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Bulletin

Harding College Searcy, Arkansas

Volume XX, Number 12

DIVISION OF POPULAR EDUCATION

November 15, 1944

MENTAL ATTITUDE EXCEEDS MENTAL CAPACITY IN VALUE

A Broad Understanding of Business One Aim in Training

By Jess L. Rhodes

The purpose of Harding College's department of Business Administration is to develop students who major in that subject for especial usefulness in competitive enterprises. Graduates in Business Administration should be ready when they leave college to adjust themselves easily and quickly to the needs of business.

Obviously, in the competitive man-power situation that is anticipated in post-war years, office workers must have something to sell, i. e., be able to render a measurable service to an individual enterprise. This, however, is not enough. They need also to be prepared in mental attitude to understand and sympathize with the problems of business in general.

In detail, Harding College has in operation a thorough course of training in the secretarial line. Above that, rather complete training is offered in the field of accountancy and kindred subjects. As industrial trends change, creating needs for new skills among recruits to the field of business, efforts will be made to meet these challenges as they arise.

A wide variety of courses, and encouragement to students to take as great a variety of courses as they can, are essential to bending students' qualifications to the unpredictable needs of business, and those are our twin objectives.

I have been away from Harding College since 1939 when I graduated, and I am happy now to have returned, especially to work in the department of Business Administration after four years in actual accounting and graduate work. These years in competitive business taught me one thing I would like to convey to every student: a man's mental attitude is more important to his success than his mental capacity.

CAMPAIGN FOR AMERICANISM MAKING UNUSUAL PROGRESS

Harding College's campaign, conducted by means of its Division of Popular Education, has become increasingly effective in recent months. President George S. Benson's weekly newspaper column is appearing currently in 3,000 newspapers scattered over 47 states. The radio program sponsored by the college is being broadcast currently by 30 well distributed stations and personal platform appearances of Harding College speakers are increasing. Dr. Benson's speaking schedule has become unusually heavy. He delivered 15 addresses in one week last summer. All of this effort has the single purpose of informing American citizens on the unique merits of American institutions.

ANNOUNCEMENT

The format of *Bulletin Harding College*, you will observe, has changed noticeably with this issue. Its circulation has doubled in recent months and a more economical use of space is imperative. Hereafter these columns will carry text of interest to friends, supporters, alumni and prospective students.

In the future, only one or two chapters of President Benson's weekly newspaper column will appear in any issue, instead of the usual three on the inside of this number. Future issues of the *Bulletin* will acquire more and more the appearance of a news magazine.

—C. D. BROWN, *Bursar*.

INTRAMURAL GAMES FOSTER SPIRIT OF SPORTSMANSHIP

Between 2-3 and 3-4 of Student Body Take Active Interest

By Hugh H. Rhodes

Stress on "Healthy Living," by means of knowing the principles of health through cleanliness of body and mind, and better physical development in recreational activities; these are the primary objectives of Harding College's department of Health and Physical Education. Always, among students, athletics is an interesting phase of college life.

Aiming to create a desire for the development of higher living standards in the home, school and community, Harding offers several standard Red Cross courses in Health and Safety. These include prevention and emergency treatment of injuries, also swimming and water safety.

Preparing Harding students to teach, courses are offered in administration and supervision of Physical Education programs in high schools and colleges. These include Camp Leadership, also orientation in the principles and practical application of methods for directing Intramural Athletic programs.

The most interesting feature of Harding College's health program is a well rounded schedule of intramural sports. We promote it because we are convinced by serious study that intramural activities afford opportunity for developing higher ideals and better principles of living than can be produced by participation in inter-collegiate athletics. Moreover they encourage mass participation. The program we have adopted embraces 60 to 90 per cent of Harding's students and even a larger ratio of the faculty.

We consider it better that students be encouraged and directed in principles of real sportsmanship, true character and fair play, as a transfer of values for future living, rather than catching the spirit of "win at all cost."

SECOND COTTON FIELD DAY SAVES FARM'S MONEY CROP

Students Overcome Manpower Shortage and Make Play of It

By Neil B. Cope

More than 300 Harding College students changed the complexion of a 20-acre cotton field from white to black Nov. 7, saving a cotton crop on the college farm which could not have been gathered because of Arkansas' shortage of pickers.

Students had voted unanimously to make a field day of the labor shortage situation, and half of them breakfasted at 6:30 in order to get to the college farm 10 miles away, for an early start. Regular wages for picking in White County were paid the students by the college.

A large number of the school's students are from northern states and from communities where cotton is not grown. Several from Canada were interested in learning the details of cotton culture. However, the bulk of the crop was picked by Southern bred students with cotton experience.

More than 380 pounds of college-grown pork and beef, cooked in a regular barbecue pit, were eaten by students during the two meals served at the farm.

A similar cotton-picking was held two years ago, and students voted afterwards to turn their wages into a war bond which was later presented to the college.

SEVEN ALUMNI ON ROSTER OF NEW HARDING TEACHERS

By B. Frank Rhodes, Jr.

