

12-1-1966

## Harding Bulletin December 1966 (vol. 42, no. 13)

Harding College

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### Recommended Citation

Harding College. (1966). Harding Bulletin December 1966 (vol. 42, no. 13). Retrieved from <https://scholarworks.harding.edu/hubulletins/251>

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DECEMBER 1966

Volume 42 Number 13

HARDING  
COLLEGE

# Bulletin

BUILDING BETTER CHRISTIANS AND CITIZENS



Detroit News Photo

*The Story of*  
**JIMMY ALLEN:** He Preached His First Sermon on a Dare

See Page 4



A Typical Fellowship Scene After an Evening Lecture

## Lectureship Draws Record Crowds

The 43rd Annual Lectureship was characterized by high quality speeches having the finest tone of any series in recent years, Dr. W. Joe Hacker Jr., director, observed following the series which was held Nov. 21-24. With increased attendance noted each year, numbers at the individual lectures climbed also, Hacker said.

All local motels and hotels as well as those in several surrounding towns were filled a month before the opening date. Also many homes were opened for the visitors; others were housed by friends in the already-crowded dormitories.

More than 40 leading preachers, educators and teachers made up the distinguished faculty for the series which explored the theme "My Peace I Leave With You." Nightly lectures were held simultaneously at the college auditorium and the College

Church of Christ with publisher LeRoy Brownlow, Ray Chester, minister of the College church, Herald of Truth evangelist John Allen Chalk and former missionary Otis Gatewood as speakers for the evening series.

Largest attendance at a single lecture was Thursday afternoon when an overflow audience jammed the college auditorium to hear Jimmy Allen's address, "The Prince of Peace." In addition, a smaller adjacent auditorium was filled as well as the 100-seat classroom in the Bible building where the speech was heard by wire.

Reservations for displays were at a premium with a large number of exhibits from leading publishers being shown.

Hacker announced next year's theme as "The Restoration: A Continuing Challenge" for the 44th lectureship scheduled Nov. 20-23.

## Joe Hacker to Get D.R.E. Degree this Month in Fort Worth

W. Joe Hacker Jr., Chairman of the Bible Department since 1962, has fulfilled requirements for the Doctor of Religious Education degree at Southwest Baptist Theological Seminary. The degree will be conferred Dec. 22 in Fort Worth.

He was on leave of absence from the college to pursue the degree and returned at the beginning of the fall semester.

Hacker's dissertation, submitted at the conclusion of the summer, was "A study of the Educational Theories of E. L. Thorndike for Similiarities as Reflected in the Southern Baptist Adult Curriculum Material in 1964-65."

Majoring in Bible, the Oklahoman was graduated from Harding Magna Cum Laude in 1955 and received the Master of Arts from Harding and the Master of Religious Education from Southwest in Fort Worth in 1958.

The chairman serves as a contributing editor to "Christian Bible Teacher" and edits the Bible Department publication, "Forethoughts." He has also co-authored a vacation Bible school handbook. □

## BIBLE RELATED EVENTS Scheduled in 1967 at HARDING COLLEGE

Jan. 3, 4—Bible Seminar

Robert Bell, elder, Preston Road congregation, Dallas, "Leadership Challenges Before Elders Today."

Feb. 27-March 1—Bible Seminar

Wyatt Sawyer, minister, "Leadership Challenges for Christians in our generation."

March 10-11—Youth Forum

... for all high school students, conducted by Harding students and high school students from the area. J. L. Dykes, director.

April 3, 5—Bible Seminar

E. W. McMillan, "Leadership in World Missions."

April 15-16

Christian College Choral Festival  
(Held in Little Rock)

April 29

High School Day and Annual May Fete

June 4-July 14

Lecture and Seminar on Missions

June 4-August 11

Camp Wyldewood  
(five 2-week sessions)

August 7-10

Annual Christian Workers' Workshop  
W. Joe Hacker Jr., director, Brad Brumley and James Fife staff directors.

