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# Harding College Bulletin

APRIL, 1974



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# COMMUNICATION: COMMUNICATION: COMMUNICATION:

## KEYNOTE TO HUMANITIES

The four departments which comprise the Humanities Division (English, Journalism, Modern Foreign Languages and Speech) are committed to two main objectives: *to teach the understanding of man through the study of his past and present creative experiences, and to teach the art and techniques of effective communication.*

In addition, today's Humanities Division seeks to create in students a stronger empathy towards other peoples and cultures, to cultivate in them a sense of values that will help them to be discriminating in their personal expression, to teach them to think critically concerning life's problems and popular solutions to its ills, and to motivate them to serve their Lord through their chosen disciplines.

To achieve these goals, each department within the Division continually re-evaluates its curriculum and makes appropriate revisions. These changes and additions fall into four major categories: curriculum, faculty, facilities and student activities.

A curriculum study in the English department last year resulted in major revisions to give a more balanced offering for prospective teachers and a broader choice of courses for the English major. The speech department has added two new majors in the area of communications — mass media and mass communication. A relatively recent addition to the speech curriculum is a major in

speech therapy. A major in Spanish will be offered in the modern foreign language department, beginning next fall.

Programs of international studies have been implemented by the departments of English and modern foreign languages during the summer months. In 1973, the English department conducted a credit-study tour of England. A French work-study tour, led by Dr. Winfred Wright, chairman of modern foreign languages, and Dr. Dorothy Wright, has become an annual seven-week tour of French speaking countries in Europe.

The combined faculties of the Humanities Division number 24, with one-third holding the earned doctorate degree. With additions for 1974-75 and the completion of degrees now in progress, more than one-half will hold the doctorate by the end of the next school year.

Members of the humanities staff have distinguished themselves in various areas. Dr. Gary D. Elliott, chairman of the department of English, was elected this year to serve as vice president of Arkansas Teachers of College English. Professor Duane McCampbell is secretary of the Arkansas Philosophical Association and Dr. Evan Ulrey, speech department chairman, is vice president of Pi Kappa Delta, a national speech fraternity.

Following the renovation of Ganus Student Center last summer, the speech and modern foreign language departments now occupy one of the most modern and efficient learning centers in Arkansas. Equipped with six individual learning machines, private booths for independent study and a reading room with language periodicals and games, the language department also has a mobile console which transmits simultaneously six lesson sources into two modern classroom-laboratories.

Speech department facilities include a 12-room speech clinic, a newly-equipped carrier current radio station, a recording and listening laboratory with 12 sound-treated booths equipped with modern cassette recorders, audio and video recording equipment and three modern classrooms.

As in every phase of life at Harding, however, the spirit and success of students tells the story best. Growth in overall enrollment has brought a substantial increase in students majoring in some area of humanities. To keep pace with this increase, a larger number of humanities-oriented activities have been added. Harding's debate team participates in intercollegiate forensics tournaments throughout the nation, bringing impressive victories to the school. The annual Intramural Speech Tournament provides others the opportunity to compete for social club honors. Many students consider a role in one of the three annual major dramatic productions to be the highlight of their college career.

Aspiring journalists find expression through three college publications. The award-winning *Bison*, the student newspaper sponsored by Dr. Neil B. Cope, chairman of the journalism department, is published

[Continued on next page]



Dr. Dorothy Wright [above] instructs French students in one of the modern language classrooms located in the renovated Ganus Student Center. The language lab [below] provides modern equipment for effective learning of foreign languages at Harding.



ON THE COVER — ABC television commentator, Howard K. Smith, spoke to a standing-room only audience in the college's Main Auditorium March 7.

EDITOR . . . . . STAN GREEN  
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As one team member presents his debate issues, others are studying in preparation for their presentations in defense of the assigned argument.



English students participate in work-study tour of England.

Campus radio KHCA has new broadcasting equipment.



weekly. Annual publications include *Temporo*, a compilation of works written by Dr. Cope's creative writing class, and the *Petit Jean* yearbook, which has received All-American honors for 14 consecutive years.

