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Bulletin HARDING COLLEGE

Searcy, Arkansas

Harding Reflector & Alumni News

Winter 1948



One of the College Farms near Campus

OFFICERS

Clifton Ganus	- - - - -	President
Jim Bill McInteer	- - - - -	Vice-President
Annie Mae Alston	- - - - -	Secretary-Treasurer
Joseph E. Pryor	- - - - -	Executive Secretary

Chicago Tribune Praises Harding

By Clifton Ganus, Jr.

Harding recently received some unsolicited but very valuable publicity from the Chicago Tribune. This newspaper has over a million daily circulation and reaches many millions of people.

After making a study of the teaching of Harvard, Yale and Princeton, the Tribune sent Frank Hughes, who edited the Centennial edition of the Tribune last year, to investigate Harding. He was favorably impressed. Returning to Chicago, he wrote four articles that praised Harding and its teaching. The first article appeared on the front page of the paper on Monday, January 19, 1948.

Following are some quotations from these articles:

1. "The students at Harding college here learn about free enterprise, private initiative, and the capitalistic system in their daily lives as well as in classrooms, many of them reported in interviews today.

The college's National Education program, which is carrying the same message to more than 25 million people thruout the nation, is a department operated and financed apart from the college curricula, altho centered on this campus.

Harding's creed is that hard work brings profit--profit to the worker and profit to the college, the community, the nation, and mankind. If there is anything morally wrong in that, the faculty and student body of this devoutly Christian institution fail to see it."

2. "Students here are not taught, as they are in most large universities and many high school social science classrooms, that the "Profit system"

is a menace to society and that in words of Proudhon, 'property is theft.' "

3. "On the campus farm is a herd of 30 milkers, while the Garner farm has 50 Herefords and 83 head of hogs. Prizewinning breed animals are among them.

The college produced 158,000 gallons of milk last year. One acre of ground produced 310 crates of strawberries, valued at \$1,554, while 8,160 pounds of grapes were gathered from three acres, and other individual acres produced 150 bushels of Irish potatoes and 160 bushels of sweet potatoes.

Harding benefits from the "Profit system" itself, owning besides the farms, a concrete block plant at Bald Knob, Ark., which produces 500 blocks a day, a campus laundry and dry cleaning plant which does considerable work for the townspeople, and a radio station."

4. "The Christian influence of the college is a factor. A course in the Bible is taught to every student, every school day, and students and faculty attend chapel daily. The college is nondenominational, and no creedal or sectarian interpretation of the Scriptures is admitted but these facts leave no room at all for the atheistic doctrines which attach to communism, Marxism, or socialism and its pendant economic and social theories."

Dr. Benson jokingly stated that he would have to get another secretary to handle the mail coming in response to these articles. All of it was favorable and some included checks.

GEORGE S. BENSON, M. A., LL. D.
PRESIDENT

L. C. BEARS, PH. D.
DEAN

DEGREES CONFERRED
BACHELOR OF ARTS
BACHELOR OF SCIENCE
BACHELOR OF MUSIC

Harding College

Searcy, Arkansas

February 18, 1948

OFFICE OF THE PRESIDENT

Dear Alumni:

The Harding College capital funds drive for buildings and equipment has just completed its first stage of operation. This has been the laying of a foundation and the preparing of necessary informational material.

Beginning with March 1 this material will be distributed and actual solicitation will begin.

Mr. C. L. Ganus, President of the Board of Harding College, is a member of the Building Fund Committee and will assist in directing the campaign.

The Building Fund Committee has good representation in many different parts of the country. There seems to be an unusually fine reception for the undertaking. All of this leads us to believe that our objective of \$1,500,000.00 by June can be reached.

You will be receiving additional material from time to time and your cooperation in vigorously promoting this campaign during the next four months will be very much appreciated.

Very sincerely yours,

Geo S. Benson

Geo. S. Benson
President

Endowment Fund Sees "Red"

Money! Dues! Filthy lucre! Payments! Horrible thoughts!

