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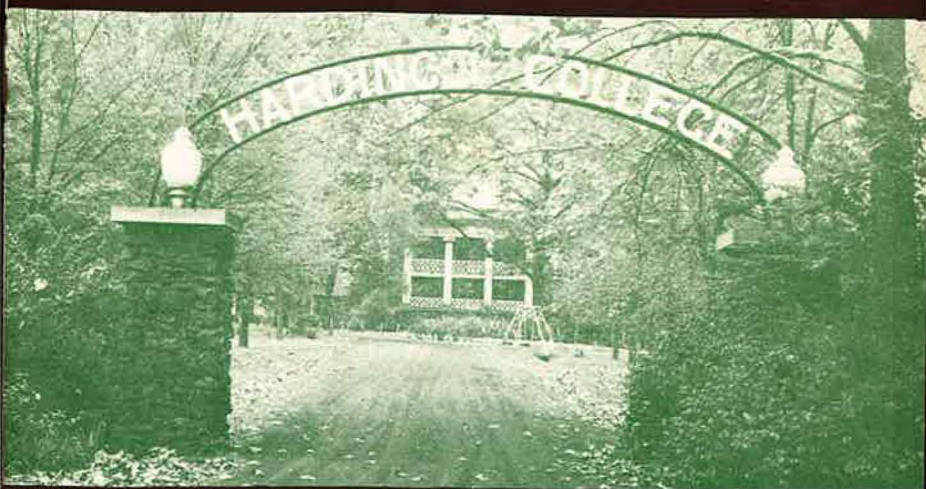
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NOW AND AFTER THE WAR--- WHAT?



A Message to...

HIGH SCHOOL STUDENTS
TEACHERS AND PARENTS

BULLETIN
HARDING COLLEGE
Searcy, Arkansas

which it needs when your call comes. For all experience has shown that

NOW AND AFTER THE WAR — WHAT?

Thousands of boys and girls are asking this question today. As we face the coming of peace, what changes will it bring? What jobs and professions will be best to choose? What should you do *now* to be ready for the opportunities ahead? May we in all earnestness help you find the answer for yourself?

GET READY NOW!

When the millions in the armed forces and the war industries are demobilized, we will undoubtedly face the hardest readjustment problem we have ever known. Plans are being made by both government and business for meeting this crisis. Countless new industries and new fields of service will be opened up, leading to greater opportunities than any generation of young people have ever enjoyed. But these new opportunities will demand a higher degree of training and specialization than ever before. For this reason the government is arranging to give further education to all men in the armed forces who will receive it. Women and those not in the armed services, however, will need this advanced training just as much, and the sooner they can get it the greater advantage they will have.

YOUR COUNTRY NEEDS YOU

Even now America needs desperately thousands of men and women with college and professional training for tasks which the millions cannot perform. With the continued interruption of war this need will grow more severe. It would be easy to stop school now and find a job with good pay. But will such a job be permanent? Is it the type of work you want for a lifetime?

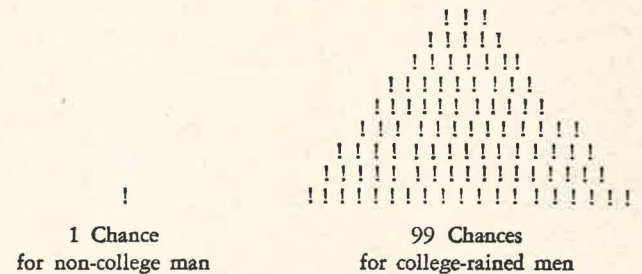
Or you may figure that you will work and prepare yourself later for something better. This is to let others get ahead of you. It is the nearest way to wreck your own future. For statistics have proved that over 95 per cent who side track their lives for even necessary emergencies never get on the track again. You have one time in which to prepare — Now! If you miss now, it is hard to get back later. Because of the urgent need for leadership, such as a college training will give, your country is saying to every student who has the ability to do college work:

Continue your college and professional training as long as you can and as rapidly as you can, that you may give your country and the world the high service

COLLEGE TRAINING GIVES YOU POWER

In normal times the man or woman with college training has many times the chance for service that the non-college man has. In time of crisis the chances are multiplied yet more. During the depression years 4,000,000 young people between 18 and 25 had no jobs nor any hope of jobs. But a survey showed that fewer than 1 per cent of these had any college training. In other words the college-trained man had 99 chances for work against 1 for the non-college man.

CHANCE OF EMPLOYMENT IN CRISIS



In the coming period of readjustment we shall be facing a crisis that will make your college and professional training the greatest asset you have. It will give you 99 opportunities to one over those who make no preparation now.

