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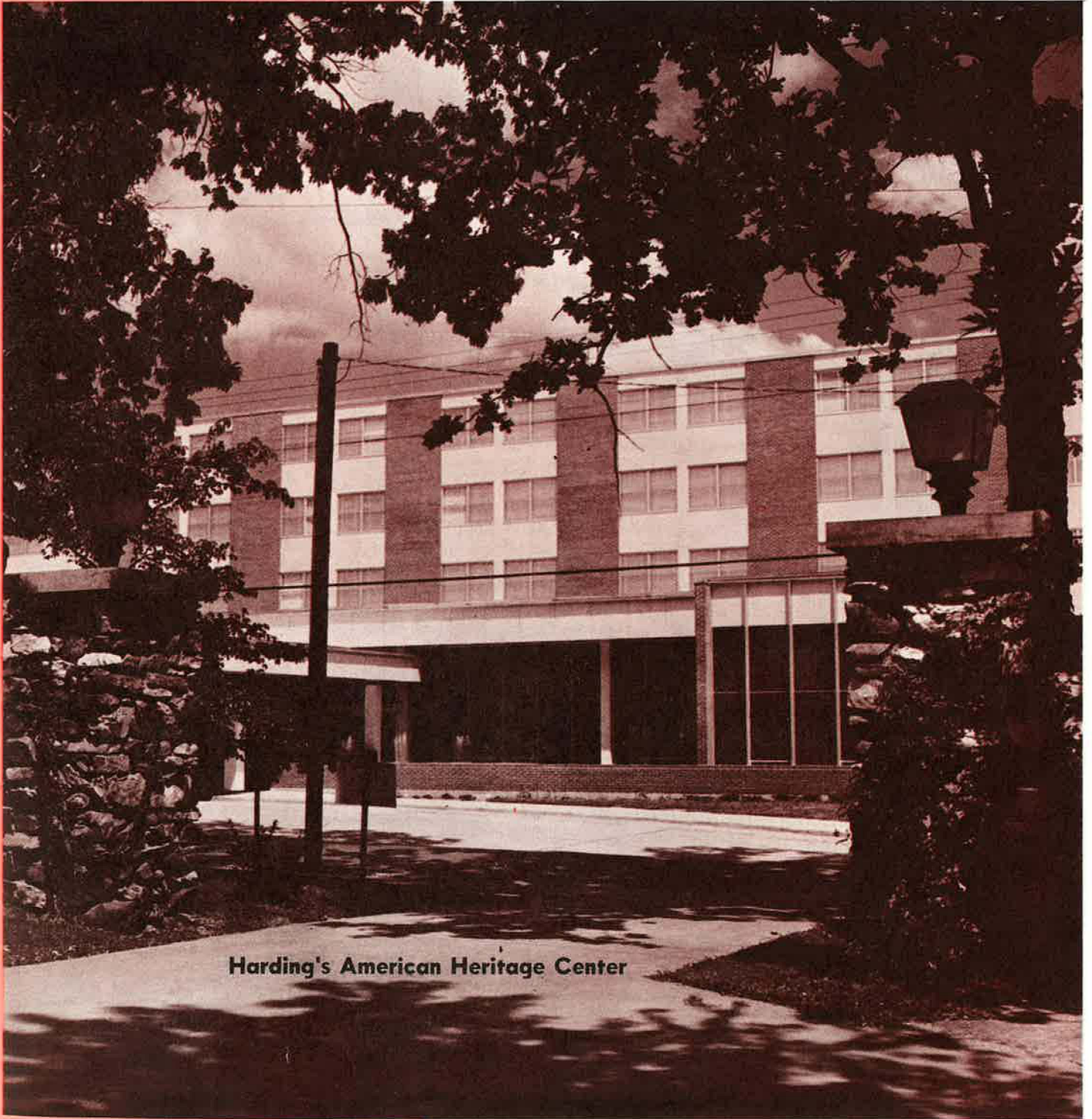
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**HARDING
COLLEGE**

Bulletin

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Harding's American Heritage Center

December, 1967

VOLUME 43

NUMBER 13

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Making Christmas Merry

Hundreds of children in orphanages supported by members of the Church of Christ will be happier this Christmas because of the generosity of Harding's students.