Have you paid your pledge to the alumni endowment fund? Twice horrible thoughts? No?

A year ago we brought to the attention of the members of the association the fact that the total annual premium on the endowment policies is \$501.64. The premium on six of these policies comes due November 1 to the amount of \$352.46 with an additional premium of \$59.77 on December 5. Thus, the bulk of the expense is in the fall.

Last year we had to borrow \$100.00 to pay these premiums in the fall so that the payments made during commencement just got us out of the "red." For that reason, we had to borrow a larger amount this fall to pay these premiums----approximately \$235.00 was the amount.

It would be sheer folly to let these policies lapse when in a very short time we can have them paid out and the Alumni Association can then present this sizeable endowment to Harding College. The need now is very urgent to clear up the present deficit and, if possible, build up a reserve fund for the association.

There have been a few--but very few--who have annually paid their five dollars. But where are the many? We feel that it is just a matter of forgetfulness or procrastination. So if you have not paid your five dollars within the past year, will you not do so now? Please? We are counting on you!

We do not want to use the REFLECTOR just for a "dun," but we do take this opportunity to remind you of the obligation the association has. By our working together we can

make the Harding Alumni Association the influential organization it can be. We are counting on YOU!

A Compliment to Harding

C. Hamilton Moses, President of A. P. & L. Company and a member of the Board of Ouachita College, paid us a fine compliment a short time ago. He said that he thought Harding College was the place where you get more for your money than in any other college in the U. S.

We hope we can live up to this. It is not easy, but remembering the words of Christ and Paul, "It is more blessed to give than to receive," we shall endeavor to do so. We call upon you, the alumni and ex-students, to stand firmly by the principles you learned at Harding, not because they are Harding's but because they are right.

Contributions

Earl Benson.	\$5.00
Mr. & Mrs. Adrian Henderson. . .	10.00
Mr. & Mrs. Vance Greenway. . .	5.00
Dr. Frank Rhodes.	5.00
Ruby Jean Wesson.	5.00
Mr. & Mrs. Leon Gibson.	5.00
Mr. & Mrs. O.P. Baird.	5.00
Mr. & Mrs. Sidney Roper.	5.00
Mrs. Gussie Eubanks.	5.00
Elliot Williams.	5.00
Lee Lambert.	5.00
Mary Gray.	5.00
Maryanne Hazlet.	5.00
Mary Lee Lantz.	1.00

Harding's National Education Program

By Clifton Ganus, Jr.



Miss Dorothy Baker mails out transcriptions

Something new has been added since many of you were in school--a National Education Program. This is designed to reach many millions of people each week. It is not possible for all to attend college, especially one like Harding, but most everyone can be reached by radio, newspapers, and films.

At present the following comprise the program:

1. Weekly editorial to 3600 newspapers.
2. Monthly news letter to a request list of 35,000.
3. Monthly messages to many workers through company magazines and house organs.
4. Weekly 15-minute dramatized radio transcripts to 135 stations in 40 states.
5. Four educational films in preparation, the first of which is now nearly ready to be released by M.G.M. (Some 35,000, 000 are expected to see these films.)
6. Lecture Program--Br. Benson schedules more than two addresses a week before audiences of business men, industrial workers, civic groups,

students throughout the country. (Last week he had ten engagements in two days in the Toledo area.)

Harding is greatly interested in freedom---religious, political, and economic freedom. The following quotation by Dr. Benson is a statement of Harding's concern in the matter:

"I am persuaded beyond a doubt that the chief task confronting the good people of America in this crisis is character building. No other nation has a youth problem that will compare with ours and there is no easy solution. Nevertheless the plainest path to political and economic safety is the path beaten by our pioneers who laid the cornerstone for the finest civilization the world has ever known, guided by deep religious convictions and abiding faith in God and fidelity to His revealed message. What we lay stress upon at Harding is the building of character. We preach the sanctity of the individual, the dignity of labor, the importance of decency and good citizenship."

