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Harding College

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## Public relations program to be greatly intensified

An intensified public relations program is being planned by Harding College under the direction of Burton Coffman, new assistant to the president in public relations.

Coffman's job is to correlate the activities of the present public relations program, the alumni office, and the admissions office.

With the trend in education going toward increased enrollment in state schools and decreased enrollment in Christian and private schools, there is an important task ahead in showing members of the church the advantage of sending their children to a Christian school.

Some of the plans for meeting this objective include increasing the number of college publications, mailing of more material to prospective students, personal visits with as many prospects as possible, presenting programs of student talent at schools and churches in the Harding area, a Career Day program on the campus, and appeals to alumni to assist in contacting prospective students.

Another phase of the program is to increase service to the alumni through various means. The home office desires to help establish as many alumni chapters throughout the country as possible. The Alumni Secretary, Miss Josephine Connell, will make personal visits to cities or areas where a group is interested in organizing a chapter and assist in getting the work started.

The Alumni Secretary is also preparing a Handbook for local alumni chapters which will suggest steps for organizing a chapter, policies concerning officers, plans for meetings, and how a local chapter can serve its members, Alma Mater, and the community.

Miss Connell is planning a number of visits to alumni chapters that are already established with the purpose of meeting prospective students.

The alumni will be very instrumental in fulfilling the goals of this recruitment program. Alumni support and cooperation are earnestly requested in this important work.

## Folder planned

Among the mailing pieces being planned to send prospective students is a folder describing the success of Harding College graduates. Eight fields have been selected to represent the careers that many Harding graduates are pursuing.

It was difficult in many cases to select a typical Harding graduate, because there were so many who were equally qualified. The ones chosen are not necessarily the most outstanding, but are representative.

In the field of teaching Loyd D. Frashier, '40, was selected. Dr. Frashier (he received his Ph.D. in chemistry in 1949 from the University of California) is associate professor of chemistry at Georgia Institute of Technology, Atlanta. His wife, formerly Anne Early, was assistant librarian at Harding.

Norma Sanderson Cox, '50, was selected to represent the successful Harding graduate in the business field. In three years Mrs. Cox has risen to the position of training director of the Sears, Roebuck and Co. stores in Dallas.

In research, Eddie Shewmaker, '44, represents the alumni. He received his M.S. and Ph.D. degrees from the University of Nebraska. His major was physical chemistry and his minor was physics. He is now a research chemist for the Chemical Division of the Standard Oil Development Co., in Linden, N. J.

Ruby Jean Wesson, '45, typifies the laboratory technician. Miss Wesson is senior bacteriologist in the Memphis and Shelby County Health Department Laboratory.

S. F. Timmerman, Jr., '41, represents the missionaries. Timmerman is preaching at Verviers, Belgium and also carrying on the work at Pepinster and Leige. He first went to Belgium in 1948. His wife is the former Maxine Paxson, '41, and they have three children.

Three other representatives are being selected.



## New secretary

Miss Josephine Connell, '48, is the newly-appointed executive secretary of the Alumni Association. She replaced Miss Catherine Root, who resigned in August.

Miss Connell assumed her duties the first of January. She had been teaching the first grade in Shreveport public schools and most recently third grade in El Dorado.

During her four years at Harding College, Miss Connell served as editor of the *Bison*, president of the W.H.C. social club, member of the small chorus, and was an active member of Alpha Psi Omega.

She has done graduate work in education at Louisiana State University.

Miss Connell will attempt to serve the alumni in every way possible. She will edit the *Alumni News*, and hopes to increase the amount of space used. She will try to establish new alumni chapters wherever there is a group of Harding grads.

Miss Connell suggests that alumni write to her with their ideas and suggestions as to how the alumni office may more effectively serve its membership.





## President's Corner

By Dr. Joe Pryor

GREETINGS TO ALL Harding alumni in 1954! Although it is much too late to be saying "Happy New Year" in our traditional American way, yet I do hope that each one of you will find this a very happy and prosperous year in the full meaning of the expression.

It gives me a great deal of pleasure to introduce to you the new Executive Secretary of the Alumni Association, Josephine Connell, '48. Jo is learning the work of the office very rapidly, has great enthusiasm for her work, and has a real desire to be of service both to you and our Alma Mater.

As you read the news items in this bulletin and enjoy finding out what this classmate or that schoolmate is doing or has done, think whether you have sent us any news items about yourself in recent months. If you haven't, I hope that you feel so uncomfortable that you will sit down immediately and write us a newsy report. Now if you have sent us a report and it didn't make print, let us know about that too; then I shall be uncomfortable. Seriously, though, do keep the office informed both with respect to news items and changes of address. You would be surprised at the amount of work that is required to run down the addresses of those who move and send us no change of address.

