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JANUARY 1967

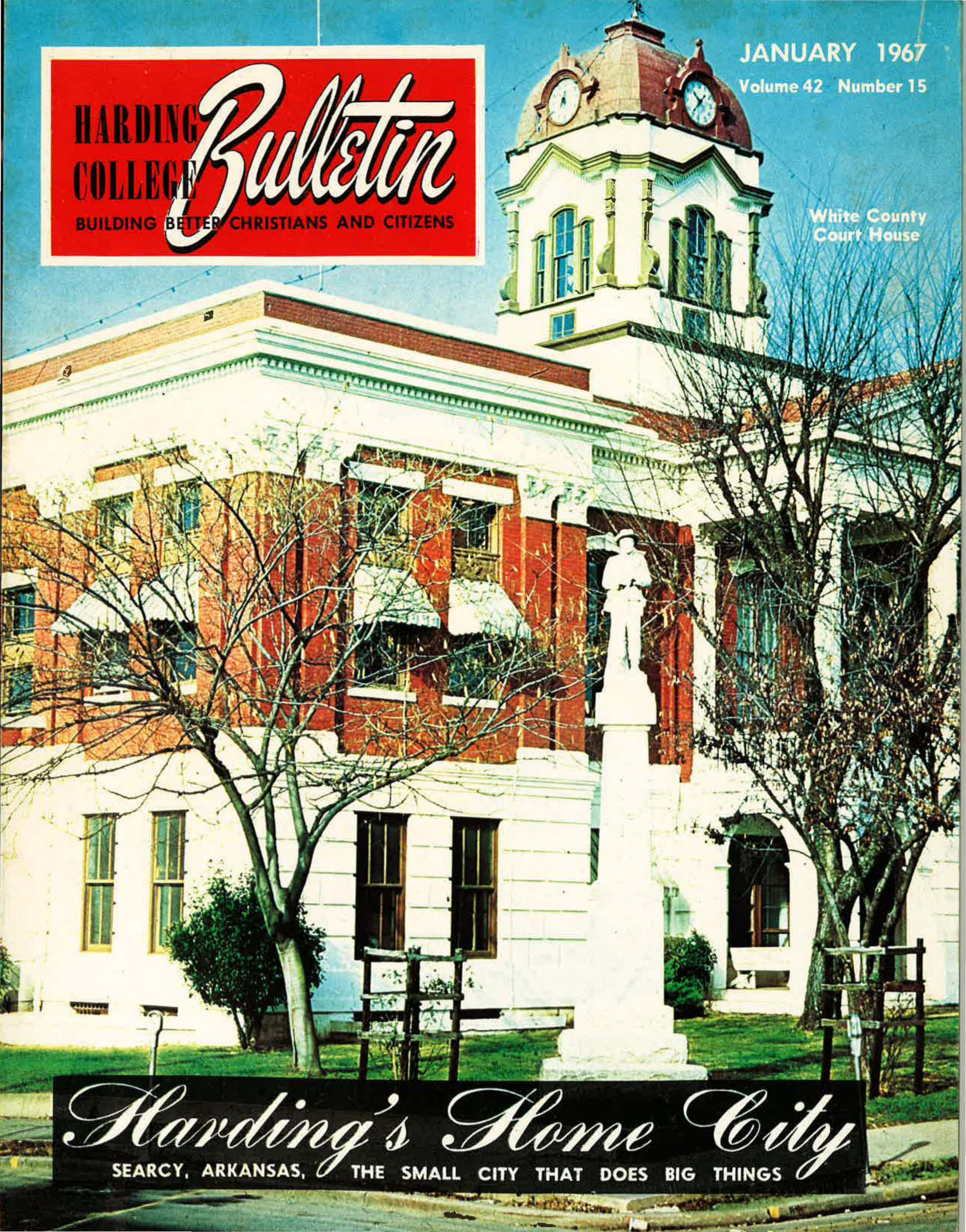
Volume 42 Number 15

HARDING
COLLEGE

Bulletin

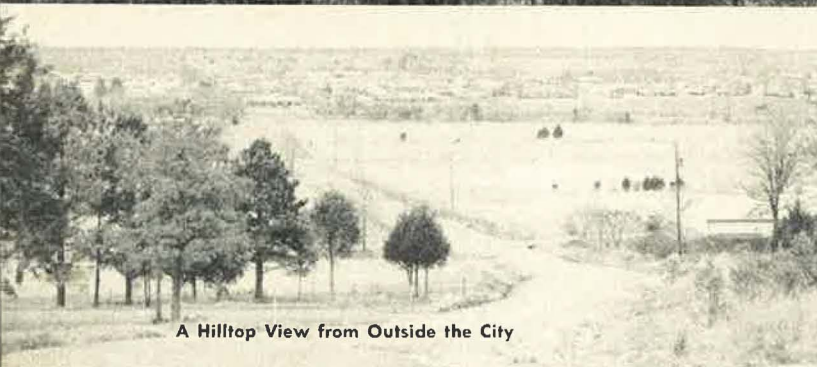
BUILDING BETTER CHRISTIANS AND CITIZENS

White County
Court House



Harding's Home City

SEARCY, ARKANSAS, THE SMALL CITY THAT DOES BIG THINGS



A Hilltop View from Outside the City



Grazing stock is big business now.



One of Two Flooring Mills



Little Red River is Searcy's water supply.



Where Joe Webb Trains Champion Walking Horses

Editorial

Through the years this publication has been dedicated to the purpose of keeping readers informed about Harding College. We have now come to the conclusion that you cannot possibly know Harding until you have learned about the community which is Harding's home. For this reason we cheerfully dedicate this issue to the purpose of telling you and others about the great place where we live.

If you have an idea that Harding is located in a sleepy little "Dogpatch", you have a bit too much of the pictures created by the comics. The place where Harding lives is none of that and never was.

Searcy (It rhymes with mercy) is to us a small city (8,841) that does big things. This has been particularly evident during Harding's 30-plus years as a member of the community and more specifically during the last 15 years.

Searcy is pleasantly located just off U. S. Highway 64-67, near the mid-point of common right-of-way for these two east-west and north-south trunks. U. S. 67 and the parallel Missouri Pacific Railroad bisect the state diagonally from the northeast to the southwest corners. The southeast half is the flat cotton, soybean and rice farmlands, while the northwest half sports as pretty an array of mountains, foothills, lakes and streams as one would want to see.

