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HARDING
UNIVERSITY

(2) Harding College



A COLLEGE with a PURPOSE

A NEW ROLE FOR HIGHER EDUCATION



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"THERE IS NO GENUINE EDUCATION without some connection with the religion of the Bible. . . . That religious instruction must be in an institution whose very atmosphere is pervaded with the spirit of Christianity and whose teachers believe the Bible and practice its precepts."

—Batsell Baxter, 1919.



Dr. George S. Benson

A Message from

**HARDING'S
PRESIDENT**

Friends of Harding College:

We exist in a world of confusion today, with many people apparently unable to meet problems that seem increasingly complex. Yet, we believe at Harding College that there are courageous answers to the myriad challenges that face higher education.

To be just another college is not enough for this institution. Many of you know and love Harding College because it is infinitely more than other schools.

We have a simple approach, even though it may not be widely used. That explains why our program is sometimes referred to as unique or unusual.

At Harding College we do our best to make life purposeful and practical. With young people who have goals, life is not terrifying and barren.

When youth thus faces today's challenges, bearing in mind the promises of Christ and striving earnestly to do His will, then will the world be served best and the purposes of man become clear. Christian character is the proper foundation for intellectual progress. Upon this educational philosophy we propose to continue building a greater and greater Harding.

Geo. S. Benson
President.



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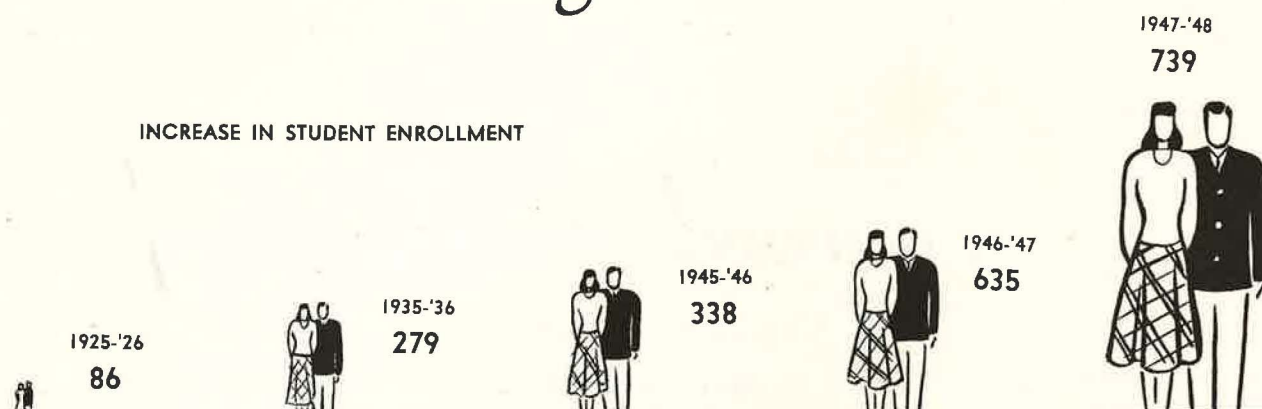
Foreword

In these pages the story of Harding College is presented: its past, present, and future. It is a good story. The past has seen triumphs over obstacles that would have closed the doors of a less vigorous institution. The present echoes a history of unique service to Christian youth, who in their turn continue to serve their Creator. As to the future, you will be told the story of what Harding may do—with your help and your interest.



