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Harding College Bulletin

September, 1978



Redeeming the



On his first teaching job at Seiling, Oklahoma, George Benson taught all grades in a one room schoolhouse.

ON THE COVER — Dr. George S. Benson, second president of Harding, poses among many of the medals, awards and recognitions which he has earned over several decades.

HARDING COLLEGE BULLETIN

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In 1972 Dr. Benson was inducted into the Oklahoma Hall of Fame by then Governor David Hall.

Time - George S. Benson



In observance of the 80th birthday of Dr. George Benson, an \$80-a-plate dinner was planned for Sept. 26 with the proceeds to be added to the fund for the George S. Benson Auditorium, now under construction. The party, with Batsell Barrett Baxter and Holiday Inn executive Wallace Johnson as speakers, was set for the American Heritage Cafeteria.

Oklahoma was still a territory when George Stuart Benson was born in 1898, the second of five children for Stuart and Emma Rogers Benson, hardy pioneer homesteaders.

Life was rugged and primitive, and young George learned to work at an early age. The family never felt poor, but their living mode was frugal, and handling the 160-acre farm required good management procedures on the part of everyone.

George shouldered his share of the duties, rising early to work before the school bell rang, then dashing off at a run to reach the building under the wire — a trait that was to aid him in future years.

“George was never a child. He always had the head of a man,” his mother said of him. The lad took responsibility seriously and quickly proved his outstanding leadership ability.

The Bensons were religious people and instilled in their children a love for God. But George searched for himself to establish his faith. Soon after he was baptized at age 17, he began to preach. Today, as active as ever, he fills preaching appointments often and also serves as an elder at the College Church of Christ.

Schooling was coupled with work, but George completed 19 units of high school in three years with 15 units of “A” on his transcript. He chose to enroll at Harper College in order to get daily Bible instruction and a stronger foundation in Bible truths. As a student he preached and participated in extracurricular activities such as debate.

At the end of his junior year when he had attended Oklahoma A & M, he was asked to join the faculty at Harding College at Morrilton, where he completed his degree to become a member of the college’s first graduating class in 1925.

At Harding his eye caught “the prettiest thing on campus,” Sallie Ellis Hockaday. They were married in July, 1925. The missionary zeal had become foremost in his mind and he selected China as a target because no members of Churches of Christ were missionaries there. Sallie hardly had time to change from her wedding gown till the pair boarded a liner for Hong Kong.

(Continued on next page)

Dr. and Mrs. Benson pose at a reunion in Cordell, Oklahoma, honoring students at the college.



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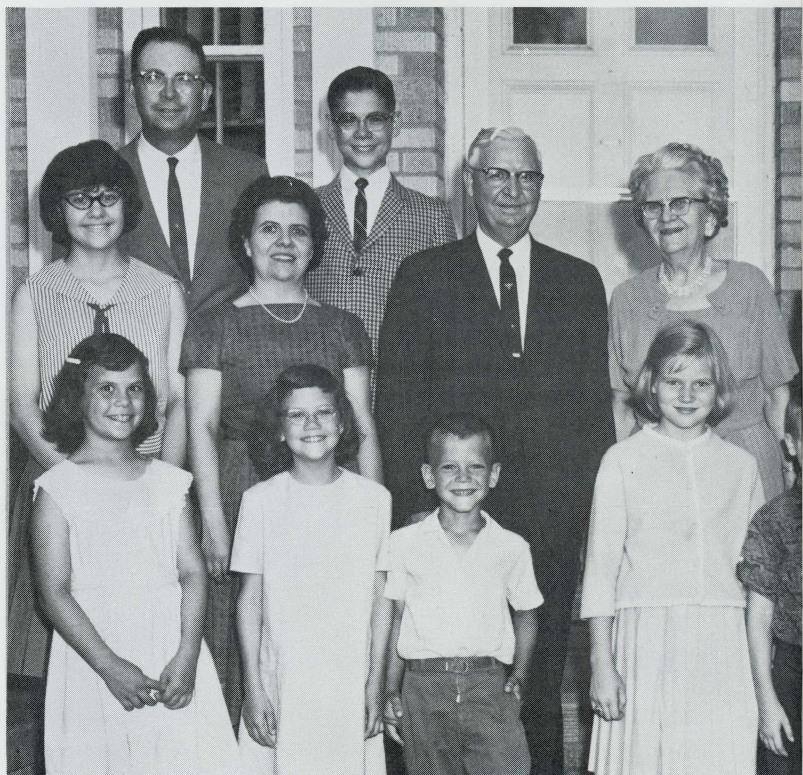
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In the next 11 years, sharing the Gospel in trying circumstances. George realized the meaning of freedom.

