

7-1-1959

Harding Bulletin July 1959 (vol. 35, no. 1)

Harding College

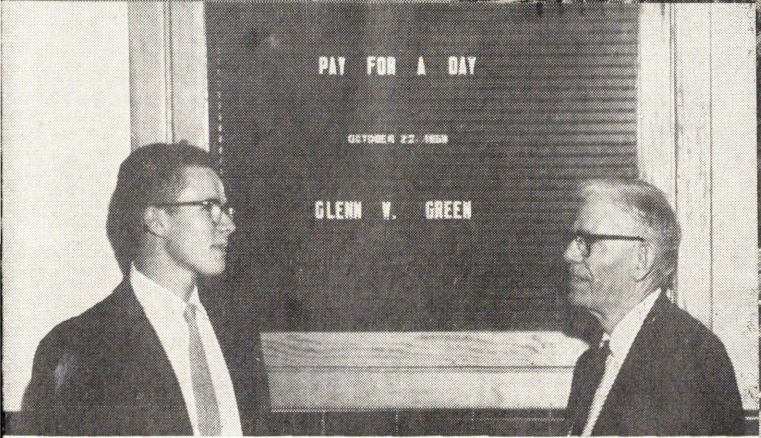
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Student representative, Gary Ackers, greets Glenn W. Green, the first off-campus donor in Harding's Pay-for-a-Day plan.

You, too, can

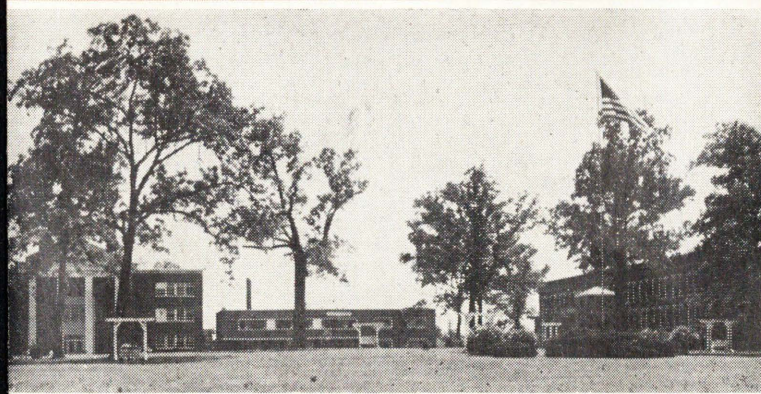
PAY-FOR-A-DAY

For more than

1000 STUDENTS

at

HARDING COLLEGE



\$180 DOES IT!

Income from student charges and permanent endowment has never been enough to pay the cost of operating any of our Christian colleges. We must rely on friends to make up the difference in contributions.

The PAY FOR A DAY program will supply this vital aid and make possible improved facilities and instruction at Harding. I heartily commend this program to friends of young people.

—George S. Benson, President
Harding College

Increasing enrollment makes heavy demands upon any college. Harding is no exception. We want to meet these needs:

With the help in the PAY FOR A DAY program we will be able to provide high quality Christian training to hundreds of our boys and girls who otherwise would be forced to go elsewhere.

This is an opportunity to invest in the lives of the young men and women at Harding College.

—L. M. Graves, Chairman
Board of Trustees

All former students of Harding know the great progress that has been made during the past two decades. Your help is needed to make continued progress possible. The PAY FOR A DAY program is not limited to ex-students but I think we should lead the way in providing the help so urgently needed.

We believe everyone will want to have a part in this worthwhile project.

—Evan Ulrey, President
Harding Alumni Association

My close contact with Harding College during the past twenty years has led me to the following conclusions.

1. Harding is a place where the Bible is revered and where Christian principles are emphasized and exemplified.
2. Though Harding's growth has been phenomenal and its friends many, nearly all recent gifts have been for capital improvements. The burden for help on the budget has always been great. It is now.
3. Good will result from every investment made in the young people of Harding.

I am happy to recommend the PAY FOR A DAY to every friend of Christian education.

—Cleon Lyles, Minister
Sixth and Izard Church of Christ
Little Rock, Arkansas



Diligent study is essential to learning.



Opportunities for spiritual and intellectual growth.



HOW PAY-FOR-A-DAY WORKS

Friends of Hardings College have determined to meet the need between operating expense and income through the PAY-FOR-A-DAY program.

The total amount of funds needed to operate Harding College is greater than the income received each year. The difference between income and expenditure is divided by 365 to arrive at the average daily deficit, which comes to \$180 for each day of the year. Then friends of Harding College make up this difference by paying this amount to the college for each day they want to remove the deficit.