November 20-23

44th Annual Bible Lectureship

Theme: "The Restoration:  
A Continuing Challenge"

W. Joe Hacker Jr., director

### BULLETIN — Harding College Searcy, Arkansas 72143

Volume 42                      Number 13  
SECOND CLASS POSTAGE PAID AT  
SEARCY, ARK. 72143. PUBLISHED  
THREE TIMES MONTHLY IN JULY  
AND SEPTEMBER, TWICE MONTHLY  
IN ALL REMAINING MONTHS.





## Harding Student Association is Host to Visiting Student Presidents

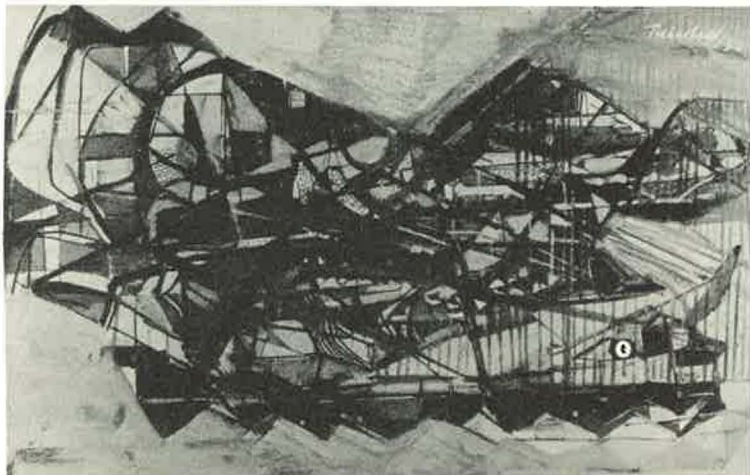
Student government leaders and sponsors from 12 Christian colleges spent two days on the Harding campus for the 10th Annual Christian College Conference. This year's theme was "Christian Colleges Must Be Spiritually Effective." Jim Bill McInteer, minister of West End Church in Nashville (third from left, back row) was the keynoter. Conferees were, front, left to right, Ron Stephens of Pepperdine, Wes Harrison of York, Sherril Cox of

Michigan Christian, David Smith of Harding and Mac Dever of Ft. Worth Christian. Back row, Art Smith of Crowley's Ridge, Eddie McCoy of Abilene, McInteer, Jay Don Rogers of Lubbock, David Swearingen of Magic Valley, Larry Graham of Columbia Christian and Dillin Bayes of Ohio Valley. Not pictured is Dee Pribble, Christian College of the Southwest. At this writing, the location of the next such Christian College Conference has not been set.

## Two Artists Donate Valuable Abstract Paintings to Harding

Two artists have donated abstract paintings of certified value to the Harding College Art Collection. "Elliptical Variation" by Irene Zevon is valued at \$1,000. "Island Harbor" by Nahum Tchabasov is rated at \$1,800. Both values were certified by Alex Chapin of Appraisers Association of America six months before they were donated to Harding. Both paintings will remain on display in the lobby of the American Heritage Center where other Harding art possessions are customarily shown.

"Island Harbor" is below, "Elliptical Variation" is at right.



Dynamic Jimmy Allen overflows with enthusiasm over the new life he found at Harding and shows it throughout his campaigns.

## HE PREACHED HIS FIRST SERMON ON A DARE



# *The Story of* JIMMY ALLEN

He preaches about hell as vividly as if he had been there, and has inspired thousands of recommitments and nearly a thousand baptisms during 1966.

By Don Johnson

When Jimmy Allen was 17 nobody thought he'd amount to much. But the Army settled him down, Harding's atmosphere converted him, and he's been preaching ever since.

Allen is probably the most effective preacher for the Church of Christ today, if numbers are any indication. "This year we've had 3144 responses so far, and 935 of them have been baptisms," he said after digging into a little notebook on his desk. "I guess I've preached to 300,000 people so far this year."

Jimmy's mother died 11 years after his birth in 1930, so he left Newport for Bradford to live with his grandmother. He recollected about her, "She was a faithful Christian and tried to get me interested in attending church, but I'm ashamed to say that I just wasn't concerned." He was, admittedly, as wild as a buck.

