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*Harding
College
Bulletin*

MAY, 1973

48/11

Harding at Mid-Century



Educating for Eternity



Dr. Clifton L. Ganus

Crowning 50 years

To capture the foundation of 50 years we have selected a symbol which embodies the stability and strength which we find in our alumni, our friends, and our faculty and student body as we seek to build on the one foundation of the Word of God. Incorporated in the design is a symbolic representation of the Administration Building, a familiar landmark of our campus, and five columns, each one representing a decade of service to our students and alumni and to higher education, but most of all, to the work of the Lord.

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ALUMNI ISSUE CHALLENGE; MABEE FOUNDATION ACCEPTS!

To inaugurate the college's 50th anniversary in 1974, the Harding alumni have issued an unique challenge to the Mabee Foundation of Tulsa, Oklahoma, a long-time supporter of the college's program. In an approach probably unknown in previous higher education philanthropic circles, the alumni has pledged to raise \$1 million, if the Mabee Foundation would match the alumni pledge with a \$500,000 grant!

On April 19 the trustees of the Mabee Foundation informed the college and its alumni of the Foundation's acceptance of the unusual challenge. The Foundation agreed to contribute \$500,000 over a three-year period if alumni of the college will pledge \$1 million. Prior to 1973, Harding had been the recipient of two major gifts from the Foundation. The Mabee Foundation in 1964 made the principal contribution toward the construction of the \$1.25 million John Mabee American Heritage Center. In 1970 the college received a \$400,000 grant for the construction of a library addition.

The challenge came as a result of a November 18 meeting in which members of the alumni met to discuss the college's anniversary development program. Normally a foundation will agree to make a contribution to a college and then will challenge the college's alumni to match the gift. Taking the initiative, Harding's alumni reversed the procedure in challenging the Oklahoma foundation.

Representatives from 22 classes attended the November 18 meeting. Participants heard a report from President Clifton L. Ganus which outlined plans for a multimillion dollar expansion and development campaign. Included in the expansion program will be the construction of an auditorium and a physical education center. The auditorium will be named in honor of Dr. George S. Benson, president of the college for 29 years.

The cost of both buildings will exceed \$3 million.

After hearing the report by Dr. Ganus, the members of the alumni adopted a letter which cited Harding's service to the nation and expressed the alumni's appreciation for the continued support of the college by the Mabee Foundation. The letter included the following challenge to the foundation.

"We, the alumni, have met on this date and on several previous occasions to discuss and plan ways and means of financing this project. Since we were recently successful in raising from our alumni approximately \$400,000 toward a new student center, we believe that we have the commitment, the capacity, and the ability to raise \$1,000,000 if adequately inspired.

"Therefore, we the alumni of Harding College commit ourselves to raise \$1,000,000 on condition the Mabee Foundation will then match it with a grant of \$500,000. Thus our effort, plus your grant, would supply 50 per cent of the total \$3,000,000 needed."

The letter was signed by 29 members of the alumni. Signing the challenge were Lucian Bagnetto, Pat Bell, Dean Bond, David Burks, Richard Burt, James Cone, Mrs. Oral Cone, Billy Ray Cox, David Crouch, Bill Diles, Johnny Freeman, Clifton L. Ganus, Paul Gardner, Louis Green, Mrs. Mary Helsten, Mrs. Claudette Jones, Dale Larsen, Charles Morris, Harry Olree, Boyd Pate, Neale Pryor, Roy Reeves, Jack Wood Sears, James Sears, Ken Thomas, George Tipps, Mike Waters, Phil Watson and Larry Yurcho.

Plans are being made to contact all alumni to secure their help in meeting the \$1 million goal. Details of the anniversary fund raising and expansion program will be announced in subsequent bulletins.

Continued on next page



HARDING COLLEGE ALUMNI ASSOCIATION

Post Office Box 564, • Station A • Searcy, Arkansas 72143

November 18, 1972

To the Board of Trustees of the Mabee Foundation:

We, the undersigned alumni of Harding College as individuals and on behalf of all alumni of Harding College, wish to express our appreciation to the Board of Trustees of the Mabee Foundation for your interest and generous contributions that you have made to Harding.

Because of your significant support and that of others, Harding's first 50 years of service have been characterized by remarkable growth and a worldwide thrust in building better citizens and better Christians. Yet, we believe that Harding's greatest service and contributions will be made in the future.