In recreation and livelihood Searcians have a variety of choices. The Little Red River, from which Searcy gets its excellent water supply, is close-by and provides scenery and fishing. Upriver 30 miles is Greer's Ferry Dam, one of the great dams of the nation and one of several big ones in Arkansas. It holds back a lake with 600 miles of shoreline and 31,000 acres of sporting water.

Other thriving smaller communities in the surrounding area help add to the importance of Searcy and make the county more important in both population and income than some counties whose county seat is even larger. Income is basically from three sources: agriculture, manufacturing and retail trades and services.

Cotton, which 30 years ago accounted for almost all of the area's agricultural and a large part of the total income, is being pushed back in importance by other agriculture, grazing of stock and the production of poultry and eggs.

Manufacturing (see center spread) is the real spark in Searcy's progress and has come through the alert vision and determination of the area's leaders.

VOL. 42, NO. 15 SECOND CLASS POSTAGE PAID AT SEARCY, ARKANSAS 72143; PUBLISHED THREE TIMES MONTHLY IN JULY AND SEPTEMBER, TWICE MONTHLY IN REMAINING MONTHS



Inside a National Chain Super Market

History

Searcy has a history that is both interesting and well-documented, but looking backward here is strictly for the sake of history and not for glorying in the past.

Named for Richard Searcy, an Arkansas Judge, Searcy was founded in 1837 and established as the county seat of White County, the second largest county in the state.

Productive farms and timberlands and river traffic on the Little Red River gave the town its initial prosperity, but the coming of railroads and highways decreased its importance as a center of trade. Faulty cultivation of the rich farmlands gradually depleted productivity until in 1946 the mainstay cotton crop had declined to 13,000 bales from 42,000 in 1931. Clearly, something had to be done!