They returned to the United States to find lethargy among the citizens. Determined through his experiences in China and dedicated to a commitment, he worked to become the nation's foremost proponent of the fundamentalist principles of freedom.

Assuming the presidency of Harding in 1936, he also assumed a \$70,000 indebtedness incurred with the moving of the college from Morrilton to Searcy. The time was not conducive to advancing economy. Yet he set about to develop the college.

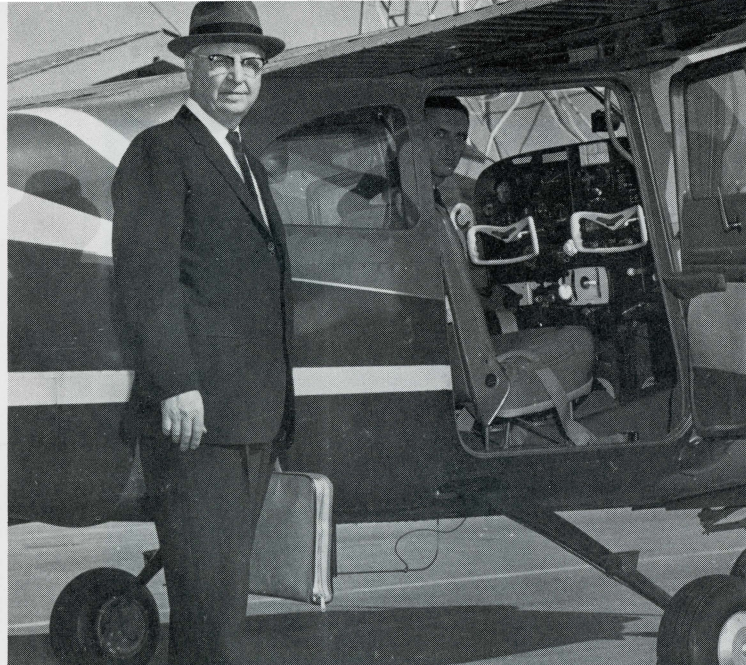
Along with his unceasing labors for improving the physical plant and salaries, he was deeply concerned that

Harding retain her emphasis on spiritual values, a tradition he inherited from his predecessor, J. N. Armstrong. No one has worked harder to encourage preaching and mission work than George S. Benson.