ALUMNI AND EX-STUDENT ASSOCIATION
HARDING COLLEGE

SEARCY, ARKANSAS

February 16, 1948

CLIFTON L. GANUS, JR.
PRESIDENT
JIM BILL MCINTYER,
VICE-PRESIDENT
ANNIE MAE ALSTON,
SECRETARY-TREASURER
JOSEPH E. PRYOR,
EXECUTIVE-SECRETARY

Dear Alumni,

Have you taken time recently to reflect upon how rapidly you are passing through time? Although it seems but a few days ago, more than ten weeks have passed since Thanksgiving. Since then Christmas has come and gone and a New Year has been ushered in. Last Saturday was Valentine Day. Easter will soon be here. And, before you realize it, Commencement and Home-Coming at Harding will be upon you!

Make your plans now to be here during Commencement Week! The Baccalaureate exercises are scheduled for the night of May 30, and the Commencement program will be the morning of June 4. You will be particularly interested in hearing that Thursday, June 3, has been designated as Home-Coming Day. Programs of interest to you are being planned throughout this day. Chapel, a lyceum number, the annual student-alumni softball game are but a few of the attractions.

A large number of alumni were present for the Thanksgiving lectures. It was certainly a thrill to see how much they enjoyed being back at Harding--meeting former classmates and making new acquaintances. Alumni from almost every era of Harding's history were present. It would be hard to say who enjoyed being back the most--the graduates of '47, those who were students in the early twenties (or earlier), or those who bridge this time span.

Let this be a personal invitation to you to be at Harding during Commencement Week and especially on Home-Coming Day and Commencement Day. You have time to make your plans accordingly. So, PLEASE do so. We want this to be the biggest and happiest Home-Coming ever!

Respectfully yours,

Joseph E. Pryor, Executive-Secretary
Harding Alumni & Ex-Student Association

JEP:gmr

Executive Council Nominations

The term of office for the three members on the alumni executive council from District II, District IV, and the western half of District V expires this spring. The executive secretary is ready to receive nominations for these offices. To facilitate the procedure a nomination blank accompanies this article.

District II is composed of Louisiana and Texas. District IV is composed of all states east of the Mississippi river and north of Tennessee and North Carolina. The western half of District V is that portion of Arkansas west of a line running north and south through Little Rock. Residents of Canada east of the 95th meridian of longitude will vote with District IV while those living in Latin America will vote with District II.

The place of residency determines the district in which a member of the association votes. For example, an alumnus residing in Louisiana will vote (or nominate) only for a delegate from District II.

According to the constitution: "To be eligible for membership in the executive council, one must have attended Harding College, Arkansas Christian College, Monea College, Western Bible and Literary College,

Harper College, or Cordell Christian College for at least two academic years, and shall have left the college voluntarily."

Present members of the executive council are:

Granville Tyler, '37, Russellville, Ala.--District I.

D. C. Lawrence, '43, Dimmett, Texas--District II.

Woodrow Whitten, '37, Los Angeles, California--District III.

Louis E. Green, '42, Whiting, Indiana--District IV.

Frank Rhodes, '35, Searcy--District V, Eastern Half.

Charles J. Merryman, Ex '31, Little Rock--District V, Western Half.

Mrs. W. B. Pace (formerly Inez Davis, Ex-'35) is in Paraguay where her husband is a marketing specialist. Their address is The Institute of Inter-American Affairs, American Embassy Asuncion, Paraguay, S. A.

Roy A. Roe, '40, is superintendent of schools at Hardy, Ark. He has two children, Ramona, 5, and Roy A. II, 2. Roy says he will answer all letters.

NOMINATION FORM

is my nominee for a member of the Alumni Council from

District

(Signed)

Bulletin HARDING COLLEGE

IMPORTANT

If the address below is not correct or will soon be changed ; please drop a card to Alumni Association, Harding College, Searcy, Arkansas, giving the correct information. Or, if you know an alumnus or an ex-student with whom we have lost contact, please send us the correct address of such a one. We want to keep in touch with all, but we need your help.

Dean & Mrs. L. C. Sears
Harding College
Searcy, Ark.

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Number XII

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