All Harding students are eligible to enter the college's annual Creative Writing Contest which gives cash awards in categories of poetry, fiction, essay and short story. Student activities also include a weekly devotional, conducted in French, at the College Church of Christ.

Departmental clubs furnish an even greater variety of activities for students with special interests. Drama students seek membership in Campus Players or Alpha Psi Omega while students in radio and television find value in Iota Sigma Beta. The newly-chartered Pi Mu chapter of Sigma Tau Delta, a national English honor society, serves the student of English. Language students further their cultural experiences in Le Cercle Francais and the Spanish Club. They will soon form a local chapter of Phi Sigma Iota, the national Romance Language Honor Society. Alpha Phi Gamma is the national fraternity for journalism students.

The Humanities Division is firmly committed to training students of God's revelation in the understanding of man and in the communication of His message to the needs of man. To this end, the Division will contribute to Harding's fiftieth anniversary by conducting a special workshop entitled, *The Christian Communicator*. Designed for students, alumni and faculty, the workshop will be conducted Nov. 12-16.

### A LOOK AT YESTERDAY . . .

As Harding remembers her past and honors the men and women who founded the college, it is interesting to notice that in 1905 most of them were on the faculty of an institution called the Western Bible and Literary College in Odessa, Missouri. It is interesting to remember, too, that Harding's first president, J. N. Armstrong, who was a supremely inspiring Bible teacher, was also a professor of the Latin and Greek classics. His wife, Woodson Harding Armstrong, wrote and directed plays and later was a professor of speech. R. C. Bell, a close associate, was professor of English, philosophy and Bible.

It is plain that these pioneers in Christian education believed the teaching of the humanities to be a very valuable element in the training of youth for effective Christian service. This conviction has lived on through the years in the work of such men as Dr. L. C. Sears who, while serving as Dean of Harding College, chaired the department of English language and literature and distinguished himself as a teacher of Shakespeare and Chaucer.



HARDING'S 1974 EMORY CHAMPIONSHIP: Seated left to right Phil Herrington, Bill Fowler, Phil Eubanks, and Sam Yeager. Standing left to right David Burks, advisor, David House, and Dr. Billy Ray Cox, advisor.

# Computer Champions

By David Crouch

For a third consecutive year a team of five Harding accounting students has won the Intercollegiate Business Game sponsored by Emory University in Atlanta. When Harding won the 1973 game the students were dubbed with the title, "the Cinderella team." Although the 1974 competition was similar to the previous year, for the Harding students the lyrics "climb every mountain" could best describe their latest championship struggle.

From the beginning the team realized 1974 was to be a very difficult year. Harding had won the game in 1969 and then claimed consecutive championships in 1972 and 1973. Winning a third consecutive business game carries with it about the same odds as winning three consecutive national football championships.

The team did have one asset — experience — and that was to be the pivotal point of the game. Seniors Phil Herrington of Arkadelphia, David W. House of Delight and Sam Yeager of Moulton, Ala., were members of the "Cinderella team" and the trio provided the nucleus of the 1974 team. Joining the three veterans were two knowledgeable juniors, Phil Eubanks of Paragould and Bill Fowler of Ann Arbor, Mich.

[Continued on next page]

Emory's 1974 game had 26 teams operating hypothetical stainless steel companies in computer-simulated production. Harding's team began its uphill climb January 11 when it submitted the first of 12 sets of managerial decisions. After one round Harding held a slight advantage, but the team's early euphoria was soon to vanish in subsequent rounds.

On the industry level Harding was competing directly against Virginia Tech, William and Mary College, Western Kentucky University, Vanderbilt, Washington and Lee University, and Brandeis University. The industry competition did not assume the characteristics of a normal game. The student executives faced price wars, recession, labor union strikes, credit crunch, bank closings and even bankruptcy. Consequently, profits turned to losses, and decisions by some schools gave the industry the appearance of a comedy of errors. The Harding team managed to survive the mistakes of others, finishing with the lowest loss in the industry. The team was ahead quantitatively in every category on the in-

dustry level of the game.

