over-zealous at times in presenting the need. We have done well. Can we do better?

Bryan University



In the above illustration each ladder rung represents \$1,000 of income from gifts, each coin representing \$250. Each month's gifts are shown, to the nearest \$250.

## Our Christmas Message

The Prince of Heaven, from amidst the throng  
 Of Glorious Angels, did come down among  
 His Earthly Cottagers, and did inshrine  
 In vail of flesh his Majesty Divine.  
 But they scarce own'd their Prince, nor could afford  
 No better Presence-Chamber for their Lord,  
 But a poor stable, nor no better Chair  
 Of State, but what their kinder Beasts could spare,  
 A Manger. Blessed Lord, such a receipt  
 Might have provok't thy Glory to retreat  
 To Heaven again, but that thy great respects  
 To Man's Salvation conquer'd all neglects.  
 But yet, my Dearest Lord, methinks I fain  
 Would find some better place to entertain  
 Thy Majesty with more respect; I have  
 A little room, where I would gladly crave  
 Thy residence, not that I think it fit  
 For Thy Receipt or Majesty; but yet  
 It is the best I have: Besides I find,  
 In somewhat I have read, it suits thy Mind;  
 My Heart I mean; It is, I do confess,  
 A little narrow lodging, and much less  
 Than doth become so great a Guest; Besides  
 Another fault I may not, cannot hide,  
 It is but foul and sluttish, worse, I fear,  
 Than was thy Bethle'm Stable, so that here  
 Thy lodging will be chang'd, not mended, yet  
 If thee into my heart I can but get,  
 Thy Residence will cleanse and better it;  
 And though it finds it not, 'twill make it fit  
 For thy Receipt, thy presence: Christ alone  
 Turns Earth to Heaven, and makes a Stall a Throne.

—Sir Matthew Hale (1685)



|                                      |             |
|--------------------------------------|-------------|
| Gift Receipts, June 1 to Oct. 31     | \$ 5,527.16 |
| Gift Receipts During November        | 652.35      |
| Total Gift Receipts to Nov. 30, 1939 | \$ 6,179.51 |

So far, I haven't climbed very high this year. Before Christmas is over, I should climb at least another rung or two.

In your Christmas giving this year, why not remember Bryan University by sending a small gift? We'd all appreciate it.

*Sam*

### TENNESSEE ORGANIZED FOR CHILD EVANGELISM

In order to provide a definite nucleus of workers for the Child Evangelism Fellowship in the state of Tennessee, a meeting was held in Dayton, Tenn., to form an organization.

Miss Harriet Olson, the state director, explained briefly the purpose and prospects of the fellowship to increase and broaden the scope of

child evangelism.

Rev. Fred Stroud, of Nashville, was elected president, with Rev. A. J. Levensgood, Dayton, as vice-president.

Others who attended the meeting were Rev. and Mrs. J. W. Hunter, Mrs. Fred Stroud, Mrs. Jim Frazier, Mr. J. E. Bellah, Miss Yancey, and President and Mrs. Rudd.

### WASHINGTON TRIP

Last week it was the distinct privilege of a group from the University to witness to His grace and truth in Washington, D. C., in Virginia and in North Carolina. On the 23rd they were in the Non-Sectarian Tabernacle, of which Dr. Clark J. Forcey is pastor, for a Thanksgiving service. The following night they were in the Chapel Mission in South Hill, Virginia, with Dr. J. H. Turner, and on Saturday morning they broadcast from Raleigh, N. C., over station WPTI. President Judson A. Rudd brought the messages, and special music was given by a trio of students, Miss Gertrude Allem, Miss Ruth Toliver and Mr. Mitchell West, with Miss Julia Ann Yancey, musical director, accompanying them. Mrs. Judson A. Rudd was also with the group.