Harding College began her twenty-first year with a 15 per cent increase in enrollment over the previous year which was itself a record. Nine new names appear on the faculty roster and seven of them are Harding Alumni. One other alumnus returned to the faculty after a leave of absence.

Every phase of school activity is well under way. The Dramatic Club is in the midst of rehearsal for the presentation of "Mrs. Miniver." The Mixed Chorus is drilling studiously to sing the "Messiah." Five debating teams are deep in preparation for the Mid-South Tournament. Campus people are preparing to entertain a record attendance at the college's traditional Thanksgiving Lectureship.

Photographic work on the *Petit Jean*, Harding College year book, was almost completed by middle November, and *The Bison*, student newspaper of Harding College, is enjoying a prosperous year. As a result of adding youthful alumni to the teaching force, a faculty team recently carried off the intramural pennant in softball. The annual autumn meeting of the College church was successfully conducted by Alumnus J. Harvey Dykes.



FREIGHT

Years before I ever saw an ocean, pictures of Oriental places and people interested me. Distinctly I remember one decorative drawing of a Chinese boy. He wore wooden shoes and a bread-tray hat. His queue seemed to wave sportily behind him as he walked with a wooden yoke on his shoulders. The pole helped him carry two buckets that hung by cords, one from each end.

Later I saw such men in real life, many of them. I was old enough then to wonder what was in the buckets and why people had to lug them. The first such "common carrier" I patronized had kerosene in his buckets, five gallons at each end of the yoke. His daily job was to walk ten miles and carry ten gallons, for which labor the local oil dealer paid him ten cents a day.

A Sharp Contrast

Oil consumers paid one cent a gallon for ten miles of overland transportation, which is exorbitant. The dealer had to content himself with a speed of one mile per hour in transit, which is ridiculous. The poor Coolie worked ten hours a day for a penny an hour, \$3 a month, which is preposterous. Such was the Orient a few years ago when I was there and it hadn't changed much in a thousand years.

In America, where there are railroads, and the economy of volume applies in transportation as well as in other things, one cent pays for moving a gallon of kerosene overland 100 miles, not ten. Speeds in transit are rarely below 200 miles a day. Trainmen who do the work get \$175 a month, not \$3. The differ-

ence lies in the fact that railroad investment exceeds \$20,000 per employee.

Everybody's Asset

Total railway investment in the United States exceeds 26.5 billion dollars. In a recent address in Florida, Thurman W. Arnold of the U. S. Court of Appeals charged the railroads with trying to throttle competition to make their investments safe. I do not know the specific accusation, but I know two things: (1) Real competition can't be throttled and (2) investments of citizens ought to be protected.

Whose investment is it? Millions of people. Railroads don't belong to the officers of the company. They don't belong to their mere million of stock and bond holders. There are dozens of millions of people who own insurance policies and have bank accounts who are the real investors in railroads. A government with the interest of its citizens in mind would help to protect their investments; their accumulated labor.

Railways Are American

Railroads, more than any one thing, made America what it is today. They are partially responsible for the differences between the United States and China. America is superior because its interior is developed. Railroads penetrated the wilderness and brought its wealth to market. Then venturesome pioneers hurried inland from both shores to seek personal gain and America's great interior was developed quickly by economic law.

Railroads like other industries are sending young men to war. Railroads have their manpower shortage and it's acute. But with fewer cars and fewer locomotives than they had in World War I, railroads are doing above 50 per cent more actual work than they did under Federal bunglement. Our only route to still higher American efficiency after the war is through protecting and encouraging liberal investments of private capital in the tools of production.



RICH UNCLE

A young 4-F of my acquaintance works at a government-operated chemical laboratory in a distant state. He came home on leave a few months ago and scratched around considerably on his father's big farm collecting rocks. He said he had always believed those shale glades might have value. Now he would find out!

More recently he was at home again, discreetly silent on the subject of his mineral samples. After his first breakfast he saddled a nag. Not pleasure; it was a business trip. He cantered directly to the home of his mother's uncle, the richest retired capitalist thereabout. When he took to horse again, he was a sadder but wiser young man of affairs.

Had Bad News

Apparently the young man's home acres are full of a good grade of valuable ore, near the surface and not costly to recover. He had visions of incorporating a new, local industry soon after the war, offering jobs to the whole country's discharged service men and unemployed war workers. All he needed was capital—that's what he thought. He had even checked markets, demands, and prices and had drawn probable production and profit charts for his prospect.

"Uncle Jeff knows his business," the lad said woefully. "He says he has \$100,000 to put in such a venture if he can figure a way to come out whole. I showed him how we could earn \$100,000 easily the first year, but he got out tax sheets and showed me that a 100 per cent return on an investment of \$100,000 is no good to him. The most he would be allowed

to keep, along with his other income, is less than \$3,000."