The students entered the industry judging determined to win and have a chance at the overall championship. Unlike previous years, the quantitative results at the industry level counted 60 per cent toward determining the industry winner. Based on its financial standing, its annual report and its summary presentation, Harding's team slipped by William and Mary College to win the industry championship. One big mountain had been conquered and the team entered the final judging. Yet, the highest and most difficult peak remained to be scaled.

In the final judging Harding, Southwestern of Memphis, Bowling Green State University and Rensselaer Polytech Institute made presentations before a panel of corporate executives and business professors. Harding's team represented the only non-profit industry in the game. The strategy was simple — convince the judges the team understood the game. As in 1973, David Burks, assistant professor of business, advised the team

in the quantitative areas of the game and Dr. Billy Ray Cox, associate professor of business administration, advised the team on the presentation areas.

The team members spent almost the entire night prior to the final judging polishing and refining their presentation. After the team had completed its presentation there was no doubt the students had successfully completed their climb to the top. Following deliberations that took less than ten minutes, the judges announced Harding's unprecedented fourth Emory championship. Southwestern was runner-up.

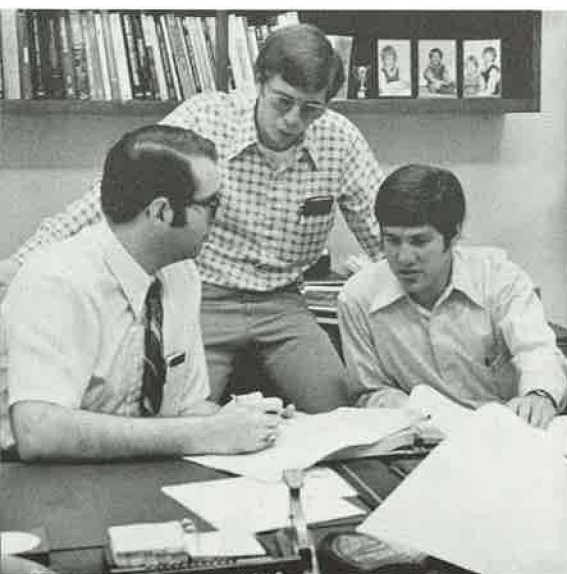
"Experience was a key factor. Once the team made it to the finals this experience was clearly evident. Phil Herrington did a truly excellent job in presenting the team's management strategy," commented Dr. Cox. "I thought he did a superb job in 1973, but his presentation this year even surpassed his previous effort."

Adviser Burks pointed out another reason for the students' victory. "They had to convince the judges it was

harder to operate in a loss industry. To do this the students had to be concise and confident in answering the judges' questions. We spent most of the night prior to the final judging formulating 'one word' and 'one phrase' answers to questions that we anticipated would be asked to challenge our corporate policy. During the judging their confidence and knowledge were clearly visible," he said.

John Christie, president of Emory's Graduate Business Association which sponsors the game, described the 1974 competition by saying, "Every team in the game knew that Harding was the team to beat. It is one thing to win, but continuing to win exhibits real quality — a quality possessed by Harding teams."

For the five business students, the mountains for 1974 have been conquered and they can relax in the glory of their accomplishments. However, the two juniors on the team have already begun to contemplate the challenges of 1975 and to plan their strategy to "climb every mountain." □



Advisor David Burks works with team members on final presentation.



Corporate executives and members of the faculty of Emory University Graduate Business School served as judges and listened intently to presentations by the student teams.



An unanticipated question arises in strategy defense following late-night deliberation on the question and answer session.