### Joined Army at 17

Allen quit high school at 17 to join the Army. After serving 18 months in the states, he was discharged in 1948 as an 18-year-old staff sergeant. After his discharge he had 90 days to re-enlist, if he wanted to, at the same rank. It was tempting. "I likely would have made a career out of the service if it hadn't been for the Lord," he said.

But the idea of college tempted him, and he wound up at Harding because "It was close to the place where I was reared." Seatmate G. W. "Chick" Allison (chapel seats were assigned alphabetically in those days) had a great influence on Jimmy. "Chick was the first and only person to talk with me about my soul."

The Christian young people, chapel and his first Bible course (Acts, taught by Jack Wood Sears) also were major influences. Allen was soon baptized.

"I found my life here, I found my wife here and I found my work here," he has said. Allen married Marilyn McCluggage, a 1950 graduate, and they have three children — Cindy, 7; Jimmy, 6; and 10-month old Mike.



### All-Star in Sports

Jimmy played every sport except tennis while he was here, and now he's added tennis to his repertoire. He made the All-Star team in every one of them. "My three interests were preaching, sports and girls; I'm not sure of the order," he said with a chuckle.

He also was junior class president and was on the Student Association. "It was the first one," he explained. "Charles Cranford was the first president. I was his campaign manager, and we really had a hot election. We beat Bob Morris, who is now a missionary in Germany. I was always telling Charles that he wouldn't have won if I hadn't helped him."

Jimmy was Harding's second SA president. He also made Who's Who.

### First Sermon Preached on a Dare

Jimmy preached his first sermon on a dare. "A friend said he'd go if I'd preach, so my uncle arranged it and helped me with my sermon. I must have preached all of 12 minutes, but none of it was to my friend. He was out baiting hooks."

But lots of people have heard Allen since those first 12 minutes. He preached at the Newport Air Base Church during his junior and senior years and also during his first year at Harding Graduate School. (He earned his Master of Religious Education degree in 1959.) He also did some regular preaching at Prescott, Magnolia and Lepanto.

Allen has held about 230 meetings, but he's known mainly for his work in 19 of them. They are the campaigns — cooperative efforts in a large auditorium — that he started in 1964. "I didn't plan to do them when I first started preaching; they just worked out."

### Overflowed Dallas Auditorium

The big one that year was held for 15 days in the new Dallas Memorial Auditorium. Fifty-eight congregations spent \$40,000 to make it a success, and they weren't disappointed. The average nightly attendance of 8,400 included 12,000 the last night, and even then 2,000 were turned away.

Allen preached the theme "15 Keys to Living," and 727 people responded, 525 of them during the second week. He had 222 baptisms, including 52 on the last night.

"More always come in the latter part of the meeting," he explained, "regardless of its length. Both of my Dallas campaigns lasted two weeks, but I'm not sure that's the best thing to do. In mid-November this year 409 responded on the last night in Detroit. On the last night people know they can't wait any longer, and I always point toward a climax, too."