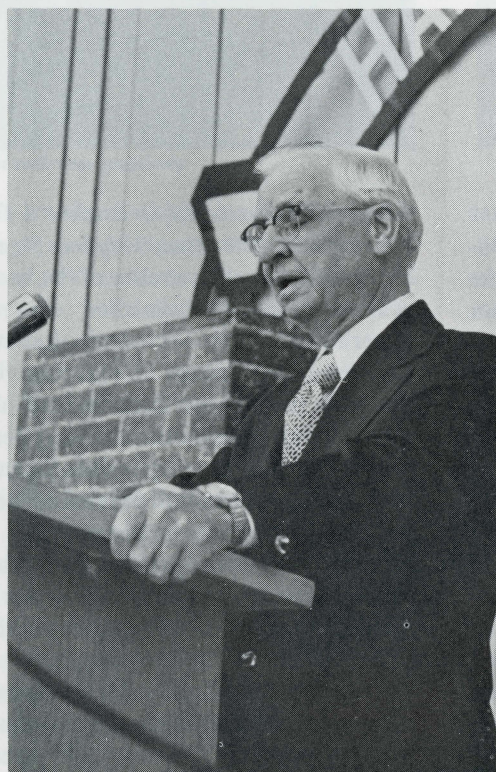
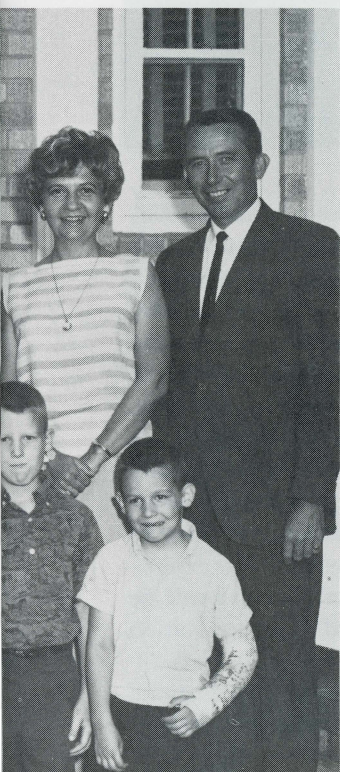
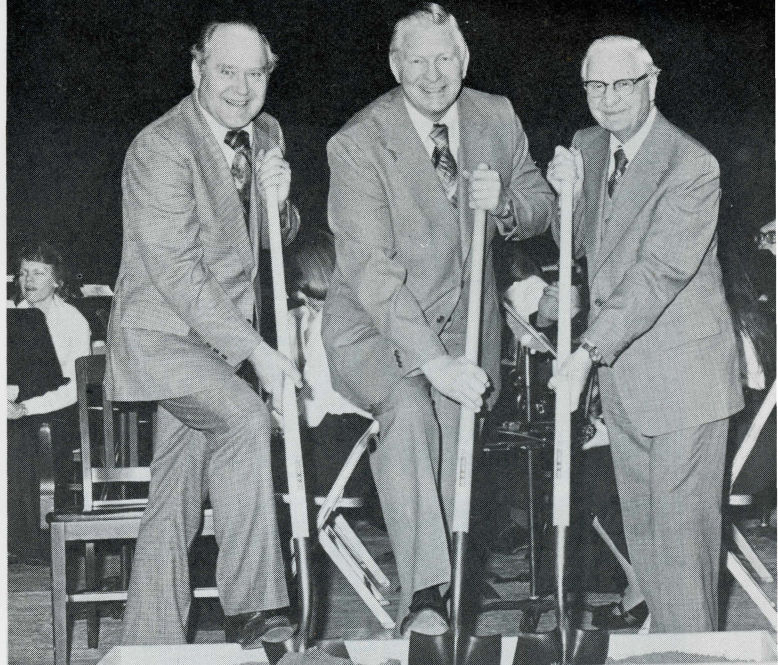
Clouds were in the sky, but there was no brighter day for Harding than November 29, 1939, when Benson presented the settled mortgage to Armstrong who ceremoniously threw it on a bonfire on the campus lawn.

During the next 14 years he worked diligently and with discouraging results to have Harding accredited with the North Central Association of Colleges and secondary schools. The glorious day happened in 1954.

During the interim, he was also overseeing campus construction. While he was president, the administration



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1. Early education in a one-room schoolhouse, Dewey County, Okla. 2. Wedding day, July 2, 1925 3. Home on furlough from China, 1932 4. Daughters Lois and Ruth were born while family was in China 5. Historic burning of the mortgage, Nov. 29, 1939 6. All of the family gathered in 1965 at his retirement from the Harding presidency 7. Fund raising kept his presidential schedule busy 8. Speaking at the convocation, 1974 9. Breaking symbolic ground for the Benson Auditorium, March 2, 1978 10. With Zambia's vice-president, 1975.



10

building-auditorium, Ganus student center, Beaumont Memorial Library, music building, American Studies building, Bible building, Rhodes Memorial Field House, home economics house, alumni field, Sewell Hall apartments, academy building and five residence halls were constructed, together with a long dreamed for American Heritage Building, which was completed at the time of his retirement in 1965.

The campus had changed from a small, un-structured site with \$70,000 indebtedness to a well planned, modern plant dotted with permanent buildings. The site was worth far more than its \$25 million value.

During the years he traveled untold miles to secure funds for the upgrading of Harding College. His vision

came to reality as a nation listened to his plea for a strong faith in God, and a belief in private ownership.

His retirement was hardly a retirement from any physical activity as the fast moving Benson rallied to the aid of other Christian colleges across the nation in their quest for bettering their programs and plants.