As they have for several years, students responded to requests from children's homes and came up with an estimated 1,200 dolls, toys, games, stuffed animals and almost every other type of gift to delight a youngster's heart.

Student Association committees collected and distributed the gifts in time for them to arrive on Christmas morning.

Although the number of gifts did not reach the number requested by the homes, the contribution of Harding's students will go a long way toward making the holidays bright for many children.

The gratitude of those who receive and the joy of those who give are translated into the pride of those who watch both groups with great interest. Harding's friends and alumni cannot but be thrilled with such an unselfish expression by students of the college.

We always somehow believe that Harding students are the finest in the world, but, just as is true when looking at young people in general, too often we magnify the distasteful, the disheartening. Seeing their refreshing generosity should reaffirm our faith in them and deepen our loyalty to the institution they represent.

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President Ganus Says Christian Schools In Far East Are Brightest Mission Spots

Returns From November Tour

By Alice Ann Kellar

Christian schools in the Far East are the brightest spots of the church's missionary efforts, President Clifton L. Ganus is convinced following a three-week trip during November that centered on the 20th Anniversary celebration of Ibaraki Christian College in Japan.

Dr. Ganus, ministers Clarence Daily of Memphis, Winston Atkinson and Elmer Morgan of Dallas, and vice-chairman of Harding's Board of Trustees James T. Cone and Mrs. Cone, of Searcy, made the tour, which combined sight-seeing, visiting missionaries and attending the meeting of the Ibaraki Christian Foundation Board, of which the men are members. The Foundation helps raise funds for the school and also serves in an advisory capacity.

The extensive tour included stops in Thailand, Manila, Hong Kong and Seoul.

First Stop: Tokyo

The group went first to Tokyo and Kyoto, former capital and cultural center of Japan. "Kyoto is a small town—only a million people," Dr. Ganus mused. It is, compared with Tokyo's ten million.

In Manila they visited Philippine Christian College, where the Douglas Gunselmans work. Plans were hampered because of a typhoon that raged throughout their stay. It was here that the visitors were startled to learn that within a few blocks of downtown Manila 250,000 college students attend daily classes. "There will be one college with 59,000 students, and across the street another with 56,000," Ganus noted. The overcrowded conditions were of particular interest for the president, as Harding's swelling enrollment has caused crowding on the Searcy campus.

More Sightseeing

Trips to Bangkok, Thailand, with the Jess Fonvilles, and to Hong Kong with the Bill Reeves family added to the sightseeing ventures. In Hong Kong they observed four areas of missionary efforts—work with the blind, resettlement of refugees, teaching the Chinese and teaching Americans.

The group met the Malcolm Parsley and Bill Ramsey families in Seoul and

learned of the Korean Christian College. "They really have a nice setup, printshop and everything. More than 40,000 have been enrolled in Bible correspondence courses—a tremendous response," Dr. Ganus said.

Ibaraki Celebration

The celebration at Ibaraki was threefold. It was the 20th anniversary of the establishment of the college, the launching of senior college status and conducting of the first annual Bible lectureship.

The lectureship lasted two days with preachers from Japan making the majority of addresses, although Daily and Dr. Ganus were included. Harding's president also spoke to the Ibaraki Christian Academy and to the faculty members. The high school and college enrollment is 1,500.

Dignitaries from Japan shared the platform for the anniversary with Dr. E. W. McMillan, first president of Ibaraki Christian College, the honored guest. The Governor of Ibaraki and the president of the largest bank in Tokyo were also among the speakers.

ICC was started shortly after World War II when General Douglas MacArthur, commander of Allied occupation forces in Japan, urged American churches to send missionaries to Japan.

Slow, Difficult Work

Dr. Ganus sees the work in the Far East as small, slow, difficult and in need of great assistance. "There is great potential," he said, "and the fields are truly white unto harvest. A good start has been made. The colleges are the bright spots because they influence so many people. The people want education; they are looking for it. The Bible can be used to teach English, and, in doing so, to teach Christ.

"Only 10 per cent of college students are church members—most profess Buddhism or Shintoism, but they only go through the motions of religion without much effect. Soon after the war they turned to 'Americanism', feeling that our god is a better one since the United States was victorious.