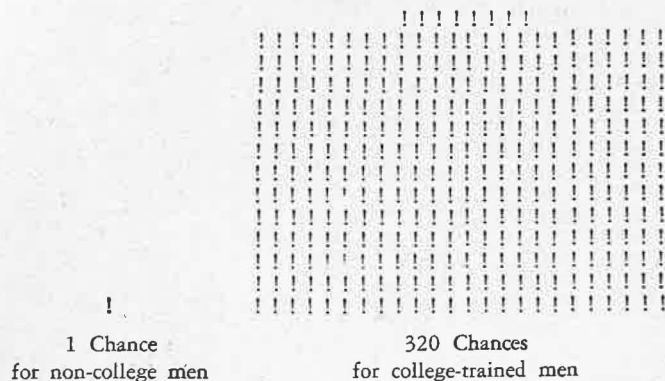
COLLEGE TRAINING GIVES YOU LEADERSHIP

The greatest need today and in every age is trained leadership. For this college and professional training, which teaches men to think and to solve the problems they face, is most essential.

Who's Who in America lists the outstanding leaders who largely mold the destiny of our country. In 1922, 74.89 per cent of these had college degrees or training. In 1934 this had risen to 86.56 per cent — a rise of 12 per cent in 12 years. In other words each year that passed made it increasingly harder — by 1 per cent — to gain a position of distinguished leadership without college training.

Putting it in a different way, since our total population was approximately 125,000,000 in 1934, only 1 man in 5,000 had a chance to be included in this list of distinguished leaders. But of men with no college training only 1 in 37,000 was included, while of men with college training 1 in every 116 was included. By this measure of leadership the college man was worth 320 times the other in eminent service to his country.

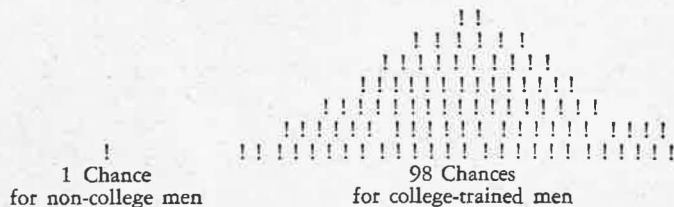
CHANCES FOR LEADERSHIP



COLLEGE TRAINING CREATES WEALTH

College training has also demonstrated its power in the earning and creating of wealth. Senator Wagner of New York states that 18,000,000 families in the United States — 60 per cent of our total population — have incomes of \$1,000 a year or less. Recent data published by *Time* shows that, while college graduates constitute only 2 per cent of our total population, yet this small group composes two-thirds of all those with incomes of \$10,000 a year or more. In other words the following diagram shows the

CHANCES OF EARNING \$10,000 A YEAR



A survey of one University during the depression year of 1934 indicated an average income of \$4,000 each for its graduates during that extreme period. A survey of 56,000 graduates of three other universities during a normal period showed averages of \$8,000, \$10,500, and \$13,500 a year each. College training, therefore, means power to earn.

COLLEGE TRAINING GIVES
SATISFACTION

Perhaps even above the employment, the leadership, and earning power which education brings is the satisfaction of knowing and enjoying things, of being more keenly aware of the world in which one lives, and of the meaning and values of life. Upon this no one can set a price, but it is one of the deep satisfactions that come through college training.

WHAT YOU CAN DO AND HOW WE HELP

We can already see certain trends which will develop as the war closes. Some jobs will become as obsolete as the old livery stables, but other jobs and professions will become more and more prominent. These are changes you need to know. The advisory service at Harding College helps to keep its students informed of these trends and the necessary preparation they will need for the new tasks. With all the changes, however, the fundamental professions will continue, and with all the new developments certain basic needs will always be present. Among these is the never-filled demand for—

TRAINED DIRECTORS AND
SUPERVISORS

We can already foresee an expansion in the mechanical and technical industries. These will demand skilled and semi-skilled workers, but the severest shortage will be, as always, men trained for supervision. This has been the problem through the war emergency. Lieutenant Frank J. McSherry, Director of U. S. Defense Training, stated that it was not hard to get skilled workers in shipbuilding, aircraft, ordinance, welding, etc., but his headache was shortage of *supervisors*. Directors of industry and business have to have level heads, good judgment, and a *knowledge of how to handle men* rather than mere machines. To this, college training definitely contributes. One young man equipped with this knowledge and training has advanced from a salary of \$10.50 a week to \$500,000 a year.

DOCTORS, DENTISTS, NURSES,
TECHNICIANS

During the war we have been running far short in men and women trained in all branches of medical service. Dr. Morris Fishbein, head of the American Medical Association said some time ago, "The medical profession is closer to scraping the bottom of the bucket . . . than any other occupation, trade, or profession." General Charles C. Hillman called last year for 24,000 more doctors for the army, 1,700 dentists, and 9,000 nurses. At present we have only one doctor for more than 1,500 civilians. But this does not include the growing needs in related fields such as osteopathy, laboratory technician service, dentistry, nursing, public health, veterinary medicine, etc.

For all these professions and related fields Harding College gives the most thorough pre-professional courses, in both the winter and the summer sessions.

