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BULLETIN

Where Character Is
Built, and the
Power to Achieve Is
Developed

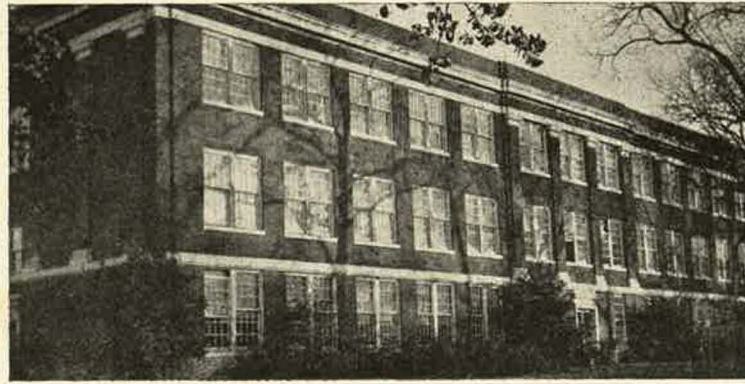
Harding

VOLUME XV

Where Habits of
Independent Work
Lead Students
to Success

College

NUMBER 3



About the Author



Clinton Davidson

MR. CLINTON DAVIDSON, the author of the accompanying feature article, is himself an outstanding example of its philosophy. As a youth he attended Potter Bible College of Bowling Green, Kentucky, a progenitor of the present Harding College. Under the teaching and inspiration of James A. Harding, J. N. Armstrong and others, he learned the fundamental lesson of business success: "Whatsoever thy hand findeth to do, do it with thy might." When he returned to life insurance selling, he set as his goal the selling of more insurance than any other man. By planning and hard work he realized that goal, and for five consecutive years held the world's record for the largest amount of insurance sold each year.

Today, however, his business interests have somewhat changed. His time is taken up largely by an investment counsel organization which he organized and which is supervising approximately 400 million dollars of investments for many of the richest and most powerful families in the country.

In spite of this outstanding business success, however, Mr. and Mrs. Davidson have remained humble and devoted Christians. Through the years they have contributed regularly and liberally to church and missionary work in many places, and more recently to Christian education. They have at their home, a beautiful stone chapel in the wild-wood in which they meet regularly for worship.

What Preparation Is Essential For Business Success?

Answered by the Nation's
Greatest Industrial Leaders

Reported by

Clinton Davidson

“WHAT college in your opinion, Mr. Davidson, is best equipped today to prepare young people for outstanding success in the business world?” That question was recently asked me and I instantly replied, “A college that you probably know little about, Harding College of Searcy, Arkansas, the college that has no unemployed graduates.”

“Better than Harvard, Yale, Princeton, Stanford or the best known state universities?”

“Yes,” I replied, “based upon what our most successful business men believe to be the requirements for success in business. I refer to the opinion of such men as Mr. Lamot duPont, President of the E. I. DuPont Company; Mr. William S. Farish, President of the Standard Oil Company of New Jersey; Mr. Alfred P. Sloan, Jr.,

(Continued on Page 2, Column 1)

Champion of
Champions



James E. McDaniel

THE VALUE of singleness of purpose and hard work is found in the success of James E. McDaniel, graduate of '39. Entering Harding in 1935 to prepare for public service, some of his fellow students smiled when they learned that he was planning to study law to prepare himself for the governorship of the state.

Along with other subjects, McDaniel enrolled in debating. Under the efficient coaching which has won for Harding nine major championships and two seconds in ten years, young McDaniel the first year won a junior college tournament. The second year he and his colleague won the state senior college tournament. The third year he repeated this victory and added the championship in extemporaneous speaking. During his senior year he entered the Southern Championship Tournament, competing against championship teams that had won over some of the strongest universities in the North and South. He and his colleague went through the two-day tournament with victory after victory to become champions of the champions.

Mr. McDaniel will enter the law school of the University of Missouri this fall. No one knows now whether he will some day become governor of Arkansas, but his concentrated purpose, his habit of analytical thinking, of driving hard and straight from the shoulder—habits developed at Harding—will carry him far in his chosen work.

'What Preparation Is Essential?'