"Now they turn for a different reason. After they have been to a Christian college they can never be the same again. Daily chapel attendance and Bible study won't let them."

Jimmy Allen's Thanksgiving address drew overflow crowd, forcing part of auditorium audience onstage with him.

2,000 Out-of-Town Guests Attend

Lectureship Crowd Is Largest Ever



An estimated 2,000 guests from 34 states and 5 foreign countries swelled attendance last month at Harding's 44th annual Lectureship, the largest in the series' history.

Including Searcy residents and students, more than 5,000 are estimated to have attended one or more lectures, according to Dr. Joe Hacker Jr., director.

Concerning the lectureship, whose theme was "Restoration: A Continuing Challenge," Hacker said, "In these times of uncertainty and doubt, we feel that this lecture series presented a 'certain sound' which was relevant and at the same time anchored to the principles of the changeless Christ."

"I believe this was one of the best lectureships in the years I've been with the college," he added. "We had the largest registration ever; filled and overflowing classes were another indication of how well the entire series was received."

Christian college presidents were featured in the evening lectures, although sickness and business altered the schedule three times. Harding president Clifton L. Ganus Jr. became ill and was substituted for by Cleon Lyles, Little Rock minister, and Jim Bill McInteer, Nashville, Tenn., minister on Wednesday and Thursday nights of the Thanksgiving week, Nov. 20-23.

McInteer, a member of Harding's Board of Trustees, had filled in Monday night for Dr. Norvel Young, president of George Pepperdine College, whose commitments in Cali-

fornia prevented his coming until Tuesday.

Hacker expressed appreciation to Lyles and McInteer for "the very excellent lessons" they presented on short notice.

McInteer also gave a scheduled lecture at a Tuesday morning session.

In his speech, "The Restoration: A Continuing Challenge," Dr. Young said: "The restoration principle proposes that progress can be made by going to a standard, a norm, or a voice of authority. To us that voice of authority is Christ and his word. . .

"So our continuing challenge in the 20th century is to strive for the ideal Christianity which we see as we study Christ and the New Testament church and to 'go on unto perfection.'"

H. A. Dixon, president of Freed-Hardeman College, spoke Monday and Tuesday nights on "The Unity of Believers," with this summary statement:

"Any effort at Christian unity must, if it is to please God, be based on truth. Jesus said, 'Thy word is truth.' So, the inescapable conclusion is that unity among Christians must come by reason of a common faith in the acceptance of the word of God."

Dr. James O. Baird, Oklahoma Christian's president, speaking Wednesday and Thursday nights on "Christ: The Center of Faith and Practice," said:

". . . in my judgment, there is no greater need today than the need, in the right way, to make Christ the true center of faith and practice. . . Let's

exalt Christ! Let's put him in the foreground of our teaching and preaching! Let's exalt Jesus Christ, not in a faction to lead the church into denominationalism but, rather, as the only basis by which the sectarian spirit can be avoided."

Thanksgiving Day activities featured lectures by E. W. McMillan, Bible department chairman at Christian College of the Southwest, on "O God, Our Help in Ages Past, Our Hope for Years to Come," and by Jimmy Allen, assistant professor of Bible at Harding, on "undenominational Christianity."

Allen also substituted in a morning session for Dr. Ganus, speaking on "The Value of Christian Education in the Restoration Movement."

Although the traditional Thanksgiving barbeque crowd was smaller than usual because of cold, damp weather, guests and fans packed Rhodes Memorial Field House that afternoon to see the basketball Bisons open their season with a victory over Evangel College of Springfield, Mo.

Special treats for Lectureship guests were performances Tuesday and Wednesday nights following the lectures by the Belles and Beaux and the Department of Speech.

"Gideon," the two-act presentation by the Department of Speech, was presented later in the week for campus audiences. Bob West, post-graduate student from Indianapolis, Ind., and Henry McDaniel, senior from Jackson, Miss., starred in Paddy Chayefsky's drama.

Harding's building of many uses meets its planned functions of adult education, food services, office and display space, and has eased an emergency need for additional student living quarters and classroom and study space.