ENGINEERS, CHEMISTS, BIOLOGISTS,
PHYSICISTS

Following the war we may expect a continuation of the present heavy demand for men trained in all the fields of science. Reconversion of war industries, the reconstruction of Europe and the East, and the vast expansion of new industries will call for architects and engineers of every type — civil, mechanical, electrical, aeronautical, chemical, agricultural — physicists, mathematicians, biologists, bacteriologists, and

research men of every kind. These scientific fields lead to hundreds of different professions, and for all these professions Harding College gives either the basic or the complete training together with the necessary advisory service.

HOME ECONOMISTS, DIETITIANS, FOOD SPECIALISTS, ETC.

The demand will continue to increase both in civil service and in public and private industry, for women trained as teachers of home economics, home demonstration agents, dietitians, food specialists, institution managers and buyers, interior decorators, clothing specialists, social workers, and other related services. For these fields Harding gives the necessary training, and its courses are planned with a view to actual professional needs.

THE BUSINESS FIELD

Almost unlimited opportunities are offered in the hundreds of different fields of business from secretarial service and accounting, to auditing, salesmanship, banking, statistics, investments, marketing and distribution, public and corporation finance, business management, etc. Development of foreign trade will give opportunities for business agents and office personnel to represent American industries in all the countries abroad, and will demand men and women with training in languages. For all these fields Harding gives the most thorough training.

SOCIAL AND DIPLOMATIC SERVICE

Social services of every type within our country, and representation of the American point of view abroad, will demand an increasing number of men and women in the many fields of social service under federal and state direction at home, and in the consular and diplomatic service around the world. For these fields Harding also gives all basic training.

TEACHERS

The war emergency has created an acute shortage of teachers in every field, especially in mathematics, sciences, business, music, physical education, and the social sciences. Salaries are improving and the outlook for teaching is the brightest it has ever been. To help supply the present demand emergency licenses are being given to high school graduates who complete only 12 semester hours of college work in certain subjects.

Harding offers in each summer session, as well as in the winter, all courses required for these emergency certificates, as well as for the advanced certificates.

LIBRARY SERVICE

To meet the increasing demand for librarians and for teachers with library training, Harding College maintains a complete department of Library Science leading to the degree of Bachelor of Library Science.

MINISTERS AND MISSIONARIES

The most important single factor in any nation and in the world is the spiritual development of men. This is an outgrowth of religious consciousness and underlies and supports the whole moral structure. It determines the strength of a people, and their basic ideals of peace, justice, or war. Important in normal times, it becomes trebly important during times of war and reconstruction. The government has recognized this need by exempting from military service young men who plan to devote their lives to such spiritual ends through preaching.

The world is awakening more and more to a consciousness of this need. We have been unable to supply the multitude of calls for preachers, and the openings for missionary service both at home and abroad are unlimited.

For all this work Harding offers a most unusual training, which prepares one both in intellect and in unselfishness of heart for the opportunities ahead.

JOURNALISM, SPEECH, RADIO

The power of the press, the radio, and the public platform in moulding the thinking and ideals of men and nations cannot be overestimated. For the thousands of opportunities in all of these fields of human service Harding College offers an outstanding training. The departments of journalism, speech, and radio are exceptionally complete and the work in some respects is quite original and unusually thorough.

OTHER FIELDS OF SERVICE AND PERSONAL GUIDANCE

Scores of other professions and vocations also have their basic training in the 20 departments of the college — art, drafting, design, music, languages, etc. This training is accompanied by a constant advisory and guidance service. Harding teachers are deeply interested in the personal progress of every student and are ready to give personal aid at any time. In difficult fields this often means the difference between failure and a thorough preparation.

FINISH COLLEGE IN 2 YEARS 9 MONTHS

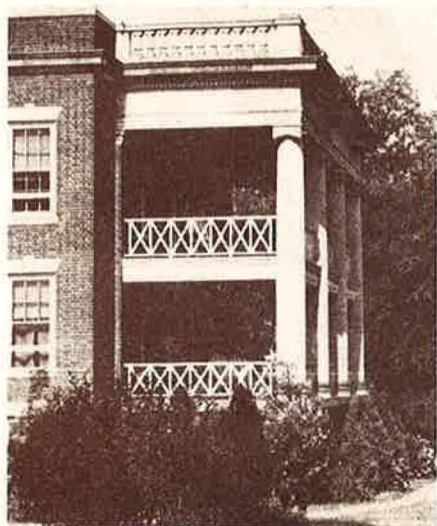
To meet the demand for trained men and women in all the above and other fields, Harding maintains a full summer session as well as the winter terms. By summer attendance a student can complete the full four-year college course in two years and nine months. This saves over a year of time and cost. In the time saved the student can later earn enough to repay all college expenses.

YOUR BEST INVESTMENT

Your college education is therefore your best investment. It is never an expense. The added earning power it gives can be equalled by no other type of investment you will ever make. Make this investment now, and enjoy the returns through the years to come.

Write for Further Information or Reservations Now!

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Write for Reservations Now!
HARDING COLLEGE
Searcy, Ark.

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No. 3

**Planning
Your
Future**

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Our Aim for Every Student —
CHRISTIAN CHARACTER — PROFESSIONAL INDEPENDENCE
POWER TO THINK AND TO WORK