After a person has selected a day, he is invited to come to the college, and after he arrives on the campus he becomes the honored guest for that day. He is given an intimate view of the campus, invited to visit classes, to dine in the cafeteria, and attend various functions that may coincide with his visit. His name is placed on the honor board in the Administration Building on the day that he chooses.

It is desirable that payment on PAY-FOR-A-DAY be made in one payment, although it may be extended over a period of time, preferably with all being paid before the end of the academic school year (August 1).

You can invest in this program to establish worthwhile memorials to relatives or close associates, in observation of anniversaries of special significance, such as weddings, birthdays, graduations, club organization, first job, or days to coincide with some campus activity — such as lectureships, alumni day, or some dramatic or musical production.

A DONOR'S RECOMMENDATION

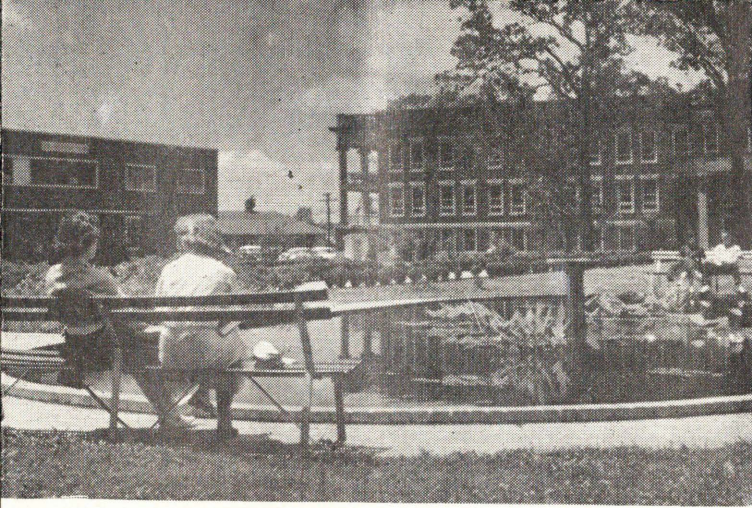
We are happy to have a part in the PAY FOR A DAY program of Harding College.

There is no greater opportunity for any individual or group to engage in an enduring work than that of investing in Christian education.

Participating in the PAY FOR A DAY program for Harding College represents an investment in far-reaching spiritual values which, perpetuated in the lives of our young people, will bear dividends payable not only in time, but in eternity as well.

We trust we shall be able to render future service.

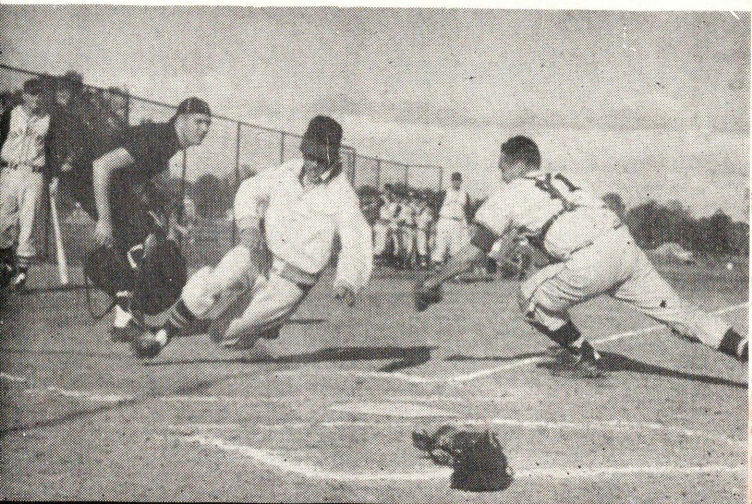
Sincerely yours,
ERNEST D. GARRETT, Chairman
The Garrett Foundation for Christian Work



Christian companionships are among Harding's assets.



Relaxation and sports are important to students.



SEPTEMBER 1959

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BULLETIN -- *Harding College*

Vol. XXXV - PM

July 1959

No. 1

ENTERED AS SECOND-CLASS MATTER JULY 28, 1934, UNDER ACT OF AUGUST 24, 1912. PUBLISHED TWICE MONTHLY BY HARDING COLLEGE, SEARCY, ARKANSAS, IN JULY, SEPTEMBER, NOVEMBER, JANUARY, MARCH, AND MAY; MONTHLY IN REMAINING MONTHS.

Dr. James D. Bales
Harding College
Searcy, Ark.

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Typical of Harding students who appreciate attending a Christian college like Harding are Mary Lea Northcut of Fort Worth, Texas, and Dwight Thompson of Laings, Ohio. You can help Harding to serve its students by participating in the PAY-FOR-A-DAY plan.