Civic leaders arose to the occasion. An over-all plan of progress was started which pointed toward shifting the area from agriculture to industry as the source of income. Obviously, everything could not be done at once, but Searcy has stuck to those bold aims of 20 years ago and has even passed the fulfillment of some of those early dreams.

Progress has been so great that a need is now felt to preserve as historical exhibits samples of the past life that existed in the area. An example is the log house (upper right) that has been moved in from an old country farm and is now being preserved for posterity as a permanent exhibit on the White County Fair grounds. Other examples of a long-gone era will be added, such as other farm buildings and equipment and even an old stone grist mill powered by steam, when proper examples can be located and bought.

Another disappearing scene from the past is cotton. Once the major source of income in White County, cotton dropped last year to \$500,000 — only one-ninth as much as soy beans, half as much as strawberries, one-twelfth as much as poultry and eggs and one sixth of the dairy and beef total.

Searcy's history is also reflected in the architecture of the area. A classic example is the finely preserved turn-of-the-century style in the second picture at the right. It also contains furniture and furnishings of that era.

The third example at the right is typical of the home building now being done in Searcy. This one is on a high hill overlooking the city.



Cotton is nearly forgotten



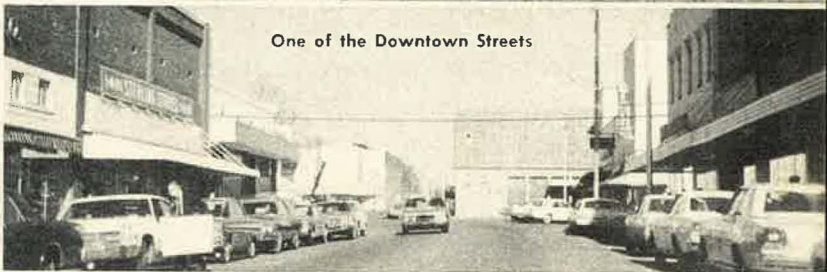
Preserved from the Past



Beautiful Through the Years



Typical of Present Housing



One of the Downtown Streets



Spring Park in Downtown Searcy

Birdseye Division of General Foods



Searcy Steel Company



James H. Matthews Co.



Searcy IS KNOWN BY THE

Only one of the 12 factories pictured on these pages existed in 1955. Two have been more than doubled in size since they were built. More are scheduled for future expansion. Seven of the 12 are well-known on a nation-wide basis. Thus is shown Searcy's industrial progress.

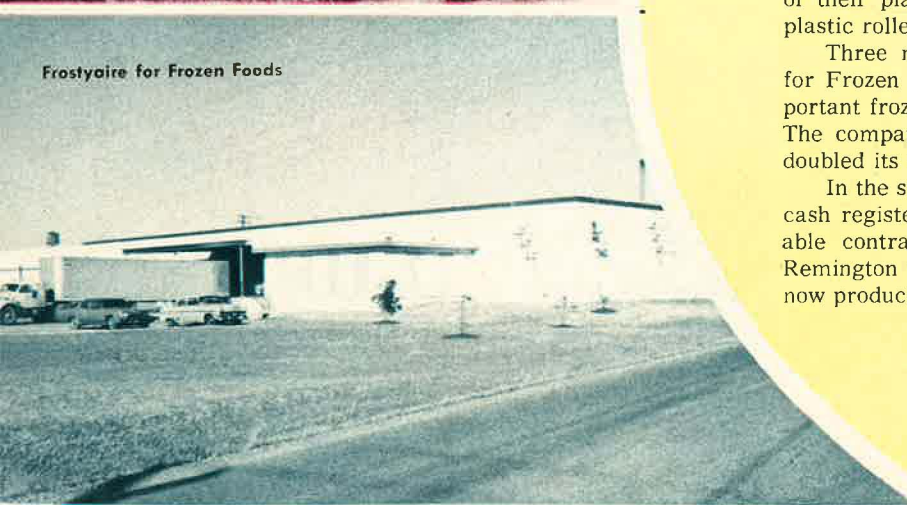
The International Shoe Co. plant was built in 1946. It was the first major industry from the outside. Birdseye Division of General Foods was built in 1962, but the company has been in operation for several years in leased quarters prior to that.