Today at 80, four-fifths of a century, he has chosen not to bask in the shadow of his accomplishments but rather to continue pushing ahead toward a better tomorrow — redeeming time.

The imposing George S. Benson auditorium, now under construction on the front campus, will be a fitting tribute to one who is clearly and unmistakably a servant of people and of God. □

1978-79 Harding College American Studies Program



Maj. Gen. John Singlaub

A high-ranking army officer, two former United States federal administrators and a television news correspondent will headline the 1978-79 lecture series of the American Studies Program at Harding in the Main Auditorium.

Retired Maj. Gen. John Singlaub, an outspoken critic of the administration's policy on national security matters, will speak October 10 concerning the current status of American defense forces.

Singlaub, former chief of staff, United Nations Command, U.S. Forces Korea and Eighth U.S. Army in Seoul, Korea, was removed from his overseas command and reassigned to Ft. McPherson, Ga., after he publicly disagreed with the Carter administration for the plan to withdraw troops from Korea. Singlaub later resigned after public disclosure of an "off the record" speech was made in which he opposed many of Carter's national security policies. Since his retirement on June 1, 1978, Singlaub has devoted his time to writing and lecturing on the strength of America's defense.

William E. Simon, former secretary of the United States Treasury, will be on campus April 9 to speak on his new book, *A Time for Truth*.

Simon became secretary during the Nixon administration on May 8, 1974 and was asked to continue in the position when President Gerald Ford took office. He served until 1976. During his tenure as deputy secretary from 1973-74, Simon supervised the restructuring and improvement of U.S. financial institutions and he launched the Federal Energy Administration. As Secretary of the Treasury, Simon was the nation's chief financial officer and chairman of numerous economic and trade boards.

Frank G. Zarb, administrator of the Federal Energy

Administration from December 1974 to January 1977, has rejoined Shearson Hayden Stone Inc. as executive vice president and member of the board of directors.

During his distinguished career with the federal government, Zarb served as executive director of the Cabinet-level Energy Resources Council, where he directed the energy activities of all federal agencies. Before his appointment as Federal Energy administrator, he was responsible for overseeing, budgeting and management of all federal money, natural resource, agriculture and science programs as associate director of the Office of Management and Budget.

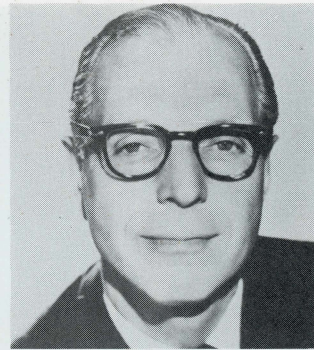
Zarb's topic for the lecture series on March 5 will be "The Energy Challenge — Our Survival as a Free Nation Depends on It."

On February 22, Richard C. Hottelet, United Nations correspondent for CBS, will speak on "America's Role in World Affairs." Since his assignment as U.N. correspondent in 1960, he has covered such historical happenings as the Normandy invasion, the Battle of the Bulge, the beginning of the Cold War in Moscow, the Vietnam Conference in Geneva, the Middle East conflict, space launchings, political conventions, the coronation of Queen Elizabeth and the visits of four presidents to South and Central America and Europe.

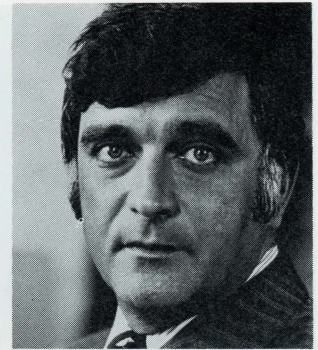
Other lectures scheduled throughout the year in the American Heritage Auditorium include: On October 26, Dr. Bell Wiley, Civil War historian and author of more than 20 books will speak on "The Memorable War"; On November 2, Robert M. Bleiberg, editor of Barron's National Business and Financial Weekly, will speak on economics; On December 5, Dr. George Roche, president of Hillsdale College, will talk on "Freedom in Education and Economics." Roche was previously



William Simon



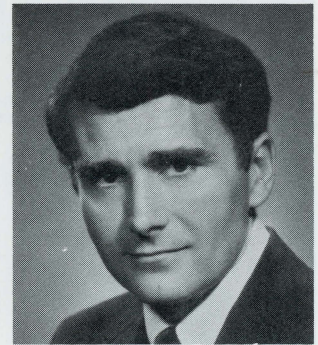
Richard C. Hottel



Dr. Frank Zarb



Robert M. Bleiberg



Dr. George Roche

director of seminars at the Foundation for Economic Education in Irvington-on-Hudson, New York. Dr. Mikhail Stern, a Russian dissident, will speak on April 26 to close the series. He will talk on the status of the dissident in the Soviet Union.