The American Heritage Center



Harding's Bu

By Dennis Organ

In June of 1965 a gleaming giant of a building was added to the campus of Harding College. Its imposing size and prominent location, plus the excited praise of college officials, promised great things from the building.

Today, two and one half years later, one must admit that all those glowing predictions have been fulfilled by the American Heritage Center. All those and more, because new uses are being found for the versatile center all the time.

The building was envisioned by its planners chiefly as an adult education center, the hub for existing and future seminars, forums, workshops and conventions at the college. Under one roof would be complete facilities for such meetings: dining halls, guest rooms, auditorium and seminar rooms.

Although the center has not been used as much for that purpose as hoped, it is in use almost constantly. And a major development has been its unexpected function as a supplementary academic and residence facility for students.

Harding's rapid growth in the last three years has called the center into service not only for cafeteria space, which was intended all along, but also for classrooms and residence space. Such use has slowed progress of the building toward the goal of being a full-fledged continuing education center, but has not stopped it.

Two groups, for instance, needed the building quite badly and are getting good use from it: the Alumni Association and the National Education Program.

Any sort of occasion bringing alumni back to campus, such as Alumni Day at commencement and various Bible activities, had become difficult to attend because of little lodging space on campus or in Searcy. In addition, the Alumni Office was cramped into inadequate, poorly located quarters in the Student Center, and it, too, needed a new home.



500 capacity auditorium above, spacious lobby below.





ilding of Many Purposes

The National Education Program's annual Freedom Forum displaced many women students for a week from their dormitory for the use of conferees and further crowded the Pattie Cobb Dining Hall which already was nearly bursting at the seams. NEP headquarters also needed to be moved; offices they were occupying on half of the third floor of the American Studies building were needed by a growing faculty and student body.

Even more pressing than those requirements was the need for a second dining hall. The old cafeteria in Pattie Cobb's basement was serving well, but lines at mealtime were growing right along with the college's enrollment.

Dr. George Benson, then president of Harding, pictured a building to meet all the requirements at the same time, sold his idea to the Board of Trustees and launched a capital improvements campaign to finance the structure.

Varied Financial Sources

Donors for the \$1,250,000 building came largely from the two groups most interested: alumni and business friends of the school. The largest grant was made by a foundation whose name is part of the official name of the building: the John Mabee American Heritage Center.

The finished product is a facility without equal in this part of Arkansas. In its 83,000 square feet of floor space are a 680-capacity dining hall, a 500-seat auditorium, four seminar rooms, a spacious lobby, a 24-hour snack bar, 75 hotel rooms, three small dining rooms and offices for NEP and the Alumni Association.

Completing the quadrangle around the front campus, the center rivals the Administration Building as the dominant college structure. Its hotel section rises four stories, making it the tallest on campus, and its furnishings are clearly the finest at Harding.

The expansive lobby is partially glassed in on both front and back, giving on one side a view of the campus and opening on the other to a small courtyard where

garden plants surround a lighted fountain. Two fountains also enhance the front entrance, set in a carefully landscaped area and banking a wide covered walkway.

Large black and white terrazzo blocks cover the lobby floor in a checkboard pattern, and seven conversational furniture groupings and a color television set provide relaxation spots for students and guests.

Color plays an important decorative role in all parts of the building. Browns, greens, blues and oranges are featured in furniture and paintings in the lobby, and blue and orange tablecloths brighten the dining hall. The Heritage Room, the executive dining room, is furnished in early American and has a distinctive red and black carpet.

Director and manager of the Heritage Center is Guy Petway, a retired Air Force Major who came to Harding in 1963 to help plan operation of the facility.

"We cannot build a clientele for the center overnight," he said. "And of course our potential has been reduced because of the extensive in-house use of the building by the college itself."

Growing Pains

"We really want to return the center to its intended use," he added, "but it's hard to say when we'll be able to do that. The college is growing so fast we have to use all the facilities available. A choice had to be made between accepting more students or keeping the building open exclusively for adult education, and the students were deemed more important."

Part of the hotel portion of the building has been used for dormitory space ever since the building was finished, for men first and now for women, who fill two of the three floors. For two years the seminar rooms have been used for classrooms; however, they are made available for seminar use when needed.