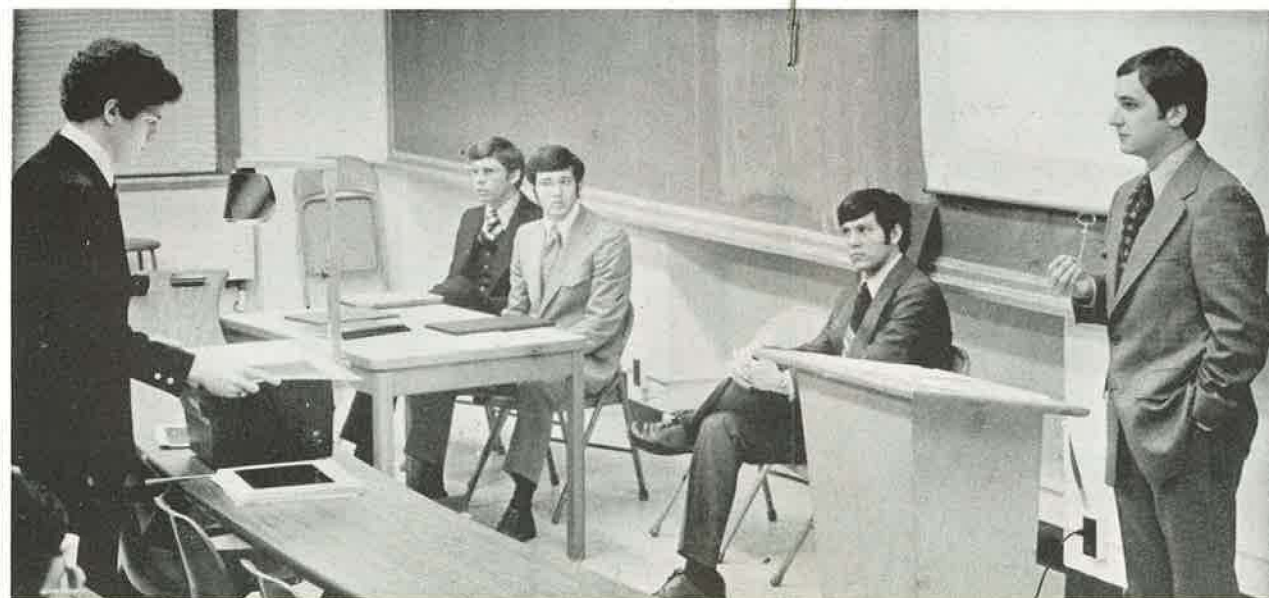


Senior Phil Herrington stresses a point during presentation of the team's marketing strategy.

Advisor Billy Ray Cox intently observes the presentation.



The team presented its marketing strategy twice before judges on the industry level and then in the final round.