All lectures will begin at 7:30 p.m.

For the American Studies students, dinner meetings are planned which will feature outstanding professionals. Sam Walton, chairman and chief executive officer of Wal-Mart, Inc., will address the students on September 28 concerning the private enterprise system. Stanley Scott's talk on November 16 will deal with the profession of accounting. Scott is chairman of the American Institute of Certified Public Accountants. On November 30, F. D. Covey, senior vice-president of Mitchell Energy Corporation, will speak on "A Christian in Business."

The American Studies program also sponsors a series of lectures in Memphis. The Memphis speakers include: Dr. Philip Gramm and Dr. Kurt Flexner in an energy debate on October 3; Singlaub on October 9; Bleiberg on November 6; Roche on December 4; George F. Will, contributing editor of "Newsweek", speaking on "Government: The Disease for Which It Pretends to Be the Cure" on January 29; Congressman Robin L. Beard (February date to be announced); Zarb on March 6 and Fred Smith, chairman of the board of the Federal Express Corporation (March date to be announced).

Two special American Studies programs this school year will be conducted in the spring semester.

The 7th annual Management Seminar for businessmen is set for January 26-27. Speaking Friday evening will be Dr. Morris Massey of the University of Colorado. On Saturday, the sessions will be conducted by Dr. Laurence Peter, educator, and author.

Highlighting the second semester for the American Studies students will be a tour of Washington D.C. and the surrounding area. The group will visit governmental agencies and points of historic interest March 23-April 1.

The students began the year by attending the positive Mental Attitude Rally in Little Rock. In September, they heard Dr. C. L. Ganus, president of Harding, relate experiences from his trip to Red China and Stephen Shapiro of Morality in Media, New York speak on "Morality in the American News Media."

The American Studies Program at Harding offers students and the public an opportunity to hear outstanding citizens of our time in areas of economics, politics and history. The program encompasses those outside the college population with such special programs at the Management Seminar and the Youth Citizenship Seminar for high school student leaders. In recent years, audiences have heard of contemporary problems and situations from such notables as Gen. Moshe Dayan, Howard K. Smith, Paul Harvey, British parliament leader J. Enoch Powell, economist Milton J. Friedman, Gen. Daniel "Chappie" James, Gen. William Westmoreland, White House correspondent Robert Pierpoint and Senator Sam Ervin.

"Educating people in areas which comprise our American heritage and which will be vital to the America of tomorrow is a primary objective of our program at Harding," said American Studies director Bill Cox. "By keeping aware of the current happenings in America and other countries of the world, we will, hopefully, learn valuable lessons for tomorrow."

For more information on the American Studies Program, write Box 774, Harding College, Searcy, Arkansas 72143. □



After presenting the Economics Team with a trio of medals from the Freedoms Foundation, Congressman Philip Crane of Illinois (third from right) joins the winners for a photo session. Crane was on campus last spring for the American Studies Lecture Series. The team, which earned second place at the national finals of the Free Enterprise Intercollegiate Competition in August, consists of (from left) Ted Thompson of Norfolk, Va.; Daniel Holt of Effingham, Ill.; Jake Jensen of Milwaukee, Wis.; Dr. Don Diffine, sponsor; Marsha Bender of Dallas and Doug Sanders of Antioch, Tenn.

PRIVATE ENTERPRISE

*The power to choose the work we do,
To grow and have the larger view,
To know and feel that we are free,
To stand erect, not bow the knee.
To be no chattel of the state,
To be the master of our fate,
To dare, to risk, to lose, to win,
To make our own career begin.
To serve the world in our own way,
To gain in wisdom, day by day.
With hope and zest, to climb, to rise,
This is what we call private enterprise.*

—Edgar Albert Guest

Economics Team Earns National Recognition

The Harding Economics Team was awarded the \$3,000 second place prize at the national finals of the Free Enterprise Intercollegiate Competition conducted August 27-30 in Dallas, Texas.