How many high school seniors in your community should be in Harding College this summer or next fall? One of the best things you can do for these young people is to encourage them to attend Harding. Before you forget it, send us a list of such people NOW so that literature can be sent to them and a personal contact made where such is possible. Then you be an ambassador for Harding in your community. I could give figures by the foot regarding the moral decay in our nation and the only effective solution of this problem is found in Christ and a dedication to His teaching. Today young people need the type of education that Harding is giving. Not only is much effort going into making our academic program strong, but determined effort is also being made in maintaining the spiritual emphasis and dedication to truth that should characterize a Christian college.

Between now and commencement you will be hearing from us at rather regular intervals regarding your annual gift to the Alumni Fund. These are not solicitations, which our constitution prohibits, but they are REMINDERS, which our constitution approves. Many have already made their annual gifts and we are grateful for this. Our goal is to get every alumnus and alumna to make an annual gift. There are reasons for this which I do not have room here to explain. I know that we can count on you in this as well as in the assistance in recruitment.

Probably all of you know that for nearly a year Brother C. L. Ganus, Sr., Chairman of the Board of Directors of Harding College, has been critically ill. He spent a number of weeks in Johns Hopkins Hospital. When the surgery he underwent proved ineffective, the doctors decided to use some medicines that have just recently been discovered but which have proved helpful in a few cases. Brother Ganus has given liberally of his time, energy and money to the development of Harding College, the cause of Christian education in general and the advancement of the church of our Lord. He has made it possible for many students to attend Harding through financial aid he has provided. At the age of fifty Brother Ganus should just be entering the period when he could render his greatest service. Medical science is doing all that is known to be done but we should never forget the Great Physician. It is impossible to evaluate the power of the prayers of righteousness people, but the Bible tells us that they avail much. Let us all unite in prayer to God that if it be in harmony with His purposes that Brother Ganus be restored to his health and to many more years of fruitful service.

## the Alumni write

312 W. 68th  
Shreveport, La.  
January 11, 1954

As you possibly know, on Oct. 12, 1953, Dr. Benson spoke to the Shreveport Chapter of the Alumni Association. Among his remarks, he suggested that in contacting prospective students, we must begin early in their high school year, not wait until they become seniors. We want to follow up this suggestion, and we would like to have some sort of party, similar to the one we had last year, at which time you spoke, where we can entertain these young people and also let them get a clearer picture of Harding by hearing from a representative from Harding.

We want to get our bid in now for an early date, as soon after mid-semester as would be possible for someone to come to Shreveport.

At our last meeting we discussed this party at some length and the members of the Chapter made some suggestions as their preference in speakers, if we may be allowed a preference.

We have not made any definite plans, since we must set a date before any further arrangements can be made, and, of course, the date must be left in your hands, or those of the speaker.

We would appreciate it very much if you would see that this Chapter is put on the calendar for such meetings, and let us know as soon as possible what arrangements have been made.

Mary Beth Gordon Heiserman, '49  
Secretary  
Shreveport Alumni Chapter

\* \* \* \*

This letter illustrates one way in which an alumni chapter can help in the student recruitment program at Harding. This party given last year honoring high school seniors whom the alumni group thought good prospects for the college, was planned by the local chapter entirely. It was given in the party room of a local bakery, at no cost. Refreshments were a large decorated cake, punch and coffee, served from a simply but beautifully arranged table. The cost was held down to a minimum by having a reception instead of a dinner or breakfast.

Joe Pryor was the speaker and he took with him colored slides of the campus, buildings, and life at Harding. He answered questions about the school for the young people.

The results were three students from Shreveport this year.

Whether you already have an organized alumni chapter, or just a group of alumni, you can draw from this illustration and help with the student recruitment. Begin plans at once and call on the home office to help. We will come to assist you in every way we can.

In a recent letter, one of our fellow alumni said "I am proud and I feel fortunate to be a graduate of Harding College. Academically, Harding offers a thorough and challenging course in intellectual development as do many good colleges and universities. But the opportunities Harding offers for religious instruction and Christian personality development are rare among schools and priceless in practical value." In his letter Eddie Shewmaker, '44, probably expressed the feeling of many of us.

Jo Connell,  
Executive Secretary

## ALUMNI NEWS

## WINTER ISSUE

### Chapter News

#### Houston

The Houston Alumni Chapter held an informal meeting January 10 following a showing of the Harding movie to over 300 people at the Central Church of Christ. Burton Coffman, assistant to Dr. Benson, showed the film and remained afterward to talk with the alumni.