In 1974, Harding begins its second 50 years of service. All are aware of Dr. George S. Benson's great contribution to Harding and of his continued support. Thus, we wish to honor him and meet Harding's most pressing need by naming for him the Auditorium-Coliseum which we plan to build on the campus in 1974. It is estimated that the cost of the Auditorium-Coliseum will be \$3,000,000.

We, the alumni, have met on this date and on several previous occasions to discuss and plan ways and means of financing this project. Since we were recently successful in raising from our alumni approximately \$400,000 toward a new student center, we believe that we have the commitment, the capacity, and the ability to raise \$1,000,000 if adequately inspired.

Therefore, we the alumni of Harding College commit ourselves to raise \$1,000,000 on condition the Mabee Foundation will then match it with a grant of \$500,000. Thus our effort, plus your grant would supply 50% of the total \$3,000,000 needed.

With this much done we believe the total amount needed could soon be obtained.

May we hear from you soon. With deepest appreciation,

<u>Signature</u>	<u>Class</u>	<u>Location</u>
<i>Harry Obree</i>	1953	Searcy, Arkansas
<i>(President, Harding College Alumni Association)</i>		
<i>Jack W. Sears</i>	1940	Searcy, Arkansas
<i>(Immediate Past President, Harding College Alumni Association)</i>		

The J. E. and L. E. Mabee Foundation, Inc.
1916 First National Building
Tulsa, Oklahoma 74103

April 13, 1973

Dr. Clifton L. Ganus, Jr. - President
Harding College
Searcy, Arkansas - 72143

Dear Dr. Ganus:

This letter will serve to confirm the action taken by our Board of Trustees on April 10, 1973 on your application for a grant to assist in the construction of an auditorium and gymnasium which is to honor Dr. Benson. A grant of \$500,000.00 was approved and will be payable upon receipt of a letter from you certifying that you have raised the \$1,000,000.00 in matching funds to apply against the total cost of \$3,000,000.00. This is a challenge grant and we must, of course, put a deadline on this grant. We are setting the date of December 31, 1974 for you to comply with this requirement and trust that this action meets with your approval.

If you have any questions in connection with this pledge, please get in touch with us.

Yours very truly,

C. D. Forrest
C. D. Forrest
Secretary

CDF/je



With portrait painter Lee Watts of Searcy looking on, the Gibsons displayed portraits which were presented at the banquet.

H. R. GIBSONS HONORED

With more than 300 present at a reception and banquet in their honor, Mr. and Mrs. H. R. Gibson, founders of the Gibson Discount Centers, Inc., presented Harding College with one of the largest gifts in the history of the school April 3.

In a special presentation, Mrs. Gibson presented Harding President Clifton L. Ganus with 100,000 shares of preferred stock in Gibson Discount Centers. "Certainly this is one of the most significant gifts we've ever had from an individual," Ganus said. "Without good people like the H. R. Gibsons, Christian education could not exist." Ganus indicated the gift would be placed into a reserve endowment fund.

Mr. and Mrs. Gibson direct the Gibson Discount Chain, which currently operates 615 stores in 35 states, including Alaska and Hawaii, with more than \$2 billion in retail sales.

The banquet announcement capped a full day of activities on a day proclaimed "H. R. Gibson Day" by Searcy Mayor Leslie Carmichael.

Ganus described Gibson as a "man of many talents and varied experiences, who has learned from the old school of life." Born in Berryville, Arkansas, in 1901, he

moved to Dallas in 1934 and in 1958 started the discount business operation that now ranks as one of the top ten in the nation. "His drive, business acumen, and hard work have been responsible for his business achievements," Ganus noted.

Gibson, who has traveled extensively throughout the world, discussed his business philosophy and stated, "I'm mighty happy that the good Lord has been good to my family."

Mr. and Mrs. Gibson were honored by the college with a "Distinguished Christian Service Award" for "appreciation of their deep interest in the work of the Lord as attested by their helpfulness in the local work of the church and evangelism and especially for their generous support of Christian youth and Christian education."

Dr. Ganus also presented the Gibsons with individual portraits, painted by Lee Watts of Searcy.