The Harding team, winners of the Southwest Regional Free Enterprise Competition for the past three years, placed second to Robert Morris Business College of Pittsburgh, Pa., in the year-long competition.

"This firmly establishes us as one of the premier organizations in the country that is effectively promoting economic enlightenment, and we plan to keep at it," said Dr. Don Diffine, associate professor of economics and sponsor of the winning team.

Co-sponsored by National Leadership Methods of Austin, Texas and Southwestern Life Insurance Company of Dallas, the competition began in the fall of 1977 with 160 colleges and universities participating.

Other regional winners competing in the national contest included the University of Southwestern Louisiana, Milligan College in Tennessee, Missouri Southern State College, Monroe County Community College in Michigan, St. John's University in New York and Miami University in Ohio.

Project goals for the competition were to offer solutions to problems confronting the American economic system. Participating institutions were challenged through formal intercollegiate competition to design and implement free enterprise programs for their campus and community.

Entitled "Free Enterprise: Let's Keep It in Business," the Harding entry included a report with a 200-page annotated supplement that elaborated a variety of 80 programs which had been presented before civic, professional and educational groups in the Mid-South.

One major project conducted by the team was the

updating and revision of the Searcy Chamber of Commerce's 1964 publication *Locating in Searcy, Arkansas — Facts on Business and Industry*. Diffine's college economics classes aided in the project. For their work, the state Chamber of Commerce presented the team and the city of Searcy with the "Award for Excellence in Community Development."

"A large number of students were involved and actually doing something about private enterprise publication," said Diffine. "The assignment was not only a relevant and practical experience for the students but also a help to the city of Searcy because it provided a current and complete source of city information."

Members of the team were Doug Sanders of Antioch, Tenn.; Marsha Bender of Dallas; Daniel Holt of Effingham, Ill.; Ted Thompson of Norfolk, Va. and Jake Jensen of Milwaukee, Wis.

The students voluntarily staffed the Center for Private Enterprise Education on the Harding campus. The center is a library of private enterprise literature and audio visual materials which promote economic enlightenment.

Among the Center's activities is the production of a quarterly newsletter called the "Entrepreneur" which contains private enterprise oriented articles by industry and academic experts.

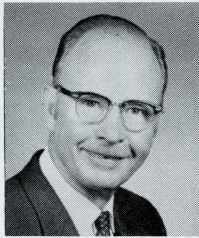
Other programs include free market books, pamphlets and films; a speaker's bureau for civic, educational and professional audiences; an E.Q. (economics quotient) quiz; armchair economist and economic enlightenment certificates; news articles and editorials, radio broadcasts and spot announcements; and a free market economics course for college credit.

A new team will begin the 1978-79 free enterprise competition on September 28. □

news, notes

FORMER PUBLICITY HEAD DIES IN SEARCY HOME

Russell L. Simmons, 72 retired director of publicity and publications, died at his home August 20 after a short illness.



Russell Simmons

A native of Florida, Simmons came to Harding in 1955 to direct the public relations office from Cleveland, Ohio, where he had worked 26 years with the *Cleveland Press* in the field of promotion and research.

Simmons was a man of many talents and interests. A true Christian gentleman, he loved people, especially young people, and he had tremendous faith in them. He worked closely with the students, particularly in music groups when he recorded and duplicated the weekly "Hymns from Harding" program by the A Cappella Chorus. The students dubbed him "Uncle Russ," a title that stuck through the years.

He was a poet, an artist, a bird-watcher, a photographer, a gardener; he had a quick wit and a notorious flair as a pun artist; he was a genuine friend. His faith was an example that will sustain his family and friends.

Survivors include his wife, Myrtle Williams Simmons, with whom he celebrated 51 years of marriage in July; two sons, Ernest Simmons of Phoenix and Kenneth Simmons of Searcy; a daughter, Ruth (Mrs. Bob) Glover of Corpus Christi, Texas and seven grandchildren.

Memorial services were held at the Heritage Auditorium August 22 with

President C. L. Ganus, Virgil Lawyer, Erle T. Moore, T. A. Formby, George S. Benson, J. E. Pryor and Kenneth Davis Jr. participating. His body was cremated.