(Continued from page 1)

Chairman, General Motors Corporation; Mr. Daniel Willard, President B & O Railroad; General Harboard, Chairman Radio Corporation of America; Mr. Ralph Budd, President, Chicago, Burlington & Quincy Railroad; Mr. Sidney Z. Mitchell, father of the Electrical Industry in this country; and Mr. Lewis H. Brown, President, Johns-Manville Corporation. I believe that Harding College, more than any other college of my knowledge, is better prepared to equip its students with the qualifications which these men believe to be essential for such business success."

"Why?" you may ask. That is what I shall try to explain in this article.

Remember, I have not been asked about preparing graduates for the professions such as engineering, law, medicine, etc., nor for the ministry. I believe, however, that Harding is as well, if not better equipped, than most other colleges to provide the foundation—the fundamental training of the individual—necessary for those who intend taking post-graduate work in law, medicine or any other profession. Also I believe that the character building Bible study required of every student in Harding College is the very finest training for those preparing for success in the ordinary everyday business world.

What Must College Graduates Have to be Outstandingly Successful in Business

Realizing that my opinion on this subject is of no importance, I asked this question of the men previously referred to, men who through their own efforts have become outstandingly successful in business and I am glad to be able to give you their replies.

I first asked, "Do you consider the following qualifications to be essential?"

1. Knowledge along specialized lines?
2. A good background of history to assist in judging the future by the past?
3. Sufficient knowledge of English literature and other languages to enable one to express himself orally or in writing, interestingly and fluently?
4. Some knowledge of the arts? Surely culture is no handicap."

I also mentioned that practically every course which leads to an A. B. degree furnished the above and yet only 1-10 of 1% of men having A. B. degrees are outstandingly successful in business while some of the greatest successes have been made by men who never entered college—therefore, the question, "What must one have to be outstandingly successful in business?"

Practically all of the distinguished business men to whom I have referred agreed that the above four qualifications were helpful, but not essential. Mr. Farish, President of Standard

Oil Company of New Jersey, while agreeing that all things taught in college preparatory to an A. B. degree, are helpful, doubts that they are essential to success in business. General Harboard summarizes very well the ideas expressed by all of them on these four questions. He wrote:

1. "Knowledge along specialized lines is necessary if one has chosen a profession which calls for special knowledge as, for example, a man going into the electrical business or in radio I should think should have a good background of physics and specialized information along the line of his contemplated business.
2. I know of no better way of judging the future than by the past. A good background of history is necessary to enable one to be an ordinary well-informed man in any profession.
3. One should certainly know enough English literature and the basic branches involved to express himself orally or in writing, interestingly and fluently.
4. Some knowledge of the arts is desirable but not essential in business."

Before quoting these men regarding what they consider to be the most essential qualifications, it is necessary to make two general statements.

Many people look upon college education as the means of acquiring a

set of tools which will enable them to make more money, go farther in business, and get more enjoyment out of life. But, education is far more than that. The word is derived from two words "E" and "duco," meaning "to draw out." Education is not merely equipping one with technical tools, nor does it consist of pouring into the mind gallons of knowledge—rather it is the drawing out and the developing of qualities within the individual, qualities which may have lain dormant but which represent great potential power. Education is the re-making—the rebuilding of the student. It consists more of rebuilding the men who will use the tools than it does of merely furnishing these men with proper tools.

You have often heard the expression, "the man behind the gun." In warfare it is not only the guns which are important—the guns' value depends upon the men behind them. You are also familiar with the expression, "the men behind the tools." Well, my story is to be about "the men behind the tools." The Chrysler Company ran expensive advertisements in the Saturday Evening Post introducing to the public the men behind the important machines in the Chrysler factory. Why? Because Mr. Chrysler realizes the importance of the men behind the tools.

You will find that these practical, successful men—men who have climbed all the rounds of the ladder, from the bottom to the top, emphasize the kind of education (e-duco) which "draws out" and develops certain elements of character in the men and women who receive the tools of text book education.

In reading statements of these men regarding the qualifications necessary for business success, you will find their statements in bold type, and following each item are facts which explain why Harding College graduates are especially well prepared in respect to that particular item. (You will, of course, understand that these men are quoted only in the bold face type and that they furnished none of the comments following each statement.)

Harding College Where Young Men and Women Combine Business Leadership with Christian Leadership.