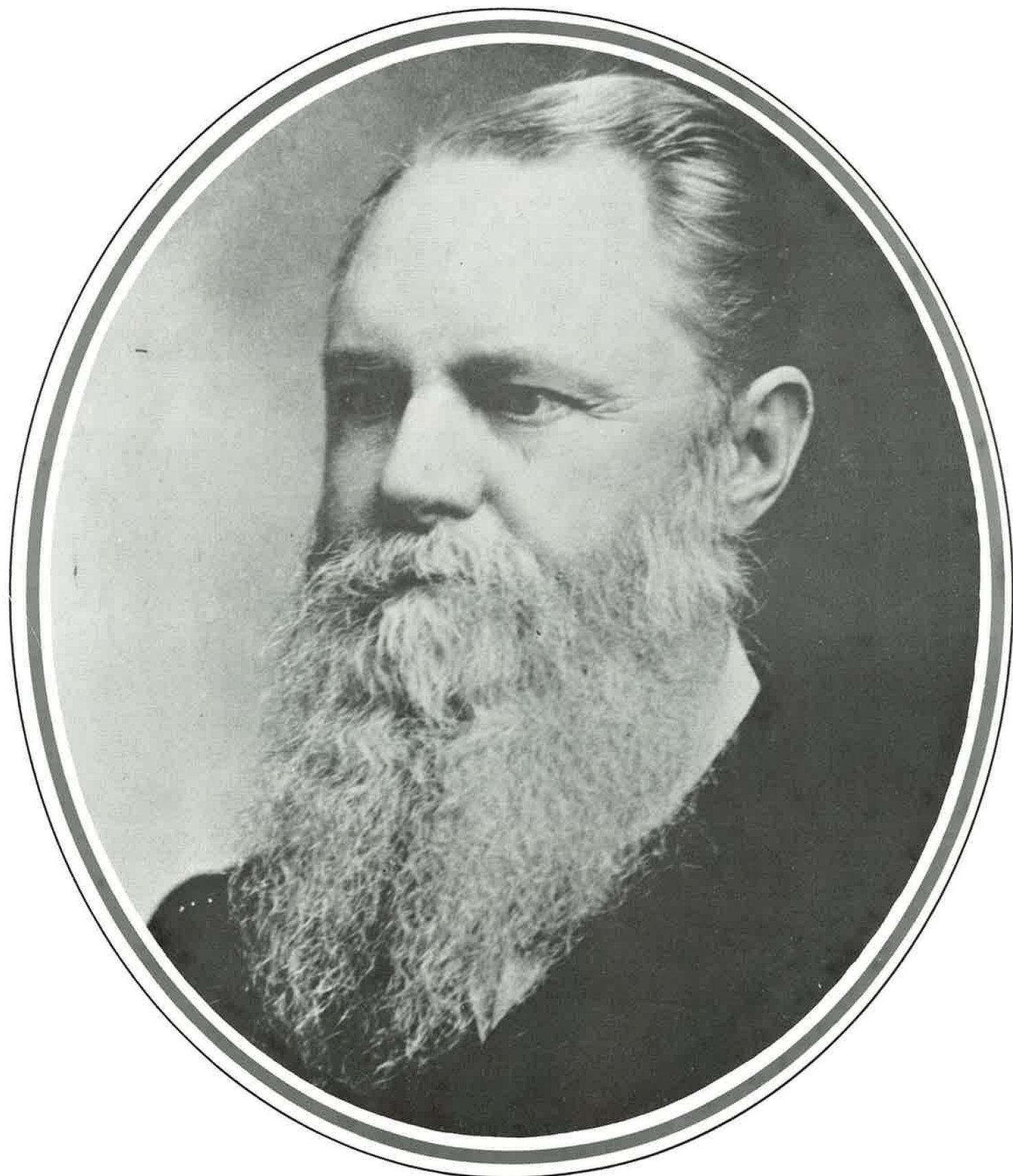


Sam Yeager responds to the judge's question as teammate Herrington ponders the explanation.



*Educator is honored during 50th year*

## *The Spirit of James A. Harding*



*James A. Harding*

The spirit of Harding College is the spirit of a man whose life was dedicated to founding and nurturing Christian education. James A. Harding was one of the foremost pioneers in the total education of man, with emphasis on eternal values and truths. His life became a philosophy and his name an institution, the combination of which has characterized a dynamic Christian senior college since its inception in 1924.

Shortly after the birth of this four-year institution, J. F. Smith, of Nashville, Tenn., commented by letter about the name which had been selected. "The name appeals to me. I think of James A. Harding as the greatest personal influence in the religion of Christ this side of the apostles; and no doubt his greatest work in promoting New Testament Christianity was done in the Nashville Bible School and in the Potter Bible College. In his twenty years' work in these two schools he touched the hearts for good of some of the greatest characters of this day. It seems but fitting that Christian schools now should take their name from J. A. Harding and David Lipscomb, who at great sacrifices set in motion this greatest agency for good."

In a 1949 *Bulletin*, S. A. Bell, associate professor of Bible, wrote of James A. Harding, whom he met when he entered Potter Bible College in 1902. "He was president, with burdens that were many and varied. To me, he was a continual inspiration, as he was to other young and inexperienced youth. His great love, faith, reverence, loyalty and zeal made him a 'balanced' Christian and a great influence in our lives . . ."

Born in Winchester, Kentucky, in 1848, James A. Harding was the oldest of 14 children born to James Walter and Mary Harding. As a child, he was greatly influenced by visits in his home of great religious and political leaders of the time, including Alexander Campbell, Barton W. Stone, David Lipscomb and James Clark McReynolds.