The family has requested that memorials be made to the Harding Scholarship Fund.

PREPARATIONS FINALIZED FOR BIBLE LECTURESHIP

Final preparations are being made for the 55th Annual Bible Lectureship which opens Tuesday, October 17, with Wendell Winkler speaking on "How Great Thou Art" in the College Church of Christ Auditorium at 7:30 p.m.

The lectureship, which concludes Saturday, October 21, will include theme lectures by Prentice Meador, Eugene Lawton, and Cline Paden.

Fourteen classes will be conducted during the four days of the lectureship, including special ones for the women and on youth worship. The day sessions will be held in various locations on the college campus.

Chapel speakers will include Mike Ireland and Ted Kell.

Saturday of the lectureship will be "Family Day" with activities planned to include the whole family. It will be highlighted by the annual free barbecue in the college's cafeterias from 11 a.m. to 1 p.m. and an Arkansas Intercollegiate Conference football game between Henderson State University and Harding at 2 p.m. The "Time of Day" and "Belles and Beaux" singing groups will also provide entertainment.

COMMITTEE TO CONSIDER UNIVERSITY NAME CHANGE

A special committee to investigate and study the educational and administrative implications of changing the name of Harding College to Harding University has been appointed by President Clifton L. Ganus.

Representing a cross section of the College constituency, the committee

includes alumni, students, board members, faculty and staff, members of the Associated Women for Harding and the Development Council.

The committee will be headed by Dr. Jimmy Carr, assistant to the President. Other committee members and the area they represent include: Richard Burt D.D.S., Harold Cogburn, M.D. and James Cone (trustees); Dr. Don Brown, James Lamb D.D.S. and L. Elray Wilson (development council); Annie Mae Alston, Sam Yeager, Dr. F. W. Mattox (alumni); Nancy Walker, Sara Jouett and Jane Mitchell (AWH); Dr. Gary Elliott, Nancy Leslie, and Dr. Joe Pryor (faculty); Ross Cochran, Curtis Dupriest and Judy Garner (students); and Virgil Beckett, Edwina Pace, and Pat Young (staff).

The committee solicits the opinions of interested friends and alumni concerning a possible name change of the school. The group will meet in October to review the responses.

\$1000 DONORS TO RECEIVE PETIT JEAN YEARBOOKS

With a contribution of \$1,000 or more, donors to Harding will now receive a copy of the college's current edition of the *Petit Jean* yearbook as a token of appreciation.

The book has received the All-American rating in Associated Collegiate Press judging for the past 18 years. It is a historical account of the year at Harding.

The school will continue to distribute commemorative plates for donations of \$100 or more.

Each year a different campus scene is chosen for inclusion in the set. Many friends and alumni have begun collecting these plates and proudly displaying them in their homes.

As long as the supply lasts, plates from the eight previous years that the plates have been offered may be obtained by sending your contribution and designating which plate you would like to receive.

**ACTIVITIES ANNOUNCED
FOR HOMECOMING WEEK**

A week of activity will precede Harding's 1978 Homecoming Day, November 4.

The Musical

The Lerner and Loewe musical, "Brigadoon," will be staged November 1-4. Set in the Highlands of Scotland, the story tells of two young men on a hunting trip who happen upon an uncharted mysterious city called Brigadoon.

Principal characters include Chris Dell of Freeport, Ill.; Mollie Cox of Newnan, Ga.; Vicki Durrington of Wichita, Kan.; Bob Perkins of Rochester, N.Y.; Kevin Ubelein of Hampton, Va.; Rhonda Cash of Columbus, Miss.; Chris Davis of Searcy; Shannon Hawkins of DeSoto, Mo.; Richard Medling of Millward, W.V.; Tim Sutton of Baytown, Texas; Michelle Mitchell of Agoura, Calif.; Rick Hackman of Colorado Springs, Colo.; Lee Miller of Kearney, Neb. and Mike Foster of Atlanta, Ga. Charles Parker, instructor in speech, is director for the production.

The play will begin at 8:15 nightly. Tickets are \$3 each.