(Continued on next page)

Petway expects the situation to be much the same next year. Coeds probably will not need dormitory space there, since they actually will be moving out this spring semester upon completion of the new women's dormitory. But men's housing already is full, even with a new dormitory finished last year, and one or two floors may be used next year for men, Petway predicted.

A new use of the center involves the Trophy Room as a study hall for students. It now is being used part of the time, and next year it may be converted for full-time study conditions. Like the seminar rooms, it will be available for other uses when required.

The Charles M. White Dining Hall has relieved substantially the load carried by the Pattie Cobb cafeteria, although more students still eat in the latter. William Curry, manager of the new facility, said about 615-620 students are eating in his cafeteria this year.

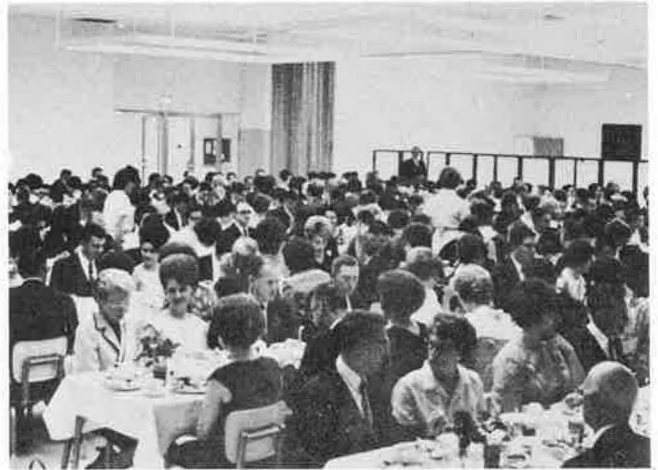
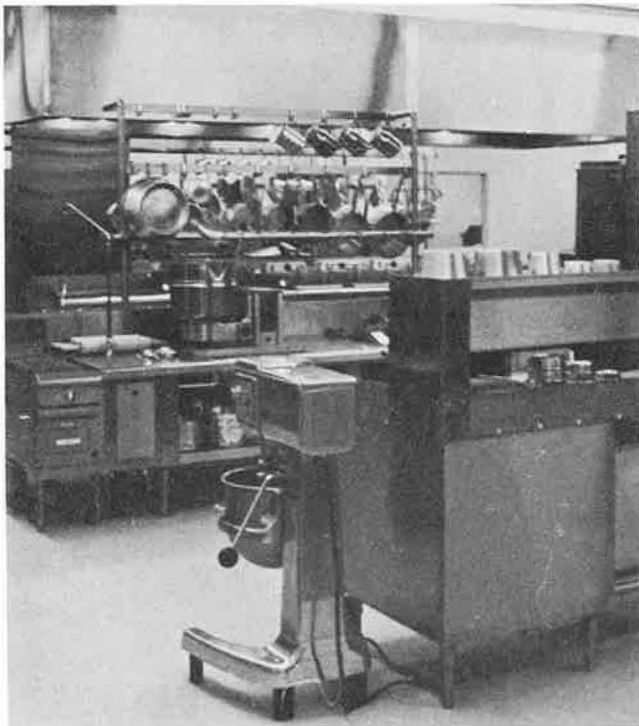
Former Manager in New Orleans

Curry is a former manager of a cafeteria in the Ganus restaurant chain in New Orleans. He has praise for the all-electric Heritage Center kitchen, which won an award from Food Services Magazine last year, and for the good things which come out of it ("If I do say so, we have the best blackeyed peas and rice in town.").

Like the rest of the American Heritage Center, the cafeteria is an auxiliary enterprise of the college. This puts the building into a category with the laundry, bookstore, dairy and other self-supporting adjuncts of the college, all of which contribute to the financial stability of the institution. Last year 9.4 per cent of Harding's general operating funds came from auxiliary enterprise profits.

"Students and faculty sometimes don't understand why they should be charged for using parts of the building," said Petway. "But if we are to maintain the building in the desired manner and as a self-supporting enterprise, we have to charge college groups as well as those from outside. Of course, we allow a substantial discount for college people, alumni and NEP groups."