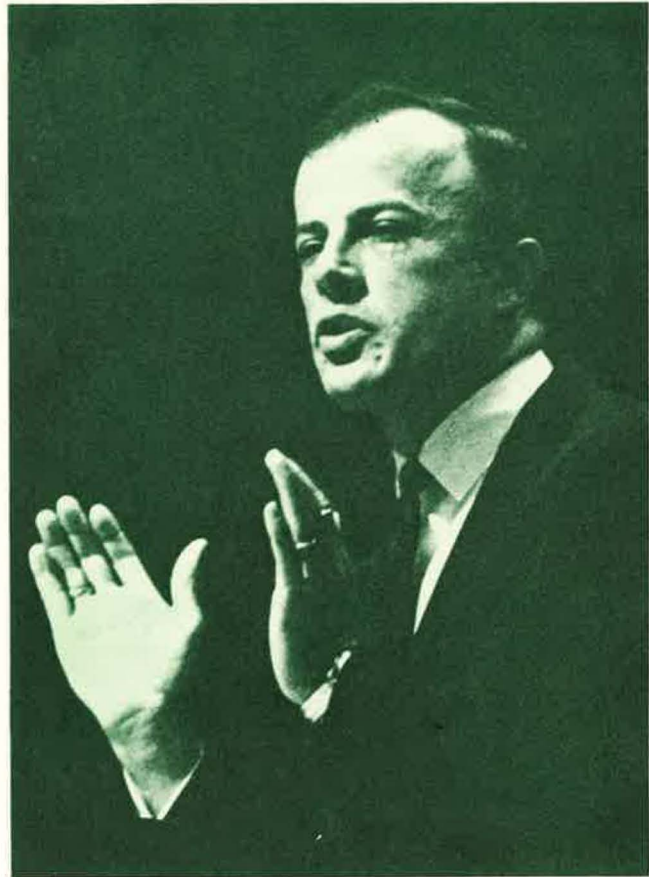
### Believes Long Sermons Needed

Allen's average sermon length is 45-50 minutes, so he explained their length. "I think in a meeting it's hard to get along with less. I've never thought of 45 minutes as being long. I went an hour and 10 minutes one night in Dallas on 'Immorality USA' and nobody moved. It's a topic that just scares the daylights out of people.

"I think the idea of cutting down the length of sermons is bad. Some topics just can't be covered in 25 minutes. Once I went to hear a Methodist preacher. He went about 15 minutes and I thought, 'He's got a good thing going,' and then he quit. I was irritated. Sermon length depends on what you're dealing with, how well you know your subject and how well you're holding your audience.

"People will go to a movie for three hours or sit through a ball game, but they complain when the preacher talks for 45 minutes. I think it's just more evidence of our lack of spirituality."

(Continued on page 6)



This typical Allen audience was in the Memphis Coliseum.





Auditorium overflowed, with some standing outside.



Student Mickey Jones interprets for the deaf.



(Continued from page 5)

Allen held a very successful campaign at Memphis in the spring of 1965. He drew 8500 nightly to the Mid-South Coliseum, had 270 baptisms and 383 restorations.

#### **Detroit Was Eleventh 1966 Campaign**

He conducted 11 campaigns in 1966, and three of them, to him, stand out. At Austin 107 were baptized and 109 restored. In Detroit 219 were baptized and 449 restored out of nightly audiences of 5500.

"All things considered, though," he stated, "I think Charleston, W. Va., was the best meeting I ever had. We had so few to work with; because, you know, it's considered a mission area. But we baptized 123 and restored 84."

Allen has 12 campaigns scheduled for 1967: Topeka; El Paso; Jacksonville, Fla.; St. Louis; Indianapolis; Parkersburg, W. Va.; Ardmore, Okla. (it will be televised); Philadelphia; Murray, Ky.; Flint, Mich.; and tent meetings in Salem and Rector, Ark.

#### **Conviction, Christ, Conversion and Compulsion**

Allen follows a pattern in his sermons that he calls the "4 C's." He begins with Conviction. "This is when I deal with sin. Then I preach Christ, who can save man. A Convicted man who knows about Jesus needs to be Converted, so telling him how is the third step. Then I try to use Compulsion, to give motivation.

"The pattern is essentially the same. After over 100 meetings I saw that it made sense, and now I can't think of any other way to do it.

"I don't know how many preachers have copied it, but I wish everybody would. I think we make a terrible mistake when we hammer on people about what to do without ever telling them that they need to be saved."

Allen's naturally rapid speaking style helps to create the mood of urgency that is contagious. "You don't want them to think that they can take it or leave it," he explained. "I've noticed that Billy Graham talks fast, too.

"Religious sins aren't the only ones. There is a tremendous area of moral evil that we haven't even dealt with," and Allen has several sermons that deal with it.

#### **Reporters Take to Him**

"Getting in the papers really helps," Allen exclaimed, and he's been in them often. "The work with the deaf has been in the papers the most (each campaign has an interpreter for the deaf people) but reporters have really gone for our immersions. They literally covered the tanks at the Singer Bowl last year. I think we got on world-wide news that night via the satellite. It doesn't make as big a splash in the South, though." He chuckled at his pun.