Friday's Events

On Friday, an all school chili supper will be held and also the Black and Gold banquet. A minimal amount will be charged for the supper (place to be announced) and the banquet in the Heritage Cafeteria will cost \$4 a plate.

The Big Day

More than 2,000 alumni and friends are expected on campus for Homecoming festivities. The day will begin with a complimentary continental breakfast for alumni, 7:30-9 a.m. in the Hammon Student Center. Alumni chapel will follow at 9:30 a.m. in the American Heritage Auditorium. Social clubs, organizations and classes will hold reunions throughout the day. Reunions are slated for the classes of

Homecoming '78

November 1-4

	Number of Tickets	Amount
The Musical	_____	at \$3 each \$ _____
"Brigadoon"		
Nov. 1-4, 8:15 p.m.		
Main Aud., \$3		
The Black and Gold Banquet	_____	at \$4 each \$ _____
Nov. 3, 5:30 p.m.		
Charles White Cafeteria, \$4		
The Football Game		
Harding vs. Southern Ark.		
Nov. 4, 1:40 p.m.		
Alumni Field		
Students \$2	_____	at \$2 each \$ _____
Adults \$3	_____	at \$3 each \$ _____
Reserved \$1 extra	_____	at \$1 each \$ _____
The Variety Show		
Blackout '78		
Nov. 4		
Rhodes Field House		
First Show, 6:30 p.m., 50c	_____	at 50c each \$ _____
Second Show, 8:30 p.m.,	_____	at 50c each \$ _____
Total _____		\$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Send to: Homecoming, Dr. James Carr, Box 1224, Harding College,
Searcy, Ark. 72143

'28, '33, '38, '43, '48, '58, '63, '68, and '73. The class of '53 will be the honor class.

The Homecoming parade will highlight the morning at 11 a.m. and at 2 p.m., the Bisons will meet Southern Arkansas University in the Homecoming classic at Alumni Field. Pregame activities are scheduled to begin at 1:40 p.m. and at halftime, a queen will be crowned and her Homecoming court presented. Game tickets are \$3 for

reserved seats or \$2 general admission for students without I.D. Adult prices are \$4 for reserved seats or \$3 for general admission.

The variety show, "Blackout '78," will be presented at 6:30 p.m. and again at 8:30 p.m. at Rhodes Memorial Field House. Cost is \$.50.

All ticket requests should be sent to Dr. James Carr, Box 1224, Harding College, Searcy, Arkansas 72143. Please see the ticket coupon on this page.

Calendar of Events

- Football, Knoxville College
at Knoxville, Tenn., 7:30 p.m. — Sept. 30
- Pledge Week — Oct. 3-6
- Football, Arkansas Tech.
Univ. at Russellville, 7:30 p.m. — Oct. 7
- Red Cross Blood Draw — Oct. 10-12
- American Studies Lectures
Maj. Gen. John Singlaub — Oct. 10
- 55th Annual Bible Lectureship — Oct. 17-20
- "Cometogogether" Family Day — Oct. 21
- Football, Henderson
State Univ. at Searcy, 2 p.m. — Oct. 21
- American Studies Lectures — Dr. Bell Wiley,
Civil War historian — Oct. 26
- Football, U of A
Monticello at Monticello, 7:30 p.m. — Oct. 28
- Fall Musical Production, "Brigadoon" — Nov. 1-4
- Football, Homecoming,
Southern Ark. Univ., 2 p.m. — Nov. 4
- American Studies Lectures,
Robert Bleiberg, editor of Barron's magazine — Nov. 7
- Prayer Enrichment Seminar — Nov. 10-11
- Football, Ouachita Baptist
Univ. at Arkadelphia, 2 p.m. — Nov. 11
- Lyceum, Jamz Dutton Band — Nov. 14
- American Studies
dinner meeting, Stanley Scott, CPA — Nov. 16
- Football, Univ. of Central
Ark. at Searcy, 7:30 p.m. — Nov. 18
- Thanksgiving Recess — Nov. 22-27
- American Studies dinner meeting,
F. D. Covey, Mitchell Energy Corp. — Nov. 30
- American Studies Lectures,
Dr. George Roche, president of Hillsdale College — Dec. 5
- Final Exams — Dec. 9-14
- Graduation — Dec. 15
- Christmas Recess — Dec. 15-Jan. 8