A Part of the Award-Winning Kitchen



Dining hall seats more than 500 persons.

At least part of the building is in use almost every day for non-scholastic functions. The schedule of the first few days of December shows the diversity of uses.

On Dec. 1 President Ganus held a reception and dinner meeting of his Development Council in the Heritage Room and White Dining Hall, with many of the members spending the night in the center. Also on Dec. 1 and 2 was the annual Gift Fair of the Searcy chapter of Associated Women for Harding, held in the Trophy Room.

The college's Academic Affairs Committee met in the Blue Room, a small dining room, and the Cloverdale Garden Club had a dinner meeting in the Heritage Room Dec. 4. The American Association of University Women had a similar meeting Dec. 5. The auditorium was used Dec. 10 for a concert by the Harding Orchestra, and the White Dining Hall was filled Dec. 11 for the annual Searcy Chamber of Commerce banquet.

Other meetings the center has hosted include Freedom Forums, the Thanksgiving Lectureship, Seminars in Missions, Christian Workers Workshops, seminars for the Remington Division of Sperry-Rand Corporation, home extension workshops and many conferences and meetings of civic groups.

Large Staff Required

It takes a large staff to operate and maintain the center. Assisting Petway as official receptionist is Mrs. Inez Pickens, who has an apartment in one of the three suites in the hotel section. She is a former Dean of Women at Harding and former English teacher in the Academy.

There are five other full-time employees outside the cafeteria staff: chief PBX operator, housekeeper, assistant housekeeper and two custodians. In addition, there are eight part-time maids and 23 student workers who are desk clerks, PBX operators and front men.

Under Curry in the dining hall are 42 full-time employees and about 20 part-time student workers. They serve three meals every day and prepare an average of one special meal per day for meetings.

Although the center is set up as a profit-making operation, no part of it advertises or caters to the public. It is open, of course, to anyone for meetings, meals and lodging.

Versatile, impressive and attractive, the American Heritage Center is an unusually valuable asset of Harding College because it has met immediate needs of the college family and at the same time gained a reputation as a superb, self-contained adult education center which already is serving many and whose patronage and usefulness doubtless will continue to grow.

Student 'Executives' Now in Sixth Place In Marketing Game

Harding's business team, competing in the Michigan State University Marketing Club's executive games, has completed the second of ten rounds in sixth place, according to results received by Bill R. Cox, faculty advisor.

The games, originally designed by the Sylvania Corporation and jointly sponsored by the Kellogg Company, attempt to place the college competitors in the executive chairs of hypothetical corporations.

Through the process of ten consecutive rounds, teams from 50 colleges must make decisions which will determine their corporation's profit. Results are determined by total sales, total profits and, most important, return on investments.

Five students make up the Harding "corporation," which is divided into three geographic areas to cover all major facets of the business. Mike O'Neal and Bob Hesselrode, both accounting majors, cover the North; Alvin Fowler, accounting major, and Rick Venable, business major, are over the South; and Glen Barber, accounting major, covers the West.

Harding, the smallest school entered in competition, placed second in 1965 and first in 1966, but dropped to 18th place last year. "However, I feel we are in a good position at this time," said Cox. "We are anticipating now the later rounds, when the position of places will really count."