How Harding Grew

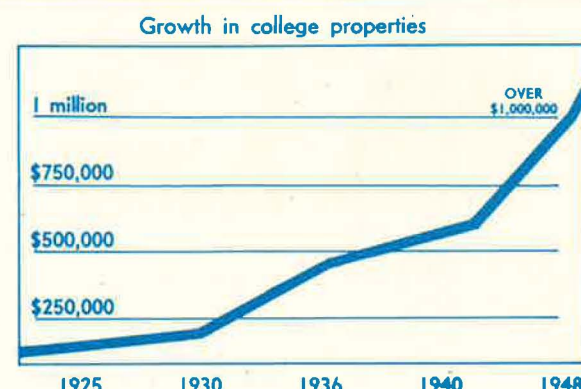
INCREASE IN STUDENT ENROLLMENT



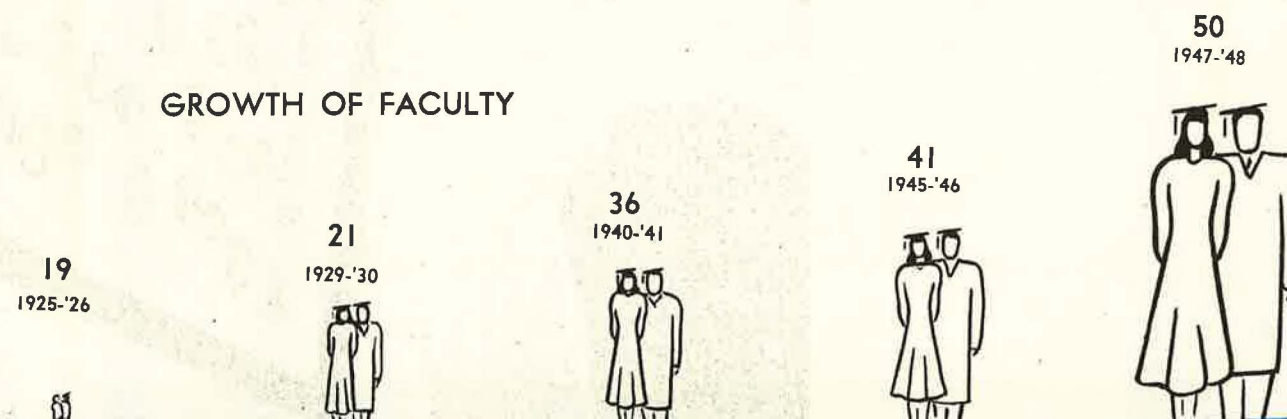
A college may grow under the impact of purpose. That explains what has happened at Harding College. From very meager beginnings the institution has grown steadily into an effective and vigorous institution. Through nearly 25 years of development, the college has not lost sight of the hopes held by its founders. They envisioned a four-year college offering high standards of academic work, but they wanted it to be a college that would teach students how to live rather than simply how to make a living.

Because of Harding's steady growth, many changes during the years have altered the exterior of the institution. Some of its oldest and dearest teachers and administrators have passed on. But the soundness of purpose remains: to give students an education of high quality which will lead to an understanding of living and a philosophy of life consistent with Christian ideals.

This is the solid foundation upon which Harding has built. It will continue to grow, as it helps students who enter its gates to build happy and useful lives.



GROWTH OF FACULTY



Clifton L. Ganus, Sr.,
President, Board of Trustees

Harding College Has A Duty

This Christian college feels deeply the responsibilities of our time. Insofar as an institution can do so, Harding College recognizes the duty that falls upon all of us. That duty is to be Christian through and through.

The key to the almost spectacular success of this small but unique liberal arts college lies in the fact that it sees a duty, then sets about to do full service to that duty. That is why genuine Christian character is the trade-mark borne by its products.



What Harding Means Today

It is the ultimate purpose of Harding College to lead each student to develop, not merely the intellect, but the kind of character whose influence, great or small, will add to the upward trend of civilization.

This means that he will come to love the ideals of truth and justice; to accept responsibility; and to cultivate self-control. But at the heart of the long struggle of man for mastery of themselves and of their world has always been the power of a faith that triumphs over weakness.

More than all else this faith is responsible for the vision which has given the world its highest development, both material and spiritual. No one can understand our civilization without knowing this power, which has shaped its thinking and its ideals, and which has been the strength of its great leaders. Its great source lies in the teaching of the Christ.

Dean L. C. Sears

WHAT IS

THIS COLLEGE?

A COLLEGE

A modern small college is many-sided in its organization and educational procedures. To help you understand Harding College, your attention is directed on the next four pages to these significant groups:

1. Its students,
2. Its alumni, and
3. Its faculty.



Many students preach in nearby communities on Sundays.



Biology students come to know the vast world about them.



Everybody sings at Harding, with great hymns a specialty.



"Practice teaching" is a part of training for teachers.