"I got almost four free hours of interview time in Detroit. I was on the Focus radio program with Denise Darcel, a French actress. She's the talkiest woman I ever heard. It was really something — she's a night club performer."

Allen doesn't do any teaching now; he's away about two-thirds of the time. "I'm raising money for the school," he said, "when I'm not away preaching."

#### **Interview Prevented a Day in the Woods**

Allen had wanted to spend the day of this interview in the woods somewhere. He likes to hunt but likes fishing better than anything else. "I fish usually once a week for bass in the White River," Allen admitted. "I've fished spots all the way from Oil Trough to Georgetown. That's a long stretch of water — over 100 miles."

It wouldn't take that much water, but a long stretch would be needed to baptize all the people who have responded to Jimmy Allen's invitations. □

# Students Get Taste of Political Activity and Enjoy the Experience

By John Black

After whetting their political appetites on campaigns for campus offices, Harding students decided this fall that it was time to get a taste of the real thing. Some took to the popular trail of the donkey while others preferred the challenge of the elephant. The total result was refreshing to all concerned.

The Harding Young Republicans remembered, like good Elephants, the GOP's disastrous 1964 campaign, and the Harding Young Democrats pledged to fight stubbornly, like good Donkeys, to help their party hold the fort. So for these Harding students congressional and state elections this year meant a great deal. They marked a peak of political activity that will taper off but not stop now that elections are over.

The overall purposes of both organizations are similar, though obviously the good of each party is sought over the other. The Young Democrats list some of their intentions as being "to interest young men and women in the problems of their government — local, state and national;" and "to provide a forum for young men and women to study and discuss important economic and social issues." The constitution of the Young Republicans agrees that a primary purpose is "to collect, analyze, discuss, and disseminate information concerning political affairs."

More recently the activities of the clubs focused on specifically helping the senior parties in Arkansas get their candidates elected to office. The YD's offered their election night services to Searcy voters and invited Mrs. Jim Johnson, wife of the defeated Arkansas gubernatorial candidate, to speak on campus. YR's participated in a state-wide gubernatorial survey and cooperated with Harding's Student Association in a student mock election, won by Republican Winthrop Rockefeller.

Both groups distributed stickers, printed platforms and leaflets dealing with the Arkansas governor's race, which contrasted to the pitched interest in congressional and presidential candidates two years ago.

After getting bombed out in 1964, the YR's were naturally quite pleased at the Republican successes, though the YD leaders are not discouraged. They advise their counterparts to wait until year after next, and point to a statement by John F. Kennedy:



Students' Previous Political Efforts

"... Democrats look with respect to the past but with hope to the future, while . . . Republicans look with reverence to the past and dismay to the future. The difference is between the bold imaginative leadership of the Democrats and the timid conservatism of the Republicans." The YR's, of course, would regard this as an inaccurate analysis when applied to current American politics.

The motives behind joining the groups for Harding students appear to be centered on gaining a thorough understanding of what each party professes and how it operates. The Young Democrats this year have sought outside speakers to explain to their group some of the principles of their party. Besides increasing political knowledge

of their members, the Young Republicans feel that they are providing a chance for political experience and recognition.

Some of the members list themselves as confirmed Democrats or Republicans when they join, but others are students with indefinite political leanings who want primarily to learn.

Both clubs take part in the state-wide convention each year, usually held at either Little Rock or Hot Springs. The more members a chapter has, the more delegates it may send; as a result the YD's are planning an immediate membership drive, and the YR's are also hoping to pick up in size before convention time. They presently have about 60 members, while the Young Democrats' roster is about half that figure.

Although campaigning is over for another two years, the leaders of the Harding clubs feel that membership and political activity is more likely to increase than drop. Vital issues, and the approaches of the two parties to Vietnam, rising food costs, inflation and domestic Great Society spending should generate more prestige for the two relatively young organizations.