Twelve alumni were present for the fellowship and refreshments.

#### Croom honored

The American Institute of Management has elected A. S. Croom, college business manager, as an associate member, in recognition of contribution to the advancement of the profession of management.

Dr. Benson presented the framed certificate to Mr. Croom in chapel.

Mr. Croom served as president of Arkansas Christian College at Morrilton when that school and Harper Christian College of Harper, Kans., merged to become Harding College in 1924. He later went into the insurance business, received his master's degree from Harvard University, and returned to Harding as business manager in 1949.

#### Kendall featured

Dr. Harry R. Kendall, honorary alumnus of '50, appeared in The Road to Success, a feature of the Chicago Daily Tribune. The two column full length biographical sketch was in the Nov. 21 issue.

The article stated, "Kendall's life story demonstrates once again that a poor boy without influential backers can carve for himself a rewarding life."

The Road to Success can be purchased in booklet form and contains biographical sketches of Chicago business leaders.

#### Degree won

Miss Bonnie Belle Beach, instructor in elementary education, received her M.E. degree from the University of Arkansas at mid-year commencement exercises in Fayetteville. She completed requirements for the degree in August. She is an associate member of the Alumni Association.

#### Secretary's note

##### Alumni:

This represents the initial gesture of your new executive secretary. A great deal of progress lies ahead!

Plans are underway to make this office better serve you and our Alma Mater. As mentioned in the front page article, direct contact between the home office and local chapters will be encouraged all over the country within this year. If you want to know the names and addresses of alumni in your community, write us. If you want to start a new alumni chapter in your community, write us. If you want suggestions for your already organized alumni chapter, write us. Much good for Harding College, alumni, and the local community can be wrought by an active alumni chapter.

To make this Alumni News better serve its purpose, more news about YOU is needed. We're interested in your marriages, babies, moves, accomplishments. Put us on your mailing list always. We're interested in everything and anything that happens to our alumni.

Suggestions, helpful criticism, and encouragement will be greatly appreciated by this office.

Whenever we can serve you, be sure to call on us!

Josephine Connell  
Executive Secretary

#### Microfilmed

Dr. Charles D. Kenney, associate professor of political science, has given his permission to the state department to microfilm his dissertation entitled "Soviet Deviations from International Law Since World War II."

Lewis M. Bright, acting chief, Readers Services Branch, Division of Library and Reference Services of the State Department, said in his letter, "If your permission is forth coming, you may be assured that its use will be restricted to officials within the Department unless otherwise specified by you."

Dr. Kenney said that he regarded the request personally from the standpoint that it would be a tangible way to fight communism. The dissertation was finished in 1951.

The Public Affairs Press in Washington, D.C., is going to print Dr. Kenney's dissertation after it is brought up to date.

### Miss Root here

Miss Catherine Root extended her services to the Alumni Association by being on the campus January 3-10 to help the new executive secretary, Jo Connell, begin her duties. Catherine was in the office six full days explaining policies, procedures and filing systems.

The Association recognizes Catherine's three years' efforts for its welfare as distinctive.

### Teachers honored

Dr. Joseph E. Pryor, '37, head of the physical science department, and Dr. Jack Wood Sears, '40, head of the biology department, have been elected Fellows of the American Association for the Advancement of Science, according to an announcement by Dr. Raymond L. Taylor, Associate Administrative Secretary of the association.

The distinction is one which is granted only on the recommendation of other scientists and in recognition of achievement.

### To direct tour

Herman O. Wilson, '31, minister, Vermont Avenue Church of Christ, and professor of English, George Pepperdine College, is tour leader for a Christian Leadership Tour of 1954. This is to be a nine-weeks' holiday enriched by informal contacts and discussion sessions with church of Christ leaders in Europe. It is planned especially for Christian workers and leaders who wish to combine the thrills of a vacation abroad with a first-hand knowledge of the nature, problems, and programs of the church's missions in Western Europe.

Liaison correspondent and tour consultant is Dr. Woodrow C. Whitten, '37, associate director, transatlantic tours, and head of the social science department at Pepperdine.

### Office visitors

Roy and Sadie Fuhrer Hinds, graduates of Harper Academy, class of '24, were visitors in the home office recently when they stopped by on their way to Florida for a winter vacation. Mr. Hinds is a farmer at Davenport, Neb.

They expressed much pleasure at the school's progress since its days at Harper, Kans.

All alumni are urged to use the home office here as headquarters when visiting the campus. It is the interest of the home office to make visits of the alumni as enjoyable as possible.