Special guests in attendance for the ceremonies included Mr. and Mrs. Gibsons' three sons and their wives, Mr. and Mrs. Richard Gibson of Longview, Mr. and Mrs. Gerald Gibson of Dallas and Mr. and Mrs. Herbert Gibson Jr., also of Dallas. Richard Gibson is a member of the Harding Board of Trustees. □



Mrs. Gibson presented the valuable stock certificate to Dr. Clifton Ganus.



H. R. Gibson addressed more than 300 guests at the honor banquet.

During the ceremonies, Ganus honored the Gibsons with a "Distinguished Christian Service Award."



Vice President Agnew on Campus

Vice President Spiro Agnew was the featured speaker at the 36th annual Freedom Forum held April 12 on the Harding campus. The theme of the forum was "Responsibilities of the News Media in a Free Society."

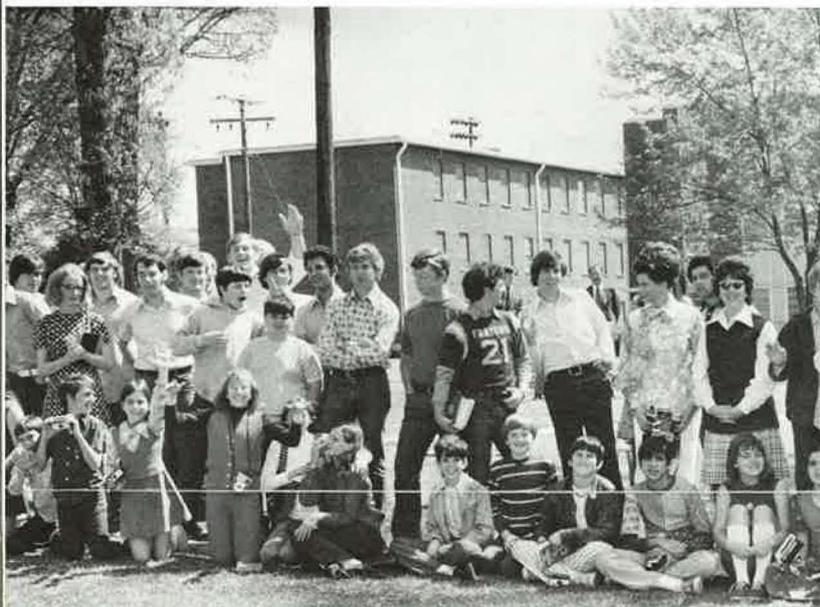
In his address to an audience of approximately 1,300, Vice President Agnew affirmed his conviction that free and unintimidated news media are essential to a free society. However, he was quick to point out that some personalities in the "opinion-making media" were practicing advocacy journalism.

"At the base of our concern lie several interrelated changes in media patterns and attitudes. These changes have occurred mainly during the past fifteen years and have led to the emergence of the opinion-making media as a formidable social force in our society," Agnew said.

Numerous secret service agents accompanied the amicable Vice President.



Students of all ages crowded the barriers to get a glimpse of the visitor.



Arkansas Congressman John Paul Hammerschmidt welcomed Vice President Spiro Agnew.



"It may be that their awareness of this power has caused them in large part to reinterpret their role in our society. Once journalists believed that their job was to *report* as much as possible of what happened. Today, the view increasingly seems to be that the media should *control* the public reaction to what happened," he said.

Concluding his remarks to the receptive audience the Vice President commented, "Because it is a matter of immense importance to the American public that information flow credibly and freely to them, the Government and the media must put aside their visceral reactions and engage in a productive, intelligent discussion of their differences. The Administration is prepared to participate in such a discussion."

Arkansas Congressman John Paul Hammerschmidt

accompanied Agnew to the Harding campus. Hammerschmidt, a Republican, represents Arkansas' third congressional district.

Following the Vice President's speech a luncheon was held by the college honoring many of the visitors and dignitaries present for Agnew's presentation. Among those attending the luncheon were former Louisiana Governor James A. Noe and his daughter Mrs. Gay McClendon, A.L. Carlock of Dallas, former Arkansas Lieutenant Governor Maurice "Footsie" Britt, Dr. Richard Burt, chairman of Harding's Board of Trustees, J.C. Harbin of Memphis, and former Harding Board Chairman W.L. (Jack) Howard of Monroe, La.

piro T. Agnew to the 36th annual Freedom Forum held on Harding's campus.