THESE YOUNG PEOPLE are the chief asset of Harding College. They come from the finest Christian homes in the land, and the ambition and purpose they bring with them when they enter the college gates is continual inspiration to the faculty and administration. Harding students are earnestly seeking the best this college can give them.

College life is super-mixture of work and play. There are plenty of facilities for both at Harding. A college exists to train intellect, but it must see that a good mind is coordinated with sound body. Yet, there is no substitute for spiritual values. A well-rounded college program does not neglect the training of Christian character. In a recent survey of alumni, the "most helpful factors" experienced by Harding graduates were said to be "Bible study and religious activities," with "spiritual atmosphere" and "Christianity of teachers" ranking next.

Among popular fields for majors are Bible, Biology, Business, Chemistry, Education, English, History, Home Economics, Music, Physical Education and Social Science. Degrees are offered in Music, and in Arts, and in Sciences. These courses lead to nearly every profession and vocation. Harding has a surprisingly varied curriculum.

Graduates go from Harding to the best colleges and universities for graduate work and research, and they make good records there. They do well in business and public life.

Good work habits and leadership qualities, when developed in youth, are carried on in later life. Because of their quality of character, self-reliance, and excellent training, Harding graduates are always in demand. They make good citizens and good Christians.

Petit Jean State Park is a favorite spot for outings.

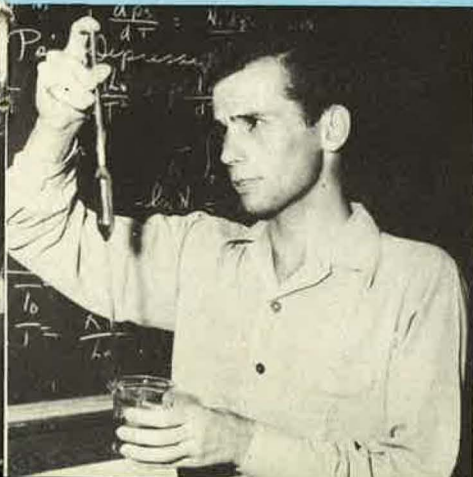
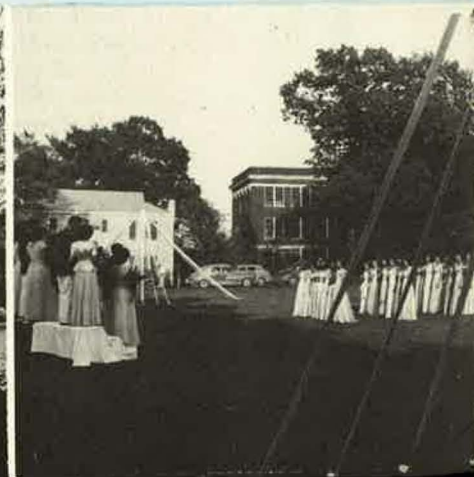
Members of an art class are sketching a campus scene.

Harding's annual May Day fete is traditional in campus life.

Chemistry offers challenges to discover the unknown.

Journalistic activities help to develop student talents.

Music offers appreciation for rich backgrounds of culture.



THE ALUMNI SPEAK

Comments on the value of their Harding education, from a recent questionnaire:

"Without it I could never have attained the place in the community that I now enjoy."—*Principal, junior high school.*

"I think the 'character' element gave me 'guts' to stay when the going got tough! The Christian training I received has built my business."—*Businessman.*

"Harding has meant very much to me in helping me have a happy Christian home and family."—*Housewife.*

"All the good I feel I will ever accomplish I owe to my training and experiences in college."—*Minister.*

"A better knowledge of what is expected of me by my God and my fellow man helped me to be a better worker."—*Accountant-office manager.*

"The fact that I had to work my way financially proved most helpful."—*High school teacher.*

"I received at Harding College the spiritual atmosphere lacking so sadly in larger universities and colleges."—*Graduate student.*

"It helps me to get more out of life. . . . Harding is a wonderful place to prepare for marriage and home-making."—*Housewife.*

"Helped me to know how to deal with people, to respect other views and has given me a knowledge of important things so that I can adjust myself to different situations."—*Missionary to Japan.*

"I learned the meaning of Christianity—sacrifice, service, consideration of others, and industry."—*College department head.*

"It has given me a greater sense of responsibility and increased my ability."—*Secretary.*

"Found the best wife in the world there."—*Minister.*

"Training at Harding is helping to keep my thinking straight and my feet on the ground."—*Teacher.*

A Faculty That Serves

A faculty makes a college. And in an institution like Harding College, this means a group of Christian men and women devoted to the cause for which they labor. They are men and women who have spent years of training in their chosen subject-matter fields. Their academic attainments have been recorded in the best universities in the land.