Reservations from More Than 25 States. Write for Catalog.
Searcy, Arkansas

These Are The Essentials For Business Success, Say Business Leaders:

The qualifications which were emphasized by most of these men were:

1. Meeting with Early Adversities

Mr. Sidney Z. Mitchell, of General Electric fame says that he feels sorry for men who have never coped with serious adversity while young. The panic of 1893 came immediately after he had organized and financed electric light plants all along the Pacific coast (the first electric light plants west of the Rockies) and threw them into bankruptcy. He met with serious adversities and had plenty of obstacles to overcome. In fact, those years, he says, got him in the habit of overcoming obstacles.

General Harboard writes: "I think willingness to do hard work and the actual doing of it in youth is a great developer of character. I should hesitate to say that poverty was an essential, but a background of comparative poverty, insofar as it obligates to the habit of hard work is very essential in any business that one may engage in. Industry is an absolute necessity."

Along with adversities while young, all emphasize the importance of habits of overcoming obstacles. One writes that the average college man is soft when it comes to overcoming obstacles.

Why Harding Graduates Possess This Requirement

Most Harding students, due to limited financial resources, have had to overcome seemingly insurmountable obstacles to get to college. For example, the young man who walked 24 miles per day, 12 miles to college and 12 miles back home, and many who lived 5 or 6 miles away and walked 10 and 12 miles per day, have coped with numerous forms of adversity. They have

had experience in overcoming obstacles and this habit will help them in getting jobs where others fail and in pushing ahead while others become discouraged. Then there is Earl Priest from Wynne, Arkansas, who this year brought two cows 60 miles to Searcy, with the help of the college secured pasture for them, arose early every morning, milked his cows, sold his milk and thus paid for his education. The typical soft, modern youth, if placed in the position of Earl Priest, would not have been able to go to college. Earl overcame the obstacle; he learned how—acquired the habit of overcoming obstacles—and he will continue to do so after he graduates.

Not only are the majority of Harding students splendid examples and centers of influence in this respect but the record of the officers and faculty is the greatest possible inspiration. For many years these men have coped with constant adversity and have repeatedly overcome obstacles. With no endowment, no wealthy trustees, no regular financial assistance from churches, and with board and tuition fees as low as any college—they have kept open through the depression and today have property appraised at \$611,000 and five hundred students. True, department heads with Ph. D. degrees have at times been paid less than \$100 per month, although offered four times that much to teach elsewhere, but every student knows that the professorate, by meeting extreme adversity, kept the college operating; they overcame the obstacles and set a living example of "Where there's a will, there's a way." No wonder Harding College has had no unemployed graduates!

2. Strength of Character

This means the willingness to back up your belief without limitations. Mr. Budd, President of the C. B. & Q. Railroad, emphasizes this especially, but adds, "With this strength of character, it is necessary to recognize the validity of others' views." Mr. Farish writes: Many college men are by inheritance somewhat free and easy in their manner of living, and sacrifice of comfort and pleasures goes hard with them. They like the bright lights and pleasures of life rather than the drudgery and discomforts that go with an intense purpose."

Proved methods of character building and training are used at Harding. This includes every student. Harding believes that every failure, physical, financial or

moral is due to lack of sufficient reserve at the time of crisis. One cannot instantly build a strong physical constitution when suddenly placed under unexpected strain, nor can one in an instant develop the strong moral character needed when a moral crisis arises. Harding believes that the four years spent in college, at that time when the student is first removed from home restraints, is the most important period for building character that endures under the stress and strain of life's inevitable crises. The method used by Harding has proved unusually effective.

3. Independent Thinking—Initiative

One of these successful men writes that an easy life with a comfortable living assured, without the need for personal initiative, industry and resourcefulness, was not conducive to independent research and initiative.

Harding emphasizes independent thinking and initiative. Harding students under the instruction of a master carpenter and master electrician have built most attractive homes, complete in every detail, for faculty members. They build their own stage sets, and if they wish they may learn high class printing, photography, newspaper and editorial work, laundry and cleaning, cafeteria and institutional buying and management, and many other practical arts which furnish opportunity for the student to develop resourcefulness and independence. Thus these students develop the habit of overcoming obstacles; they become resourceful; self-starters and determined "finishers."

4. Ability to Concentrate

Mr. Budd believes ability to concentrate to be very important. Mr. Farish thinks that the average graduate who had not worked his way through college is indefinite as to his real purpose in life and has too many interests to which he is scattering his resources and ability.