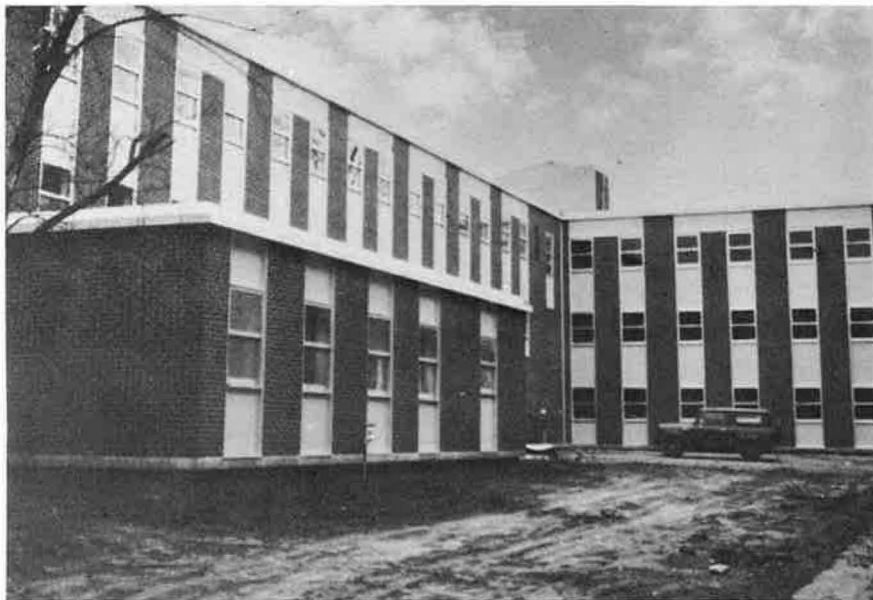
The last two rounds will be played in East Lansing, Mich., April 24-25, when the top five teams will give oral and written explanations of their actions for the preceding rounds.

Jim Worsham Added To Publicity Staff

Jim Worsham, a 1965 Harding graduate, has been added to the staff of the Publicity and Publications Office as photographer and writer.

Worsham, who began work Dec. 1, will be in charge of the office's photographic operation and also will write feature material. He holds the M.A. in journalism from the University of Alabama, having majored in journalism and history at Harding.

He is a native of Anniston, Ala.



Dormitory adviser's apartment opens onto courtyard between Cathcart and new dorm.

New Women's Dormitory Near Completion

The new \$930,000 dormitory for women should be ready for its first occupants by the start of the spring semester, according to construction superintendent L. E. Price.

Construction near the end of November, although slightly behind schedule, was 80 per cent complete, and the remaining inside work was expected to proceed without weather delays.

The projected completion date is the end of January.

Campbell, Lloyd Get New Appointments

President Clifton L. Ganus has announced new appointments for two members of the college staff. Eddie Campbell, field representative, has been named assistant director of admissions and Ted Lloyd, assistant professor of physical education and health, has been named cross-country coach.

Campbell will continue as guidance counselor for Harding Academy, as well as representative for the college for prospective students.

Lloyd has been line coach in Harding football since 1964. A graduate of Harding, he began his coaching career in 1957 at the Harding Academy. His Wildcat teams finished second in Arkansas Class B in 1961, fourth in 1962, second in 1963 and won the state championship in 1964.

He will continue as head track coach, a position he has held since the 1964 season.

Being built by Cone-Huddleston, Inc., the three-story, air-conditioned structure will house 234 women and will be the second air-conditional dormitory on campus. The other is a \$550,000 hall for men completed last April.

The new dorm will help relieve, at least temporarily, crowded housing conditions for coeds. Presently two floors of the American Heritage Center house 100 and the Benson Home another 15. In most of Kendall and Cathcart Halls three are living in rooms designed for two students.

The building, which faces the southwest curve of South Turner Street at Park Avenue, is built on the suite plan and will feature built-in furniture, carpeted halls and reception rooms.

Another recent campus improvement was the application of new siding and exterior paint to West Hall, the barracks-type building still being used as a dormitory for men.

EARBOOK II Taking Orders

EARBOOK II, a long-playing record of the school year 1967-68, is being prepared by the Student Association, and orders are being taken for individual copies.

Numbers by Harding music groups and a 30-minute narrative will be featured on the record, which will sell for \$2.50, including a 50 cent mailing cost, to persons outside Searcy. Jan. 13, 1968, is the deadline for orders accompanied by checks payable to the Student Association and sent to EARBOOK II, Box 1192, Harding.

Bison Basketballers Get Off to Fast Start With Transfer Help

Pre-season optimism for this year's Bison cagers seems well founded as they have rolled to a 6-2 record as of Dec. 11.

Coach Hugh Groover, never one to go overboard with predictions, states, "We have one of the best groups of boys we've had in some time. I'm not sure really what we'll be able to do, but we have more experience and height than I'm used to."

Twelve lettermen return from last year's 11-16 squad and junior college transfers and freshmen have accounted for better-than-average personnel.