But no matter how high their honors and degrees, or how deep their knowledge of their chosen fields, they are dedicated to the task which the whole institution has before it—that of training young men and women according to the highest ideals man can know. To this faculty, success is not a full measure of achievement in life unless that life is based upon the ideals that Christ exemplified.

Today younger faculty members are serving in the tradition of those famous Christian teachers who labored through the years and preceded them. Faculty members work diligently to make Harding College always a better and more effective instrument for molding Christian character.

Harding is proud to have an experienced faculty that understands the problems of young people. This faculty is anxious to serve each student in a personal and individual way.



(Above) Miss Zelma Bell, Dean of Women, chats with Clifton Ganus, Professor of Social Science. Both are Harding graduates who have had additional training elsewhere.



(Right) Dean L. C. Sears, at desk, advises students in selection of their courses and helps them solve their academic problems.



(Above, right) Dr. James D. Bales, Head of the Bible Department, is shown working on a manuscript in his library.



(Below) Dr. F. W. Mattox, left, Dean of Men and Admissions Director, is here counselling a student from India. His part-time secretary is a sophomore student.



(Above) Dr. Jack Wood Sears, right, Head of the Biology Department, examines the department's white rats, assisted by a student laboratory instructor.

Financing a College . . .

No college student ever pays all the costs involved in his educational experience. Current payments on resident students at Harding College total little more than \$500 per year including board and room. Many have expressed amazement that Harding is able to keep expenses this low.

But these costs do not at all reimburse the college for expenses incurred in behalf of the student. Higher education today is an expensive endeavor at best. The reason Harding College has traditionally done an outstanding job, with little in the way of endowments and gifts to back her effort, is this: both faculty and students of the institution have been willing to work and to sacrifice to achieve the purposes for which the college exists.



THE WILL TO WORK

(Above) Several students have worked their way by milking the college dairy herd.



(Left) Student construction crews do skilled work under supervision of the college engineer.



President Benson flies to keep speaking engagements when time is short.



Professor Jess Rhodes, student work coordinator, advises two campus workers.

Working students "pitch in" whenever a job has to be done. These buildings are for married veterans.

The college has productive farming enterprises which supply much food to the school dining hall.



(Right) Many students work part of their expenses in the college kitchen and dining hall, where meals are served at cost.



The FOUNDATION Is LAID...

For nearly 25 years Harding College has been serving Christian youth from states throughout the nation. Earlier than that, however, the idea of Christian education was being developed in kindred schools. Slowly but positively, the philosophy crystallized that liberal arts education should be carried on in an atmosphere of the finest possible Christian living. To be most effective the best education, and certainly education on the college level, must be conducted in an atmosphere conducive to spiritual development.

This new philosophy placed emphasis upon character building and study of the Bible. The idea is that no matter how well educated the intellect may be, a life is ill-balanced unless it is Christ-

centered. That is why every student at Harding College studies the Bible daily.

There has been sufficient time to test this new educational concept, and it has been found eminently practicable and effective. More than one generation has testified to the achievements of Harding College graduates and to the active Christian service they are known to give.

To properly implement this concept, Harding College has found increasing need for buildings and equipment. Through the past 25 years, at many times the college has had desperate financial need. Yet the zeal of the faculty and staff, and their determination to giving meaning to the concept of real Christian education, carried the institution through

distressing years. At the same time, facilities have been improved tremendously. Faculty salaries have been increased and income sources for the college have been developed.

While the campus plant now occupied is inadequate for the educational job being undertaken by the college, the basic facilities are substantial. Several permanent buildings, one of which is a fire-proof dormitory for women, form a pattern around which additional structures may be placed.