Following Mr. Agnew's address, President Ganus discussed Harding's aims.



Dr. Ganus visited with James A. Noe and Mrs. Gay McClendon during a break.



The Power of Positive Speaking

The varsity forensics squad excelled in intercollegiate competition again in 1972-73, furthering an established pattern of high rankings for Harding students as they debate and perform with many of the nation's leading and prestigious colleges and universities. The debate teams and individuals participated in a dozen tournaments during the season, winning sweepstakes at both the Bradley University and National Pi Kappa Delta meets and placing third in the tally at Mississippi State College for Women. In the others, the students had significant records, receiving some top ratings of superior and excellent in each tournament.

Perhaps the most notable of the year's record was the sweepstakes win at the Pi Kappa Delta convention in Omaha, Nebraska. Competing with 152 colleges and universities from 45 states, the squad garnered four superior, two excellent and three good ratings to accumulate enough points for the sweepstakes trophy.

The debate team of Debbie Deidiker Estes of Ozark, Mo., and Jana Smith of Vernon, Tex., had a superior in debate. Miss Martha Denewiler of Lakewood, Colo., and Richard Paine of Springfield, Vt., received excellent.

In individual events, superior awards were given Eugene Goudeau of Rangely, Colo., in both Group Discussion and Informative Speaking, and to Tom Estes in Oral Interpretation.

Joe Corum of Kansas City received excellent in oratory. Ratings of good were presented Miss Smith in Oratory, Paine in Oral Interpretation and Roger Castle of Longmont, Colo., in Extemporaneous Speaking.

Dr. Evan Ulrey, chairman of the speech department and debate coach for almost a quarter century, attributes the team's success to effort.

"Debating is like other extra-curricular activities in some respects. For example, you get out of it what you put into it," Dr. Ulrey tells his students. "You can spend as little or as much time as you want preparing for a tournament — your success will vary accordingly."

Debate has individual traits also. It forces one to learn to communicate with other people. It helps develop the ability to get along with people. The team partners must think, act and work as one person. It improves research methods, organization reasoning and logical thought. It brings the debaters into close mental contact with people from other colleges in Arkansas and other states.

Harding debaters have an unusual amount of dedication and have developed outstanding skill. In debate, Harding has been among the top ten small colleges in the nation several times.

The accomplishment is not accidental, however. The teams set goals and spend countless hours, sifting through prepared materials to ferret data for their positions. This year's national topic, *Resolved: that the federal government should provide a program of comprehensive medical care for all U.S. citizens*, required extensive concentration and study for the participants.