In 1955, Samuel Bingham's Son Manufacturing Co., the nation's foremost producer of printing rollers, built a plant in Searcy, the 16th of their plants. The firm produces many types of rubber and other plastic rollers for industries in addition to printers.

Three major plants were built in 1957. One of these, Frostyaire for Frozen Foods, is not a manufacturer, but is such a large and important frozen food storage facility that it is included in this summary. The company has built an addition since then which has more than doubled its storage capacity.

In the same year, Clary Corporation moved its adding machine and cash register division from California to Searcy. After doing considerable contract production for Remington, the company became the Remington Office Machines Division of Sperry-Rand Corporation and now produces all of Americas' Remington Adding Machines.

Frostyaire for Frozen Foods

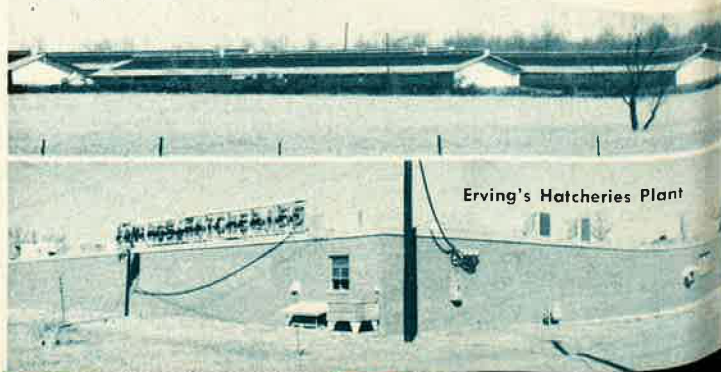


These companies are only the relatively other places. We are equally proud of our Lumber Co., with plants in Searcy and nearby. F. & F. Concrete Products serves a large of blocks. Yarnell Ice Cream Co. produces a to a large section of Arkansas, including Little pecans all over the nation. Searcy Frozen White County Packing Co. processes meats.

International Shoe Co.

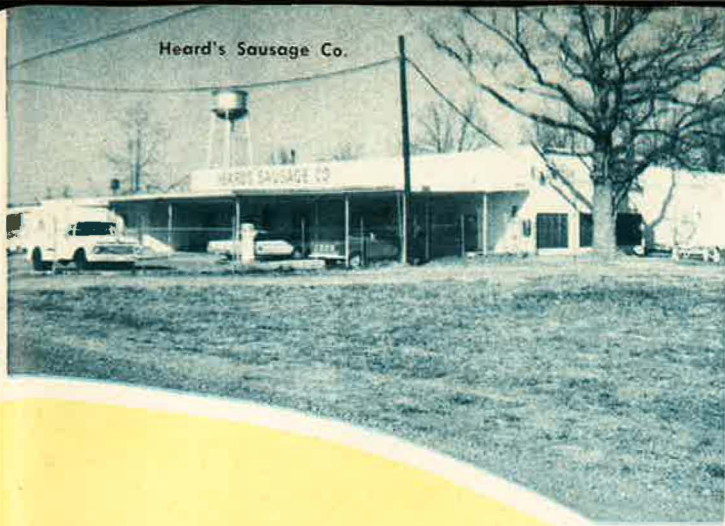


Erving's Hatcheries Farm



Erving's Hatcheries Plant

Heard's Sausage Co.



Remington Office Machines Division



Searcy COMPANIES IT KEEPS

Samuel Bingham's Son Manufacturing Co.



Also in 1957 came Erving's Hatcheries. They have since expanded with a large farm operation and a feed mill and storage elevator. The company has attracted others in the poultry and egg field to Searcy.

In 1959, James H. Matthews Co. of Pittsburgh moved its Memorial Bronze Division to Searcy and later built an addition to the plant to more than double its capacity. They make bronze plaques and memorial tablets.