## FIRST MEMBER OF "THE BUILDERS AND SUPPORTERS OF BRYAN"

The need of regular contributors to the entire financial program of the University as well as an idea for some novel device to report progress was discussed with one of our trustees, Rev. J. B. Thornton, pastor of Hope Congregational Church, St. Louis, when he was speaking here in the October Bible Conference. Recently he enrolled as the first member in The Builders and Supporters of Bryan, writing the following letter:

*My Beloved Brother:*

*I am writing you about the . . . idea. I am more and more impressed with it in connection with Bryan. I feel sure it will appeal to many friends who have no large sums of money as a possible way to help.*

*When one begins this plan, the Newsette will bring it before friends month after month and they will continue to give.*

*You know as well as I do that where there is willingness there is also forgetfulness and also that even though one has signed a pledge he does not like to receive a bill or anything resembling it.*

*But this way—a pictorial indicator in the Newsette—will stimulate giving and also will take care of the matter of a bad memory, and this method will eliminate the cost of solicitation to a large degree.*

## INTRODUCING

*Continued from Page 1*

memberships in these clubs provided more than seventeen hundred dollars for building during the past eighteen months, thus helping very materially in an emergency. It appears that the time has now arrived for us to push as a unit the entire construction and operation program of Bryan University. No one phase can long be neglected without serious disadvantage to every other phase of the school life.

Therefore, it has been our intention for some time to inaugurate a *new club* that would finance the entire University program. In connection with this we have wanted to use some device for reporting the gift income month by month. This issue of the *Newsette* introduces to our friends "The Builders and Supporters of Bryan," as well as "Statistical Sam," who will keep you informed of the progress made. We believe this will appeal to those who would like to contribute regularly to the University as well as those who have been contributing so faithfully each month.

*I would like to give or pledge the first dollar and enclose a cheque to that end—the other four being for the general fund.*

*The memory of the days with you is very precious. It was a wonderful blessing to me. . . .*

*Lots of love,*

*Yours,*

*J. B. T.*



## On The Campus

by

GEE-GEE

To the general delight of all and the specific delight of one was the unexpected visit of Forrest (Rhody) Ford, '39, who stopped at Bryan Hill for a few days en route from Dallas Theological Seminary, Dallas, Texas, to his home in Warfield, Kentucky.

\* \* \*

Mrs. McMurry, best known as "Mother Mac," was surprised on the eve of her birthday by gifts presented in the dining room by the waitresses from her charges in the Octagon.

\* \* \*

To break the monotony of routine work and academics, six of the students, accompanied by Miss Kattenbach, went sightseeing in Chattanooga and Lookout Mountain on Saturday afternoon, November 26. Those going were Jean Neff, Rosie Harrison, Dot Bennett, Mervin Melinger, Dean Geary, and Lester Hartschuh.

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The arrival of Mrs. W. H. Childs and daughter, Deborah, on Wednesday, November 29, was a Thanksgiving present long anticipated by Mr. Childs and the Bryan family.

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Mrs. Raymond J. Foster of Newark, New Jersey, was a visitor on the campus for two weeks to spend both Thanksgivings with her new granddaughter, Judith Ann Lynip.

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Lecturing on dispensations and Bible prophecy, Mr. A. J. Levengood recently made a tour of eastern Ohio and western Pennsylvania.

\* \* \*

Mr. and Mrs. George Gibson and son were at Bryan on November 17. Brother Gibson was formerly the pastor of the First Baptist Church in Trion, Georgia, and now has a pastorate in Wartrace, Tenn.

## Builders and Supporters of Bryan

—that we stand fast in one spirit, with one mind striving together for the faith of the gospel.—Philippians 1:27.

Please enroll me as one of the Builders and Supporters of Bryan University in providing a Godly education for young people.

As a "Builder and Supporter of Bryan" I will, the Lord helping me, contribute to the budget:

- (1) \$..... monthly during the balance of the fiscal year ending May 31, 1940.
- (2) \$..... on or before May 31, 1940.
- (3) \$..... cash enclosed herewith.

Name.....

Date ..... Address.....

(This is not to be counted as a subscription, but as a membership in the Builders and Supporters of Bryan.)

And the things that thou hast heard of me among many witnesses, the same commit thou to faithful men, who shall be able to teach others also.

—II Tim. 2:2.