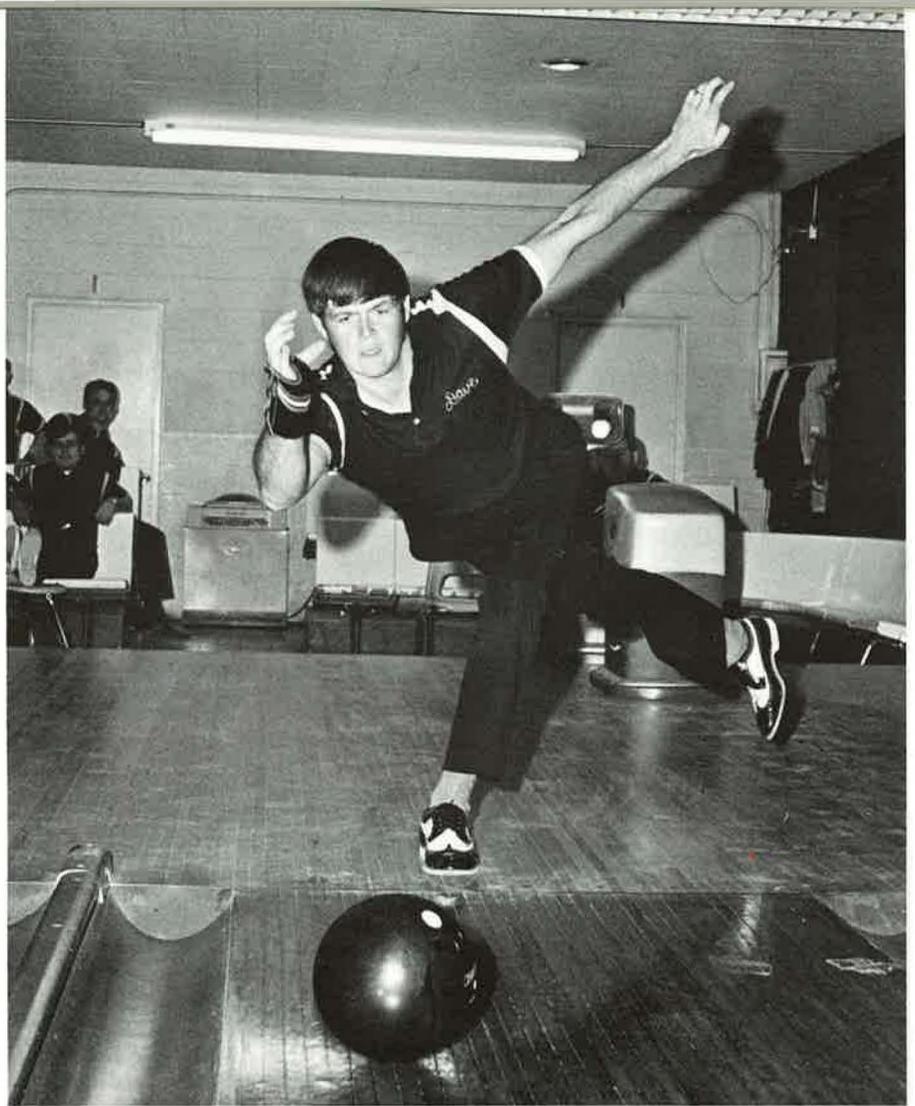
PI KAPPA DELTA WINNERS — Harding's forensics squad following the national Pi Kappa Delta convention and tournament at the University of Nebraska in Omaha where they took sweepstakes honors over 152 colleges from 44 states. They are, l-r, standing, Joe Cardot, Richard Paine, Larry Wilson, Tom Estes, Tim Metheny, Debbie Estes, Eugene Goudeau, Jana Smith, Roger Castle, Evelyn Jones, Bob White, Martha Denewiler, Wayne West, Joe Corum and Dr. Evan Ulrey, who was elected national vice president of the speech fraternity. Seated are Patrick Garner, speech instructor, and Mrs. Ulrey.

The goals of debate instruction and of intercollegiate debating contests have been set as follows: 1) To develop skill in investigating a proposition, largely through developing one's powers of critical thinking and one's skill in research; 2) To develop the ability to analyze a problem in order to identify the issues of the case that are of vital concern to those who favor and to those who oppose a proposition; 3) To develop skill in communicating ideas in a situation where weaknesses in preparation for objectives one and two are likely to be exposed and to be able to defend the position in the most valid manner as the best informed, articulate and ethical defender of that position might defend it in real life; 4) To improve as communicators in interpersonal and public situations; 5) To grow in the ability and in the tendency to make more decisions that are information-

based; 6) To grow in the exercise of personal integrity and in respect for the exercise of personal integrity in others, even when under pressure. To be able to disagree and be disagreed with while maintaining respect for one's opponent and without becoming disagreeable.

If "to think critically and reflectively in order to discover or to clarify the truth" is the goal of debaters, it must equally be the goal of those who listen to the debate, if it is to achieve its purpose. Debate is a long-honored tradition among those who have used it honorably. Those who direct the forensics program at Harding devoutly hope that the training and experience being gained by students in the program will truly help them use their minds in a finer way in their profession — and even above that in their relation to God and with his people.

□



Senior David Hudson won the NAIA national singles title, averaging 202.

Bowlers Second In Nation

Harding's bid for an unprecedented fourth straight national bowling title fell 17 pins short as the Bisons placed second in the NAIA tournament May 4-5 in Kansas City.

Competition went down to the final round as Harding and College of Great Falls (Mont.), the eventual winner, battled for the number one spot. By a score of 858-841 Great Falls dethroned the Bisons, three time champions in 1970, '71 and '72.

The Great Falls win was worth 250 bonus pins, giving the Montana school a 17,273 total pinfall to Harding's 16,971. St. Vincent's (Pa.) was third with 15,939.