Heard's Sausage Co. is a 1960 addition. They are now making plans to build an addition to expand their facilities. Searcy Steel Co., a subsidiary of Fort Smith Steel Co., started its Searcy operations of cutting and fabrication of steel in 1961 for all types of building construction.

The year of 1966 also produced industrial triplets for Searcy. Polar Stainless Products, Inc., a subsidiary of Polarware Corporation of Sheboygan, Wis., began producing stainless steel household sinks and related products in May. The Safeway Stores egg processing plant began operations about the same time and is expanding its scope as fast as the area's poultry production is enlarged to meet capacity. The plant will serve all Safeway Stores east of the Rocky Mountains.

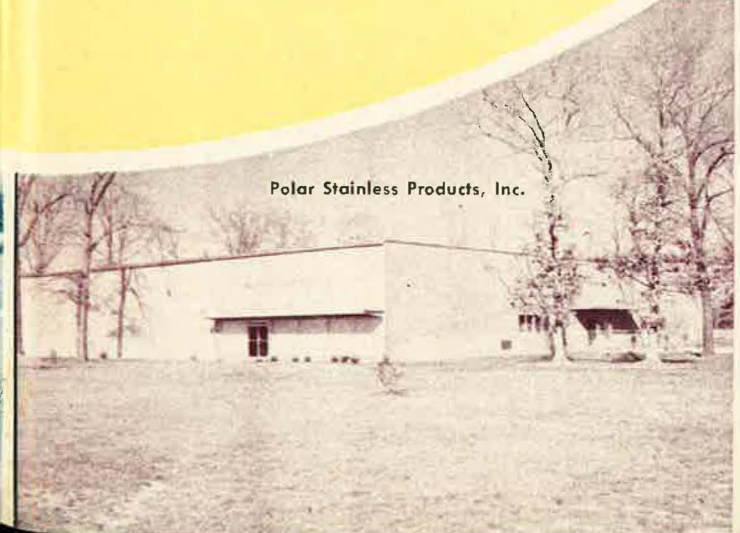
Later in 1966, Penny Plate, Inc., started operations in Searcy's Industrial Park, producing aluminum foil plates for baked goods, frozen dinners and similar products from giant rolls of foil.

Penny Plate, Inc.



new ones and plants attracted to Searcy from home-grown industries. Searcy Flooring and Kensett, produces the finest hardwood floor-area with ready mixed concrete and all types and delivers its famous "Angel Food" ice cream the Rock. Thompson's Pecan Shelling Plant ships Foods, slaughters, freezes and stores meats.

Polar Stainless Products, Inc.



Safeway Stores Egg Processing Plant



Searcy Senior High School



Searcy Junior High School



Foothills Vocational-Technical School



Homes and Schools

Searcians are rightly proud of their homes and their schools and are constantly alert to upgrading of both. Five of the six schools shown on this page have been built in the last 12 years. All have the highest accreditation available. Very few teachers in the Searcy school system have less than the Master's degree.

McRae Elementary School



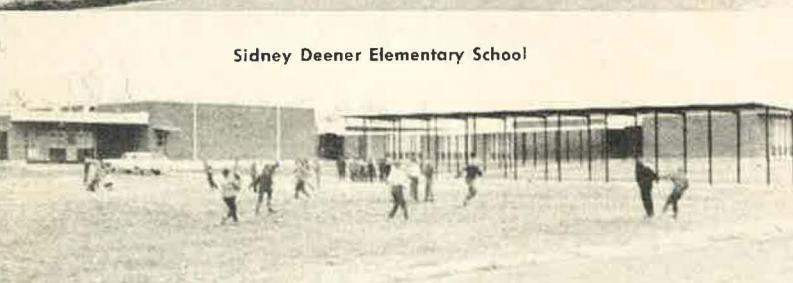
Searcy High School (top left) moved from the building at right which now serves as the Junior High. It is located on expansive grounds west of the city.

Southwest Elementary School



Foothills Vocational-Technical School (second left) was opened last fall and is now conducting both day and evening courses.