The foundation for this "College With a Purpose" is well laid. Investment in buildings and additional facilities will pay excellent dividends in Christian education for years to come.

BUILDING NEEDS AT HARDING

Library Building \$ 150,000

Steel stacks planned to hold 100,000 volumes eventually. 4 Seminar rooms. 34 Research carrels. Bindery. Class rooms on top floor for Departments of Speech and Religious Education, with radio broadcasting studio and small auditorium.

Student Center 100,000

Facilities for lounging and recreation, snack bar, post office, book store, supply store, student publications, counseling center, alumni office. Will also house Department of Music on the third floor.

Auditorium and Administration Building 400,000

Will complete one unit of buildings together with Library and Student Center. Bowl-shaped Auditorium to seat 1,200 on one floor.

Gymnasium 150,000

With virtually 100 per cent student participation in voluntary intramural athletics program, an adequate gymnasium is a necessity for indoor games and practice. New gymnasium will provide 3 basketball courts and facilities for all indoor games, lockers for student body, seating for 750 spectators, lecture rooms for physical education classes.

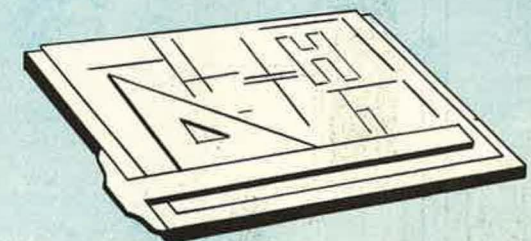
Girls' Dormitory 350,000

Replacement for present non-fireproof building to be condemned and razed. Will accommodate about 170 girls.

Boys' Dormitory 350,000

Replacement for Army camp hutments now being used for emergency housing. Will accommodate approximately 200 students.

TOTAL CAMPAIGN GOAL \$1,500,000



The present Administration Building is a three-story brick and concrete structure. It contains most of the classrooms, laboratories, and offices.



Pattie Cobb Hall is modern, fireproof. It houses 100 girls and provides a spacious dining hall and kitchen facilities on the first floor.



Godden Hall, an old but all-purpose building, contains library, auditorium, music studios, high school department. It will be pulled down when new structures are built.