"It was a heartbreaking way to lose," Bison Coach Ed Burt stated, "But the boys bowled a great tournament and did a great job. The competition was the toughest we've faced and the boys responded like champions."

Senior Dave Hudson won the national singles championship in a two-game rolloff with Bob Aleksinski of Great Falls. Through a total of 15 tournament games Hudson averaged 202 on a 3037 total pinfall. His first-day 269 was also high game in the tourney.



NAIA RUNNERSUP — *The Harding Bisons, three-time national champions, rolled to a runnersup spot in the 10th annual NAIA national bowling tournament May 4-5 in Kansas City. Left to right are Gary Beck, Lloyd Champion, Keith Kress, Don Mitchell, Dave Hudson and Coach Ed Burt.*

A touch of irony was added to Hudson's achievement since in the 1972 tournament he established the all-time tournament per-game average of 210, only to be defeated in the two-game championship rolloff. This year, however, he out-rolled Aleksinski 356-341.

Lloyd Champion, a senior from Hot Springs, placed fifth in the 40-man tournament field with a 194 average on a 2923 total pinfall. Making his first tournament appearance in the nationals, Champion had a second high game of 239.

Bison senior Keith Kress of Parkersburg, W. Va. placed 10th with a 188 average and a 2832 pinfall. Sophomore Gary Beck of Searcy was 14th with a 185 average and a 2775 total. Don Mitchell of Union City, Tenn. also in his first national competition, had a 2654 pinfall for a 176 average.

Harding held a 74 pin lead at the end of the first day of competition with a 9127 total. Great Falls was second with 9053. On the second day of play, the Bisons held on to the number one spot through the sixth round.

In the seventh round against St. Vincent's, the Bisons

split the two-game set, thereby picking up only 250 bonus pins instead of the much needed 500. Great Falls won both its matches from Nebraska-Omaha to take over the top spot by 35 pins, 16,165 — 16,130 and set the stage for the position round confrontation.

Hudson, the Delmar, Del., strongman, rolled a 209 in the position round but it was not enough to overcome the steady Great Falls unit.

Harding has compiled an enviable record in the national bowling event. In addition to the three straight championships in 1970-71-72, the Bisons were fourth in 1969, second in 1968 and fourth in 1967.

Hudson becomes the second Harding bowler to reign as national singles champion. In 1967 as a freshman and again in 1970 as a senior, Charles Burt copped the national title.

"The boys overcame tremendous odds to return to the nationals this year," Burt stated. "Finishing second among the finest college bowlers in the country in no way diminishes what they have accomplished as a team. As far as I'm concerned, we're still number one." □

news, notes

FRESHMEN EARLY ORIENTATION DATES SET FOR JUNE 22-24, JULY 24-26

Two early orientation sessions planned for the freshmen planning to enter Harding this fall will be held during the Summer Session, Dr. Jimmy Carr, Summer Session director, noted.

The orientation dates will be June 24-26 and July 22-24. The director pointed out that the sessions are not a requirement for admission, but that students attending during the summer will not be required to repeat the orientation of the fall session.

Detailed information will be sent to all freshman who have been officially admitted for the fall 1973 session.

HAZELIP SPEAKS ON LUBBOCK LECTURES

Harold Hazelip, dean of the Graduate School of Religion in Memphis, was the guest speaker for Lubbock Christian College's second annual Wilson-Morris Lectures held in April. Dr.



Robyn Smith



Richard Betts

SMITH, BETTS TO HEAD 73-74 BISON

Miss Robyn Alice Smith of Tulsa, Oklahoma, has been named editor of the Harding College *Bison* student newspaper for 1973-74. Richard Betts of Memphis was named business manager for the publication.

A junior journalism major, Miss Smith has served as associate editor of the *Bison* this year. Betts is a junior accounting major.

Dr. Neil Cope, chairman of the journalism department, is the faculty advisor.



Petit Jean Queen Diane McKinney

TEXAS COED NAMED PETIT JEAN QUEEN, YEARBOOK DEDICATED TO COX

"It's A Small World After All" was the theme of the 1973 *Petit Jean* which was distributed to the student body in April. Mrs. Jan Brewer who edited the 380-page volume announced the book was dedicated to Billy Ray Cox, vice president of the college, and presented him with the first copy.