Sidney Deener Elementary School



The next three are elementary schools, the third one of which is now in its second year of operation.

Home building has shown no letup during the so-called tight money period of 1966. Building permits for singles averaged one a week and better than \$15,000 each, which will build a fine home in the South.

A section of Searcy's Urban Renewal area is shown in the bottom picture. The people of the area not only have better homes, but also a better outlook on life.

Perhaps the top pride and joy of the area is the brand-new White County Hospital, a 50-bed unit designed for easy expansion to 150, which was opened January 16.

Building still booms in Searcy.



Recent New Hospital Dedication



Urban Renewal Housing in Searcy





Inside a Searcy Drug Store



A Searcy Hardware Store



A Searcy Dry Goods Store

Civic and Business

Searcy is governed by a mayor and eight aldermen, two from each ward, and provides excellent services for all. The police department is well-manned by a chief, five policemen who operate two radio-equipped cars on a 24-hour patrol, and one meter man.

The fire department, equipped with three pumpers and one rescue truck, consists of five full-time paid firemen and 20 authorized well-trained volunteers.

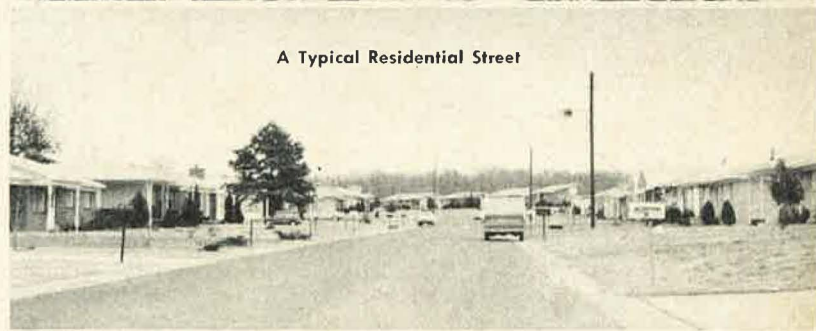
Water supplies are almost unlimited. Two city reservoirs totaling more than 1,000,000 gallons capacity and a daily pumping and filtration capacity of over 2,000,000 gallons assure an adequate supply when and where needed.

Searcy has more than 30 miles of paved streets, with scarcely a mile of only gravel. Most of the mileage is curbed and guttered, with concealed storm sewers.

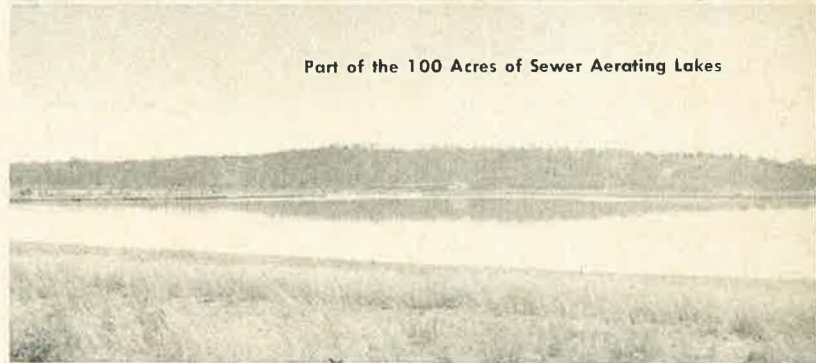
The municipal airport, with fully lighted 3000-foot asphalt runway and rotating beacon, is radio-equipped, with an attendant on duty throughout the day.

The city has provided a youth recreation center and three baseball diamonds for Little League play and boasts two state championships in a row.

A new public library was recently dedicated by Congressman Wilbur Mills, our own congressman who maintains his home office in Searcy.