An Old Story

This young man went to a lot of trouble to learn what economists have been saying for two years. From his great uncle's point of view, a profit of \$100,000 a year was only 2.8 per cent return on a \$100,000 investment, thus:

Net profit	\$100,000
Normal profit ..	\$8,000
Normal tax 40 pct.	\$3,200
Excess profit ...	\$92,000
E. P. tax 85 pct.	78,200
Total taxes	81,400
Net profit after taxes	\$ 18,600
Personal income tax 85 pct.	15,810
Income remaining	\$ 2,790

Of course a \$3,000 yearly income is \$60 a week, good pay if it is a salary with no investment and no risk of financial loss. When a man puts up the tenth part of a million dollars (or when ten men go together and invest a million) it is seldom in "a sure thing." There are always risks to run in industry.

Money Plays Safe

All investors expect their money to work for them. For a man of much wealth, \$100,000 earns only a small "salary." Such men are very careful therefore to put capital in a safe place with little or no danger of loss — like municipal bonds, for example. That's the gravest prospect facing the United States at the close of the war: Danger of having service men come marching back victorious over various armies of various dictators, to find no work at home.

The American people need a great many items, and are ready to buy them. Manufacturers know how to make them, good enough for anybody at popular prices. Making these things can provide good jobs for millions of men, but will it happen? Well — there is one sure way to spoil the prospect: Keep the taxing system exactly like it is now, so people who invest in industry can't benefit from it. Investments are absolutely essential to making jobs.



SEED CORN

In the early days of my practical usefulness on a farm, a show-off cousin of even age visited us every year when, in James Whitcomb Riley's words, "the frost was on the pumpkin and the fodder in the shock." Not so poetical perhaps, but we always had a few porkers fattening in the pen also. The "smart" lad shared my quarters and tried (I thought) to help me with my errands which included feeding the pigs.

One evening my father had to be away and I had extra chores so I trusted our visitor to feed the pigs alone. He finished in a surprisingly short time and I was most grateful until I learned that he had fed my father's hand-picked and expensive seed corn because it was already shucked. He must have figured that I had stupidly overlooked this special box of fine ears all fall.

He Was a Type

In defense, the smart-Alec argued that it made no difference; he had fed the pigs corn, just like all other corn, which had no value above any other nubbin in the crib. Special species, careful cultivation, critical selection, painstaking care and fancy price were all lost on him. He saw only the convenience of the hour. I hope he has changed but I know some grown men who act that way now.

We have people in America trying to devalue things more precious than gold — the very germs of prosperity. National prosperity is all-one with national income, just like personal prosperity and personal income are the same thing. Now, with 75 per

cent of us, personal income depends on a job, so national income depends on a lot of jobs. High employment is the goal of all sensible post-war plans.

Let Work Thrive

As I write this, victory in the European theatre of war is expected any day. Many forecasters say we may look for it before winter actually sets in. When it comes we must guard the safety of our seed corn. We must jealously protect those priceless sparks of life from which jobs grow: Energy, education, enterprise. Whoever devaluates these will be feeding Uncle Sam's seed corn to the pigs.

Pigs can be ear-marked but dangerous relatives are somewhat harder to identify. Some are lazy and wish human endeavor was of no use. They want workers and drones to eat the same fare. Others are greedy and concoct taxes to grab the fruits of other men's work. They love to squander what is not their own. A few are just plain tough. They think in terms of power, reprisal, pillage and terrorism.

Look to the Future

Bureaucratic braintrusters can torment small employers until they quit business. Power-mad plutocrats can choke American enterprise by forcing government into it. Moonstruck Pandoras can handcuff honest workers by pampering pet lounge-lizards. But the provident people of the United States want something spared today that will grow tomorrow and prosper in years to come.

We still have our smart-Alec relatives, able to make short work of valuable things; able to kill a year's hope in a reckless moment and argue that it's right. It must not happen. We need good seed for our post-war employment crop. Representative, constitutional government; government by law and not by a man's directive; freedom to own property and operate business in the hope of profit! These are a few kernels that must live if freedom lives.

YOUR CONGRESS OR THEIRS?

By C. F. Davidson, Jr.

Representative constitutional government is essential to keeping the free in Free Enterprise. It is a blessing that has been enjoyed by few peoples, and those few have seen it slip through their fingers like sand. We Americans have kept it for 150 years so far; but how much longer?

True republics die young because the citizens grow tired of paying the price of liberty, which is eternal vigilance. As American citizens you govern yourselves through your representatives in Congress — in theory. Do you also govern yourselves in practice or do you leave the business of governing to organized pressure groups? Is Congress your government or is it their government?

Too often Congress becomes theirs by default. They know what they want Congress to do and they keep constant vigil over the progress of their legislation. Do you know what you want Congress to do? Do you know what progress your legislation is making? Your lack of

interest plus their steady pressure will eventually sabotage representative constitutional government and add the United States of America to the long list of fallen republics.

The Harding College Division of Popular Education wants to help you keep Congress yours by keeping you informed of legislative needs and progress. In general you want legislation that will provide equal opportunity for prosperity to all who work honestly and industriously. Our job is to bring to your attention the specific bills needed to serve this purpose, and report to you what Congress is doing with your legislation.

The first "Watch Your Congress" report will appear in the next issue of this Bulletin and will be brought up to date each month thereafter. We will welcome your suggestions of legislative needs for inclusion in the monthly report, in addition to the observations of our staff.

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