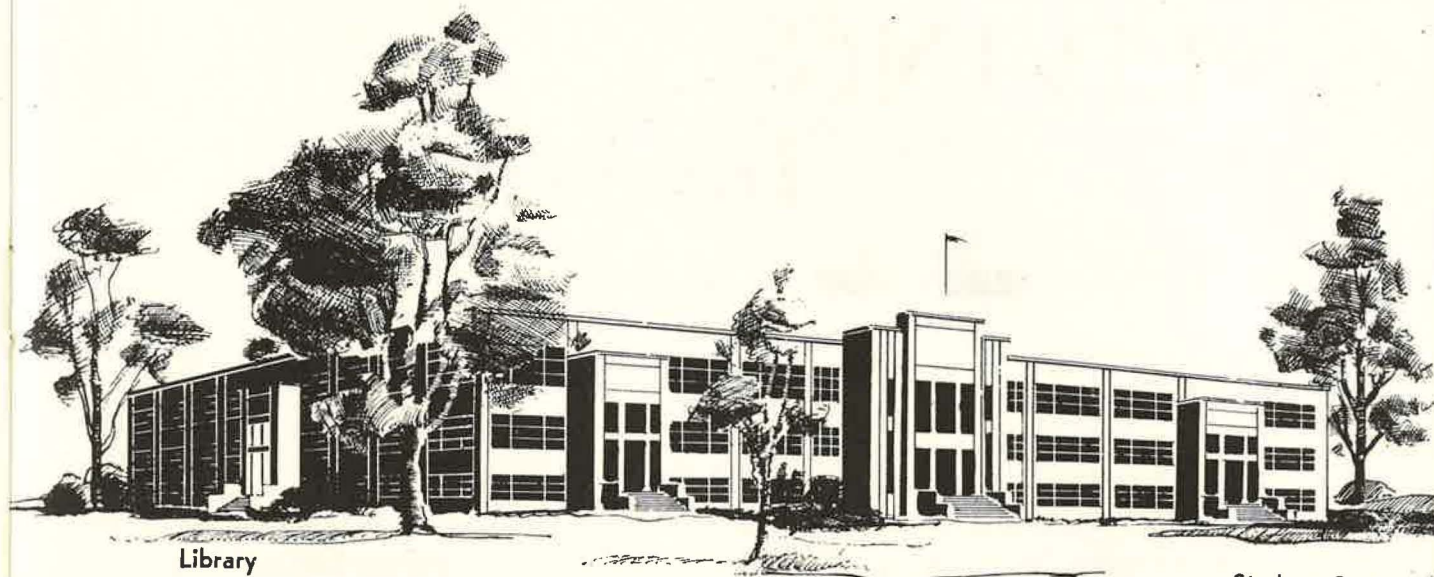
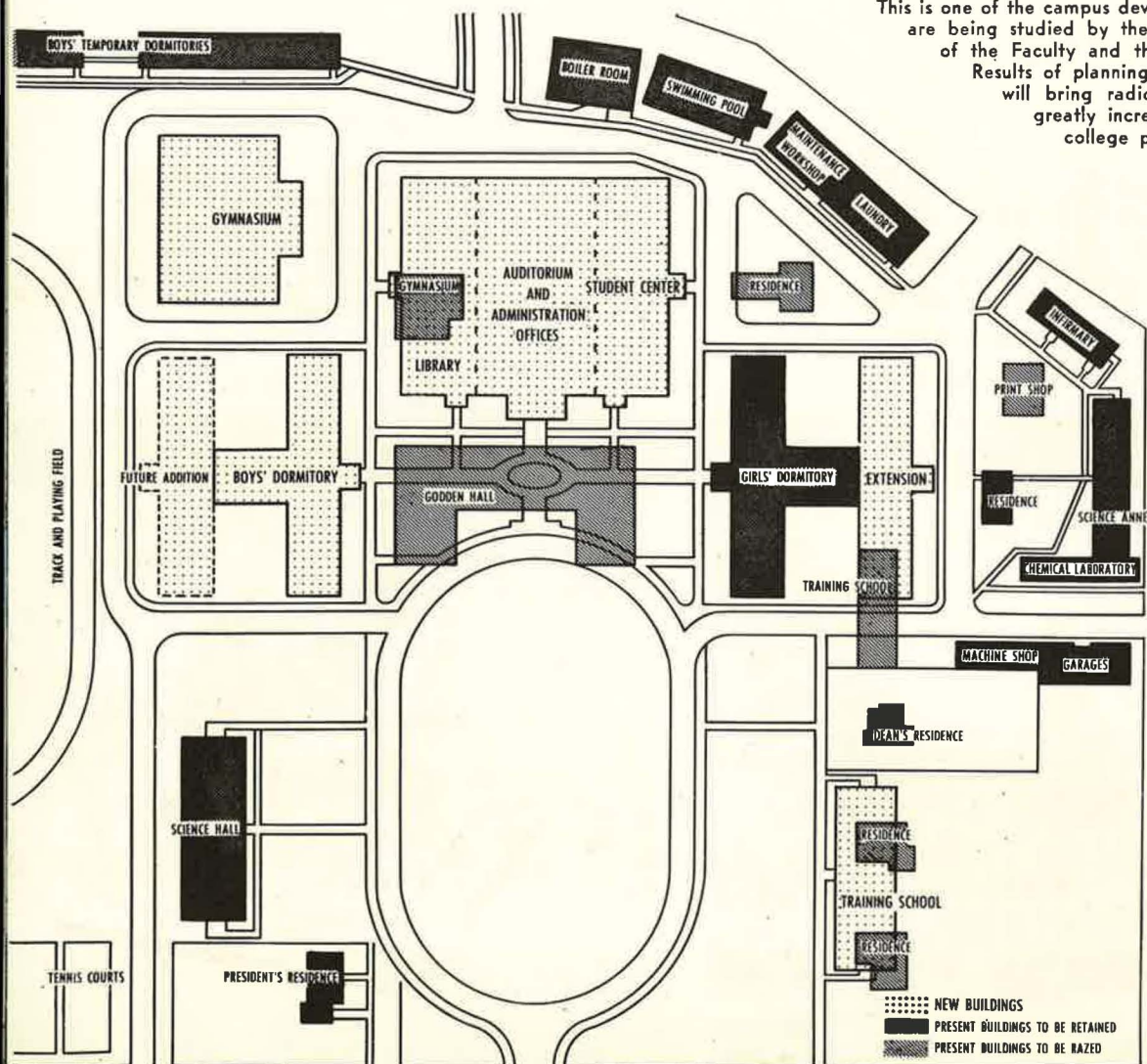