A Typical Residential Street



Part of the 100 Acres of Sewer Aerating Lakes



Searcy City Hall

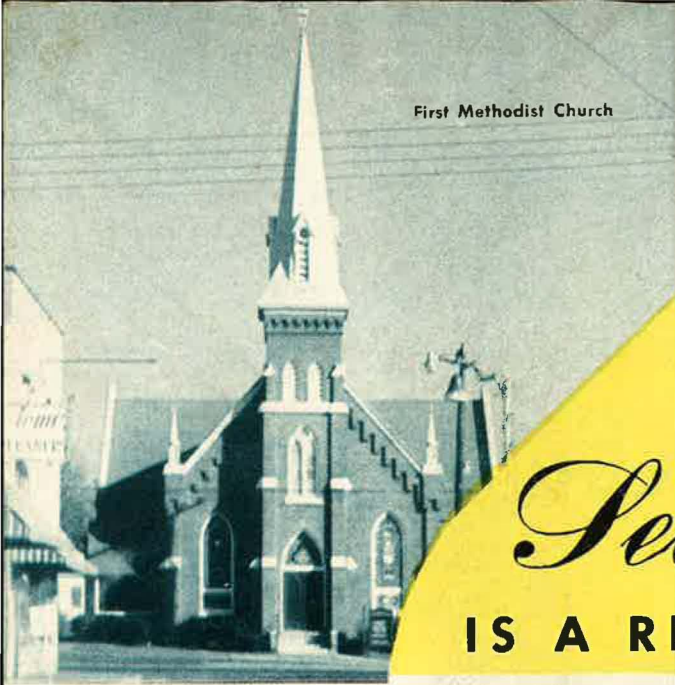


Searcy Youth Recreation Center

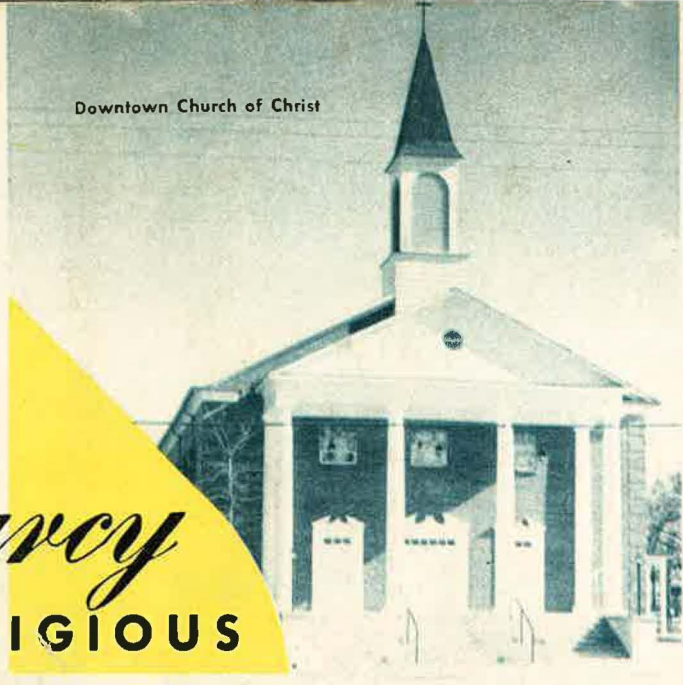


New Searcy Library

First Methodist Church



Downtown Church of Christ



Searcy
**IS A RELIGIOUS
 COMMUNITY**

Searcy is served by 31 churches, with Baptist being a part of the name of 11 of them. Four are Churches of Christ, three are Methodist and two are Presbyterian. Eleven other groups make up the religious congregations of the City.

They are First Assembly of God, First Church of the Nazarene, First Christian, Church of God, Pentecostal Holiness, St. James Catholic, Trinity Episcopal, Church of Jesus Christ of Latter Day Saints, Jehovah's Witnesses, Christ Temple Church and Church of God in Christ.

Searcy has a good representation of service clubs and the friendly competition between them to serve brings many dividends to the city. It has jokingly been said, "The Rotarians own the city, the Kiwanis run it, and the Lions enjoy it." This is partly true but it leaves out the Jaycees, the Civitans, the Optimists and several active garden clubs.

Readers should also be interested in knowing that Searcy is also a dry community. No form of beverage alcohol may be legally sold in White County.

At left and right are two of the three stained glass windows of Cumberland Presbyterian Church.



First Baptist Church



St. James Catholic Church