Harding worked his way through Bethany College, completing four years' work in three years. He received his degree in 1869, prepared for a teaching career. The religious training and concern for others which he

inherited from his parents were to be the driving force in his life of service to God.

James A. Harding served as president of Nashville Bible School (now David Lipscomb College) for ten years. In an effort to expand the influence of Christian education, he and others from that faculty helped to begin a new school in Bowling Green, Ky., called Potter Bible College. Harding's students continued the expansion of educational opportunity through the establishment of Western Bible and Literary College in Odessa, Mo., Cordell Christian College in Cordell, Okla., and Harper College in Harper, Kansas.

According to the 1940 *Petit Jean*, "During the last years of the school at Harper, a memorial fund of \$25,000 was raised to erect a building in honor of James A. Harding. When Harper College and Arkansas Christian College were combined, this fund was used for the school after it was decided to call the name Harding."

The name "Harding" thus signifies many different things. To some, it recalls memories of a Christian man who envisioned schools where Christ was the center of education and who implemented these visions into reality. To others, the name emphasizes the result of a man's dreams — "a Christian institution of higher learning which assists its students in building a philosophy of life consistent with Christian ideals and in developing the skills and abilities necessary in living a useful and happy life."

A host of friends, a Christian mate, dedicated Christian teachers, wholesome recreational activities, Bible study, daily chapel, lily pool devotionals, campaign activities, working with underprivileged and orphans, singing for shut-ins — these and many other noble thoughts come to mind when the name "Harding" is mentioned.

Dr. Clifton L. Ganus, president of Harding College, has said, "Through the years Harding College and its thousands of students have been served by scores of great men and women who caught the spirit of James A. Harding." It is to that spirit that the board, faculty and staff are continually dedicated. □

# news, notes

## Sophomore Student Places Third in Nation

Gilbert Melson, a sophomore from Florence, Al., placed third in a national speaking contest in Washington, D. C., in February. The contest, sponsored by Readers Digest, was held in Washington, D. C.

A pre-med major, Melson and the delegation met President Richard Nixon and attended a vice-presidential breakfast.

## Coaching Clinic Planned

A coaching clinic for high school and college coaches is scheduled to be held at Camp Tahkodah May 9-11. Conducted by the Harding basketball and football staff and three guest coaches, the clinic is directed toward Arkansas coaches and Harding alumni.

Three high school basketball coaches are slated to participate with the staff for the two-day workshop. They are C. D. Taylor from Conway, Joe Dillard from Greenbrier and John Widener from Morrilton.

## Staubach to Highlight Citizenship Seminar

Dallas Cowboys quarterback Roger Staubach will be guest speaker for the 18th annual Citizenship Seminar to be conducted on the Harding campus June 9-15. More than 400 high school juniors and seniors are expected for the seminar which is sponsored by Civitan, the Farm Bureau and the Harding College American Studies program. The seminar is designed to educate outstanding high school youth concerning the American way of life.

Faculty members for the forum include Dr. Clifton L. Ganus Jr., president of Harding, Dr. Billy Ray Cox, vice president of Harding, Dr. George S. Benson, president of the National Education Program, and Dr. Nicholas Nyaradi, chairman of the department of International Studies at Bradley University.

Staubach, four-year veteran of the NFL, is an active participant in the Fellowship of Christian Athletes and is a talented spokesman for American ideals.

## Memphis State President To Address Graduates

Billy M. Jones, president of Memphis State University, has been named as commencement speaker for the 381 spring graduates at Harding College. The ceremonies will be at 2:30 p.m. May 12 on the Harding campus.

Dr. Jones, who was president of Southwest Texas State at San Marcos from 1969-73, assumed the presidency of Memphis State last fall. A former football and basketball coach, he has held the position at a Nashville, Tennessee High School, Middle Tennessee State University and Texas A&M. He was a member of the faculty at Texas Tech and Angelo State University.