# From here and there . . .

## Married

Mary Jo Hare, '52, to Robert Irvin Yarbrough, Oct. 16, Dallas, Tex. . . . Rickie M. Arimura, '53, to Robert Sewell, '52, Nov. 7, East St. Louis, Ill. . . . Fung Seen Wong, '50, to Eric F. C. Fung, Dec. 15, Hong Kong, China . . . Nancy Ethel Walker, '51, to John Alvis Austin, Dec. 19, Memphis, Tenn. . . . Velda Turner, '51, to Paul Waters, Dec. 23, Lubbock, Tex. . . . Wanda Luttrell, '43, to Glen Wiley, Dec. 26, Biggers . . . King-Tao Zee, '52, to Peggy Jue, Dec. 26, Memphis, Tenn. . . . Fernadene Roller, '56, to Charles Edward Jamison, Dec. 26, Judsonia.

## Born

A son, Albert Pat, to Wayne and Annilee Chambers Hemingway, Oct. 4, Paragould . . . A son, Leighton Carlon, to Coleman and June Taylor Lemmons, Oct. 16, Los Angeles, Calif. . . . A daughter, Emily Elaine, to Lester and Elaine Wythe Perrin, Oct. 19, Henrietta, Tex. . . . A daughter, Norma Ruth, to Robert and Melba Pillow Abney, Oct. 21, Paragould . . . A daughter, Sarah Lou, to Kern and Sarah Kerr Sears, Nov. 9, Anistan, Ala. . . . A daughter, Penny Jo, to T. Coy and Fanajo Douthitt Porter, Nov. 7, Nashville, Tenn. . . . A son, Larry Wyatt, to Brickk and Martha Sharp Hurst, Nov. 8, Houston, Tex. . . . A son, Brandt Halbert, to Jack and Madalon Herren McCorkle, Nov. 14, Amarillo, Tex. . . . A daughter, Aloah, to Dale R. and Raylene Thornton Larsen, Nov. 16, Omaha, Neb. . . . A daughter, Susan Roberta, to C. W. and Roberta Brandon Bradley, Dec. 9, Statesville, N.C. . . . A son, Mark Wesley, to Keith and Marilyn Tuttleton Lupton, Dec. 16, Austin, Va. . . . A son, Stephen Alan, to Axel and Doris Cluck Swang, Dec. 18, Nashville, Tenn. . . . A son, Maury Douglas, to Doug and Charla Cranford Lawyer, Dec. 19, Sanger, Tex. . . . A daughter, Karen Ann, to Charles and Mirian Draper Olree, Dec. 25, Montgomery, W. Va. . . . A son, Herbert Warren, to Herbert and Thelda Healy Lawrence, Dec. 29, Searcy . . .

A daughter, Kathleen May, to Norman and Ruby Hanes Wilson, Jan. 2, Manter, Kans. . . . A daughter, Georgia Ann, to Mr. and Mrs. Guthrie Dean, Jan. 3, Searcy . . . A son, Jack, Jr., to Mr. and Mrs. Jack Alston, Jan. 12, Trenton, Tenn. . . . A daughter, Betty Louise, to Doyle and Fannie Haddock Williams, Jan. 12, St. Joseph, Mich. . . . A daughter, Rachel Milan, to Amos and Frances Smethers Henson, Jan. 14, Erie, Penn. . . . A daughter, Christine Karen, to John and Jonnie Reese Croom, Jan. 23, Ft. Worth, Tex.

## Deceased

Mrs. Don K. Cooperrider (formerly Elizabeth King), '44, died April 27.

## News Bits

Amos and Elnora Burnette Davenport, '52 and '53, have moved to Elizabethtown, Ky., where Amos will preach for the Miles Street congregation. Since receiving his M.A. degree in history from George Peabody College in August, he was associate minister at West Nashville Heights, Nashville, Tenn. New address: 211 N. Poplar Drive, Elizabethtown, Ky.

Jack and Madalon Herren McCorkle, '47 and '49, are living at Amarillo, Tex., where Jack is interning at Amarillo Osteopathic Hospital. He will finish June 19, 1954. Madalon says their young son keeps her busy!

Garner and Rena Luttrell Stroud, '51 and '50, are now living at 1237 South Edgemoor, Wichita, Kans. Garner is employed by the Gulf Oil Co. They have a son, John Robert, born August 29.

Sarah Longley, '54, of Batesville has been named co-editor of the Arkansas College annual, The Index.

Bob Morris, '52, has recently been elected chairman of a state P.T.A. committee on music and fine arts. Bob is an instructor in the Newport public schools. His wife is the former Barbara Cash, '49.

BULLETIN—Harding College

ALUMNI NEWS