Miss Diane McKinney of Eules, Texas, was presented as *Petit Jean* Queen with Miss Joneal Shackelford and Miss Beth Richmond as attendants. Miss McKinney, a senior elementary education major, was president of Kappa Phi women's club. Miss Richmond is a junior from Irvine, California and Miss Shackelford is a junior from Alexandria, Louisiana.

The Academy section was dedicated to Mrs. Glenave Curtis, home economics instructor.

Miss Sara Hays of Searcy and John Simmons of Humboldt, Tennessee were presented as honor students. Both hold perfect 4.0 grade averages on 77 and 88 hours, respectively.

Miss Patricia Johnson of Imperial Beach, California, received the Regina Spirit Award from the senior class as the student who best exemplifies the goals of Harding College.

Dr. J. E. Pryor served as faculty advisor for the yearbook.

PUBLICATIONS RECEIVE THREE AWARDS IN ACPRA HONORS COMPETITION

Harding College was the recipient of three awards in the American College Public Relations Association Southwest District honors competition for published and electronic materials. The awards were announced at the District

Meeting in Albuquerque April 18.

Harding received a first place citation for the "Harding 72" football brochure, a second place award for an admissions office promotional flyer and a third place for a sports news feature.

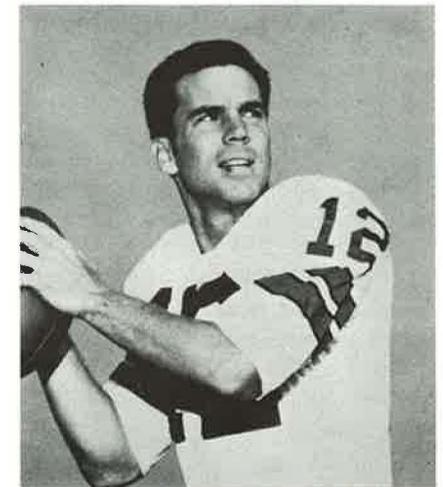
A total of 465 entries was submitted by 51 schools in the four-state area of Texas, Oklahoma, Arkansas and New Mexico.

EMPHASIS: FAMILY RECOVERY THEME OF CHRISTIAN WORKERS' WORKSHOP

"Emphasis: Family Recovery" will be the theme of the eleventh annual Christian Workers' Workshop, Dr. Allan Isom, workshop coordinator announced.

Set for August 6-9, the workshop will be keyed by Dr. Clifton L. Ganus, president of the college, and Dr. Joe Hacker, chairman of the Bible department.

Larry Roberts of the Sixth and Izard Church in Little Rock will direct the Youth Forum.



Roger Staubach

SUMMER CITIZENSHIP SEMINAR SCHEDULED JUNE 10-16

Harding's annual summer Citizenship Seminar for high school students will be held June 10-16. The program is sponsored jointly by the Arkansas Farm Bureau Federation, Civitan Clubs and Harding's American Studies Program.

The seminar will feature nationally known speakers, including Roger Staubach, quarterback of the Dallas Cowboys. Staubach will be making his third appearance on the seminar's program.

Other lecturers will be Dr. Nicholas Nyaradi of Bradley University, Dr. Clifton L. Ganus, president of Harding, Dr. Billy Ray Cox, vice president, and Dr. George S. Benson, president emeritus.



MAY DAY ROYALTY — Mrs. Jan Brewer of Decatur, Ala. was crowned "Queen of May" during the traditional May Fete ceremonies April 28. A senior elementary education major, Mrs. Brewer was attended by Nita Nance of Little Rock, Arkansas and Robyn Smith of Tulsa, Oklahoma.

HARDING

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CALENDAR OF EVENTS

- Summer Sessions — June 4-July 6 — July 9-August 10
- High School Citizenship Seminar — June 10-16
- Early Orientation Sessions — June 24-25 — July 22-24
- Camp Tahkodah Boys Camp — June 3-30
- Sports Camp (Football, Basketball, and Running) — July 6-28
- Camp Salado — July 29-August 10
- Christian Workers Workshop — August 6-9
- Tahkodah Music Camp — August 13-22
- Fall Semester Orientation Begins — August 27
- Registration — August 30
- Classes Begin — August 31
- Bible Lectureship, "The Age of Crisis" — October 3-6
- Homecoming — November 2-3