Helping Harding Build

On these pages you will see results of studies of faculty committees and of engineers on campus planning at Harding College. These proposed buildings are neither elaborate nor fancy. They are, however, substantial, comfortable, adequate. They will replace certain structures that are considered entirely inadequate for the needs of the college, buildings that will be demolished to make room for a new campus arrangement.

To meet Harding's needs a \$1,500,000 Building Fund has been set up as an immediate and urgent objective. Because most of the engineering and construction supervision will be done economically by staff members of the college, studies indicate that seven major building needs may be completed within the scope of this Building Fund. The structures will be completed as rapidly as conditions in the building industry will permit.

This is one of the campus development layouts that are being studied by the building committees of the Faculty and the Board of Trustees. Results of planning for the new campus will bring radical changes, but will greatly increase efficiency of the college plant.



Library

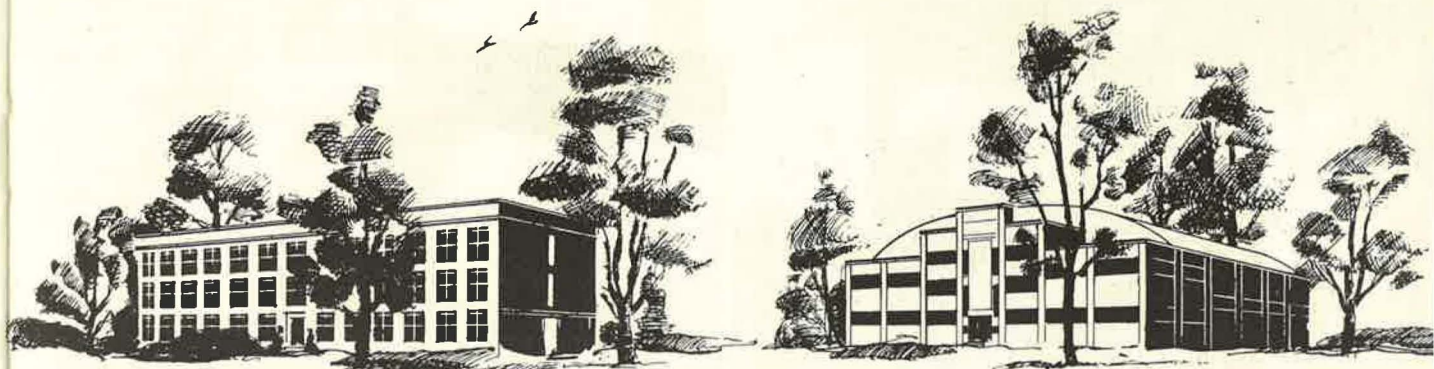
Auditorium and Administration Building

Student Center



Girls' Dormitory

Boys' Dormitory



Training School

Gymnasium

LIVING Investments

THERE is hardly an investment opportunity that holds forth rewards more satisfying than does a gift to Harding College. There is great satisfaction in knowing that money you have given will be used in full measure toward the education of Christian youth. This is a reward that finds great appeal in the hearts of unselfish Christians everywhere.

No mere monument of stone or brick, nor even an inscription tablet, can measure the usefulness and service which is the part of even modest gifts to Harding College. No matter how small your investment, you may be sure that every cent will be used in ways that will bring you dividends now and in years that follow.

These, like many others, have learned the virtues of hard work, how to assume responsibility, how to be good stewards.



Students like these have vision and real purpose in life. They will labor steadfastly to serve best and to give most.



Afterword

The future of Harding College is largely what you make it to be. If the purposes and goals are sound, then the success achieved will depend upon how well you implement these objectives. With your interest and participation, Harding College looks to the future with confidence.

Handwritten blue flourish or signature.