In the Bison backcourt the talented duo of Harold Alexander and Rick Turner return. Both are definite all-conference candidates, Alexander for his ball-hawking and defensive skill and Turner as one of the better shots around. Turner hit 440 points last year for a 16.3 average to lead the Bisons.

Groover's new strength is found in two transfers, 6-4 Marvin Levels from Lubbock Christian College and 6-5 Jeff Stitt from Ohio Valley College. If they continue to produce as they have thus far, the Bisons will rate as strong contenders for the conference crown.

In early games the talented newcomers teamed well with junior center George Frazier (6-6) and have proved formidable on the backboards. In a recent victory over Philander Smith College, Levels scored 34 and Frazier



Big Jeff Stitt, 6-5 transfer from Ohio Valley College, goes up for two in the Bisons' early 78-77 victory over Ouachita Baptist.

hit for 31 points as well as picking off 20 rebounds to set a new school record.

Mike Lamb (6-3) and Bob McKeel (6-2), both juniors, are top performers who provide extra scoring strength. Both are experienced, steady competitors with good accuracy.

Jim Crawford Paces Harriers to AIC Win, Eleventh in Country

Paced by ever-improving Jim Crawford, Harding's cross-country team enjoyed a successful season this fall, racking up its fifth consecutive AIC championship and finishing eleventh nationally.

In their eight meets the harriers defeated 56 teams and lost to only 24. Crawford accounted for three individual championships and shared his first place finish with teammate Joe Boyle in the opening meet.

The AIC meet was, of course, the big one. The Bisons swept the first three places and placed two more in the top ten finishers for a low score of 21. The next closest team to the flying Bisons was Arkansas A&M with a distant 74 points.

Crawford was first, Boyle second and Russ Saunders third. Others who qualified for nationals were Craig Kesterson, who finished sixth, and Dick Shenfeld, who was ninth.

The NAIA meet was Nov. 25 at Omaha, Neb. Crawford was 26th and Boyle 43rd to lead the Bison contingent. There were 32 teams and more than 300 competitors in the meet.

Throughout the season it was Crawford, as expected, who stole the show. He set a new Searcy Country Club record of 19:27.6 in only the second meet of the year and later bettered it two seconds in a losing effort.

Harding's junior varsity team compiled a perfect 3-0 record.

Gridiron Records Fall Despite 3-7 Season

The football record books at Harding College underwent a major overhaul this season as the Bisons smashed 23 of 60 records despite a disappointing 3-7 won-lost mark.

Although ranked among the pre-season favorites to capture the Arkansas Intercollegiate Conference championship, the Bisons dropped their first five contests before conquering Maryville (Tenn.) College 27-16. Other victories came over Millsaps (Miss.) College and Central Missouri State.

The 1967 Bison team was the passingest in the school's short nine-year football history. As a team the Herd connected on 98 of 202 pass attempts for 1124 yards, all single season records, with quarterbacks Don Dixon and Jerry Copeland throwing.

Even so, halfback Jim Howard, NAIA All-American honorable mention two years in a row, romped for 828 yards to lift his career rushing mark to 2823, good for third place in the all-time AIC records.

Two Bison gridders, senior offensive guard Jim Davis and junior defensive noseguard Don Sinquefield, were selected to the All-AIC team and were chosen to play in the first annual AIC All-Star game.

Other All-Star selections were safety Harry Lisle, defensive end Phil New, offensive tackle Mel Jernigan and halfback Howard. Howard turned in a 38-yard touchdown scamper in the All-Star classic for the longest run of the night.

Sophomore Jerry Copeland, quarter-

backing when Dixon was moved to split end, surpassed Tom Carter's (1960-63) one-year completion mark (47) with 55 completions in 115 attempts, good for 603 yards. Sophomore fullback Charlie Jones got into the act by setting a new single game scoring mark of 18 points and tying Howard's season mark of 48. Howard upped his career scoring total to 108.

Punt return ace Lisle, perhaps the best in AIC annals, led the conference with 305 yards on 14 returns and totaled most yards in kickoff returns with 359 on 15 returns.

Seniors donning the black and gold for the last time were New, Street, Jernigan, Manuel, Davis, Ronnie Killen, John Broderhausen, Kenny Glass, Howard and Lisle.