He received an award in 1967 as Outstanding Teacher in Texas Colleges and Universities and has been named a fellow of the Texas State Historical Association and the American Council on Education.

Dr. Jones has written extensively on various aspects of Texas history, co-authored one on *Texas All; The People of Texas* and authored two others.

A native of Abilene, he attended San Angelo Junior College and received the B.A. from Vanderbilt. He holds the MA from George Peabody and the Ph.D from Texas Tech.

## Workshops Scheduled For Summer Months

Four workshops for teachers, each available for three hours credit, will be offered during Harding's summer sessions. Teaching Reading in the Primary Grades will be June 3-18 and Teaching the Bible in Public Schools will be June 24-July 6.

The two others, running simultaneously July 8-23, will be Mathematics and Science in the Elementary School and The Energy Crisis and the Environment.

Mrs. Betty Watson will conduct the Reading program. The workshop will be a study of techniques and research appropriate to teaching reading in lower grades of elementary school.

The Bible seminar is being offered for the first time. Dr. Edward G. Sewell, chairman of the department of education, will conduct the study of legal questions, methods of incorporating Bible study in the curriculum of public schools, problems, methods of teaching and other aspects of encouraging the teaching of the Bible.

The math and science program will consist of objectives, content and materials, curricula, organization, methods of teaching and current

problems in the field of teaching math and science. Dr. Bill Oldham and Dr. George Woodruff will be co-directors.

The Workshop for elementary teachers and for secondary teachers of science and social studies is designed to stimulate an awareness of the environmental interdependency of man and his ecological community. Dr. Jack Wood Sears is coordinator of the workshop, which may be taken for biology, social science or sociology credit.

Further information and brochures with details may be obtained by writing Dr. Jimmy Carr, Summer Session Director.

## Harding Debaters Defeat University Team

Harding debaters were awarded the first place trophy after defeating a team from the University of Arkansas in the Arkansas State Speech Festival in Little Rock in March. Joe Corum of Kansas City and Joe Cardot of Cherryvale, Ks., represented Harding. Another debate team of Jana Smith of Vernon, Tex., and Richard Paine of Springfield, Vt. were eliminated in quarter final rounds, but received a rating of superior for their performance.

In speaking events, students received six superior ratings and two ratings of excellent. Tom Wadsworth of Dixon, Il., and Perry Cain of Memphis received superior in radio speaking and television speaking. Patti Williams of Paducah, Ky., received superior in poetry interpretation. Bob White received superior in original oratory and excellent in extemporaneous speaking. Jimmy Cone of Little Rock was rated excellent in extemporaneous speaking and Margaret Rubarts of Fresno, Ca., received excellent in interpretative poetry.

## Penguin Reprints Book Written By Dr. Muncy

Dr. Raymond Muncy's book, *Sex and Marriage in Utopian Communities: 19th Century America*, has recently been accepted for publication by Penguin Paperbacks. The book has received many reviews from leading critics, including a listing called "New Scholarly Books in America."

Dr. Muncy, chairman of the department of history and social science at Harding, wrote the book for his dissertation for the Ph.D. degree from the University of Mississippi, the degree being conferred in 1971. The book concentrates on communes that were original or unique in their approach to sex and marriage.

The paperback edition by Penguin is scheduled to be in print by summer.

## Alumni Family Vacations Highlight Summer Activities

As a part of Harding's fiftieth anniversary celebration, the college has set aside five weeks during the summer for alumni family vacations. These activities are designed to re-unite friends and classmates who attended Harding in past years and to re-acquaint alumni with the college.

A number of activities on the Harding campus and in the Searcy area have been planned or will be available for families planning to participate in the Family Vacation Program on the campus during June and July.

"Plans for each vacation week are relatively unstructured so that each family will be free to use the time according to their own wishes," stated Dr. Jimmy Carr, chairman of the project. "We will schedule movies, receptions, devotionals and other ongoing activities which may be attended by our guests," he added. Campus recreational facilities will also be available for use by these alumni families.