One of the slogans at Harding is taken from the Apostle Paul; "This one thing I do, forgetting the things which are behind . . . I press on," etc. The student is encouraged to do some one thing well rather than become a "Jack of all trades." For example there is James McDaniel, the debating champion, who says that he will some day be Governor of Arkansas. He believes that if he prepares and works for that one thing he will accomplish it. James, who graduated this year, is concentrating on becoming Governor.

5. Absolute Truthfulness

Mr. Lamot du Pont believes that this item and the next one are the most es-

essential of all. He says that such truthfulness should include absolute honesty with one's self, that is the habit of looking at facts rather than following the emotions, and then it becomes the key to success. General Harboard says it is "basic." Mr. Budd emphasizes honesty, truthfulness, and consideration for others.

Harding College is not a theological seminary but every student is required to take Bible as one of his subjects. Many take Bible for more than the required number of hours. Untruthfulness, even in the slightest degree, is denounced in the strongest terms many times in the Bible. Every one is familiar with such passages as, "No liar shall enter the kingdom of heaven." Faith in the principles of this greatest of all books is the strongest basis for honesty, and Harding students learn to love these principles, and to believe in them as practical, usable rules for everyday business life.

6. Putting One's Business First

This means to be willing to make any sacrifice or pay any price (except moral wrong) to make a success in one's chosen work.

General Harboard says that this practically guarantees a business success. Mr. duPont lists it as one of the greatest essentials, and adds that it includes, of course, putting one's business first on those occasions when other things seem more important at the time. Mr. Farish emphasizes the importance of this item and then includes another not mentioned by any of the others. He writes:

"One of the best tests of a young man's future, according to my observation, has been his willingness and ability to sacrifice personal comfort and pleasures to save money and to begin to accumulate capital at the earliest opportunity."

The importance of putting first things first, which with successful men has become a habit, is recognized by Harding

College. Harding has won a great number of events in competition with other large endowed institutions largely because of this willingness of the student body to make any sacrifice necessary for their college to win.

Harding debaters have won first place in state and all southern tournaments nine times in ten years, an second place twice—more victories than any other similar institution. It has won first in Little Theatre tournaments twice in succession. It took four first honors in the great southern musical contests and one first in the nation—a major victory in every event entered. It has ranked first repeatedly in newspaper work—special features, editorials, make-up, etc.

7. Being Right in Small Things.

Mr. Brown, President of Johns-Manville Corporation, very effectively expresses a most important requirement as follows:

"I am glad to give you my own thoughts on what I consider to be one of the most necessary qualifications for business success. This is the quality of being right about small things. In discussing this, I am speaking from personal experience, since it is a lesson which was taught to me quite early in my life by a wise old man who explained that the big things are just like the little things; only the big things have more zeros after them. If you are right in the small things, you can multiply them by 10, 100 or by a million,

and they are still right. But if you are wrong in the small things you can't make them right by adding or multiplying zeros. A big man faces a big job, all he has to do is multiply.

Mr. Brown's suggestion is accented at Harding—one of the slogans being "Whatever thy hand findeth to do, do with thy might."

Harding students are frequently reminded of the fact that almost 2000 years ago the Apostle Paul wrote to the Christians at Ephesus warning them against "eye service," that is working hard only when the boss is watching. Paul told them to do all of their work just as if Jesus Christ himself were standing there watching and observing the quality of the service rendered. I suppose that if their work was good enough to please the Lord, it would be good enough to satisfy the President of Johns-Manville Corporation, or any other president or department head.

Results in Successful Lives

These facts with many others account for the consistent success of Harding students. For these young people get not only thorough and conscientious training—specialized to fit the field for which each is preparing—but through personal contacts with teachers and constant association with these basic principles they get an inspiration which gives them not only the way, but the will to succeed.

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There was never a time when Christians were more needed in places of successful business leadership. Harding College trains not alone for Christian service, nor for business service, but for CHRISTIAN SERVICE IN BUSINESS. For young men and women who wish to combine success with service, Harding College offers a unique and tested training. Write for catalog and full information now. The fall term will soon open, starting several hundred Christian young men and women on their way to success and service.

HARDING COLLEGE, Searcy, Ark.



PATTIE COBB HALL

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