And then there is that intriguing 1968 election that will pit a rejuvenated Republican Party against the powerful Democrats to keep things interesting in the boiling political pot. □

## Three Football Bisons Rate AIC All-Star Team

On a star-studded list of the Arkansas Intercollegiate Conference's best footballers, Harding's Jim Howard, Pete Henry and Harry Lisle were first team choices on the 25-member 1966 football squad.

Henry and Howard, both All-AIC in 1965, and Lisle were standout performers for the 1966 Bisons, leading them to a 6-3 season.

Henry, a senior from Columbia, Tenn., ranks as one of the best offensive centers in AIC's history as well as in versatility, also garnering All-AIC recognition in baseball.

Howard, the Monroe, La., flash was a first team selection in 1965 at half-back, but this year made it as a full-back. The 5 ft 10", 180 pound junior barreled for 772 yards this year for a three year total of 1995 yards rushing. With six touchdowns this year he vaulted into first place in the Harding record books with a career total of

96 points. This surpasses the previous mark of 72 held by Jerry Mote ('62).

Lisle, a transfer from Canyon, Tex., garnered a position on the defensive platoon primarily for his outstanding punt returning. An all-the-way threat every time he touched the ball, the shifty former redshirt rambled 70 yards to a TD against Ouachita and 61 yards for score against Millsaps, accumulating 372 yards on punt returns for the year. On kickoffs, Lisle finished with a 28.8 average on 12 returns, totaling 346 yards, including a 92 yard TD against Millsaps.

Very close in the balloting were honorable mention choices Don Sinquefield, Senatobia, Miss.; Mel Jernigan, Baytown, Tex.; John Jeter, Monticello, Ark.; Jim Davis and Roger Maddox both of Hot Springs, Ark.; and Wayne Hodnett, Belzoni, Miss. □





**ALL OF THIS—AND T-V, TOO!**  
**And who knows but that a ring may come out in the wash?**

\*By Ann Camp

"Are you going to wash on campus?" This used to be a typical question asked when laundry time came around. But this has changed since the Harding coin laundry has been remodeled.

The newest auxiliary enterprise on the campus is one which has sparked expressed interest of all kinds among the students. "Well, my clothes have been cleaner, but maybe it's just the new fluorescent lighting."

"Now I don't waste time while my clothes are washing; they have a TV!"

The laundry has an attendant on duty, and is open from 7:30 a.m. to 11 p.m. The facilities include 42 washers and 17 dryers, plus two "Big Boy" washers. The facility was opened to the college and the public Nov. 1, with opening ceremonies and door prizes.

The laundry is now the central social spot on campus, especially on the week ends, as it seems everybody has dirty clothes to wash.

When the old laundry was in operation, students would just put their clothes in, and leave for better places. The new laundry has several enticements to keep the students in the building.

A Dollar Bill changer will handily chew up one's money and spit out all kinds of change. The next dispenser will give soap or bleach for a price, so you don't even have to bring your soap. Various candy and

soft drink machines also line the elegant wood-paneled walls.

The prime attraction is the lounge, which contains chairs and the ever-popular TV set. There haven't been any arguments over programs yet, but some are expected to crop up.

When the older laundry was in operation, such luxuries were not known to the student body. In those days, students had to find their own recreations. Some would be seen toting guitars into the long narrow room that served 1400 students as a washateria, while others sewed, knitted, and wrote letters on the steps just outside.

Upon occasion, other, more important things came out in the wash. The old laundry has also been the spot where at least one Harding couple became engaged. Although the swings have a much better reputation for this facet of student life, the laundry was once the scene of the appearance of the traditional diamond.

It seems that the swings were all occupied one spring night, and the pile of dirty clothes seemed to keep piling higher. The couple sighed, and decided to do their laundry. Somewhere between his socks and her pillow cases, a ring appeared and the old machines obviously chugged on.

The new, modern operation has so many innovations that such events may not take place in the future, but one shouldn't bet on it. The new laundry is one of the most well-lighted places on campus, yet is also the most heavily populated. □