Tourist attractions within easy driving distance of Searcy include Blanchard Caverns and the Ozark Folk Culture Center at Mountain View, Petit Jean State Park at Morrilton, float trips on Buffalo River, and Greer's Ferry Dam and lake at Heber Springs. The college will designate dates and/or group tours for the visitors, depending on interest and demand.

The college cafeteria will make meals available to its guests during these weeks. A "Supper Club," where the faculty wait tables, carry trays and assist the students and visitors, is planned for each vacation week. Entertainment is also provided during mealtime.

Although accommodations are somewhat limited, space will be available in one of the college residence halls for \$4.00 a room, with the visitors providing the linens and extra bedrolls for children. The American Heritage Center will also provide accommodations, with a 25 per cent discount off regular prices for alumni. Regular rates are \$8.00 for one person, \$11 for two persons, and \$3 for each additional person per night. Numerous motel facilities in the area are also available.



Visitors to the campus during the Alumni Family Vacations will want to take advantage of numerous tourist attractions which are available near Searcy.

YES, I am interested in attending Harding College's Alumni Family Vacations.

Name \_\_\_\_\_  
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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Graduation Class \_\_\_\_\_

Please send more information.

Searcy's KOA campground is also available for use, with rental rates as follows: \$3.50 minimum for two persons, 50 cents for each additional person, \$6.00 maximum rate per family. On a weekly basis, with six nights paid, the seventh is free. A complete campground with all facilities, the address is Searcy KOA, Route 4, Searcy, Arkansas, 72143.

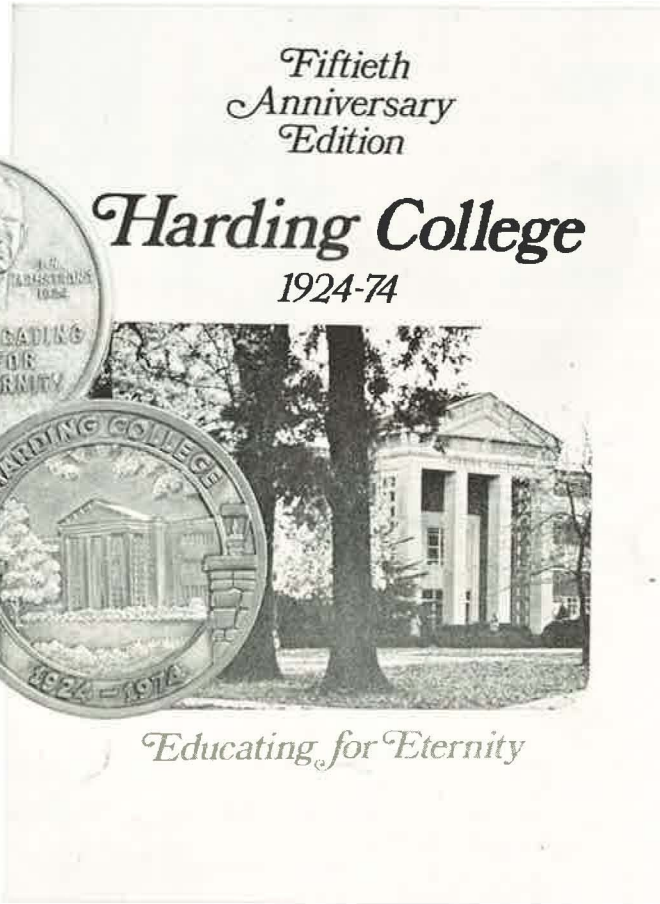
During the family vacation weeks, a baby sitting service may also be arranged so that guests may take full advantage of tourist and campus attractions.

The following dates have been designated for each class: alumni of 1925-45, June 19-22; alumni of 1946-55, June 26-29; alumni of 1956-65, July 10-13; alumni of 1966-70, July 17-20; and alumni of 1971-73, July 24-27.

For further information, return the above coupon to Dr. Jimmy Carr, Box 1224, Harding College, Searcy, Arkansas 72143.

# HARDING

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