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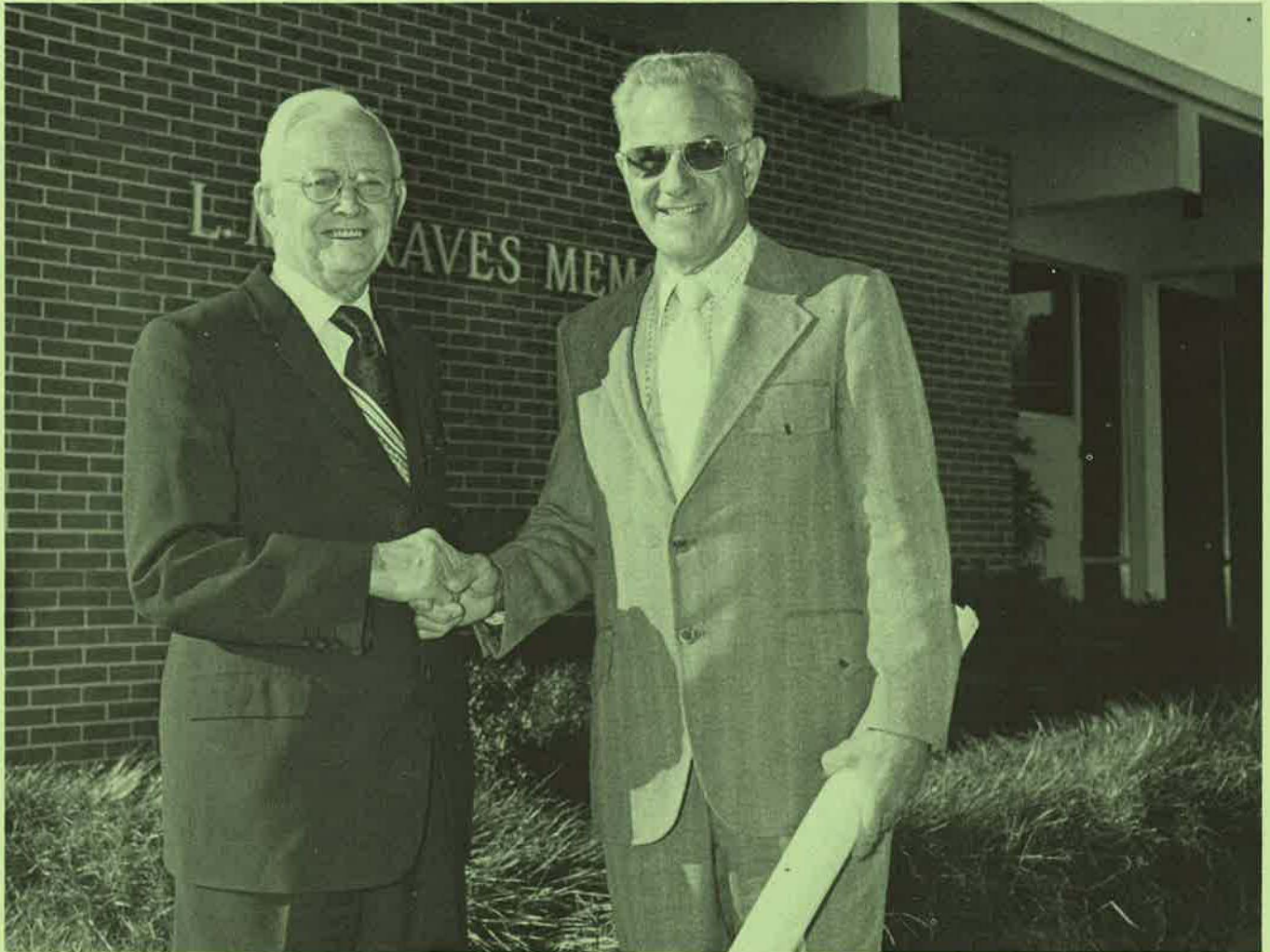
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# Harding College BULLETIN

Vol. 49 December, 1973 No. 6

## Harbin-Ezell Challenge Surpassed by Trustees

Responding to a challenge by J. C. Harbin of Memphis and Houston Ezell of Nashville, Harding's Board of Trustees has made a pledge of \$1.2 million in Phase III of the Decade of Development.

The board's contribution represents the largest pledge of the group in the college's history. Dr. Richard E. Burt, chairman of the board, made the announcement of the pledge after the November 2 meeting of the Trustees.

Harbin, a well-known Memphis businessman and a long-time supporter of the college, is involved in several business enterprises in the Whitehaven area of Memphis. Ezell is a Nashville contractor and a member of Harding's Board of Trustees. He is chairman of the Board's development committee.

In a July 14 letter to the board Harbin and Ezell made one of the most significant challenges ever presented to the college. Excerpts from the letter reveal their motivation and the magnitude of their generosity.

*"As individuals vitally interested in maintaining, preserving, and advancing Christian education at Harding, we believe in the goals and aspirations expressed in Phase III of the Decade*



[Cont'd on page 2]

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## Challenge Met . . .

[Cont'd from page 1]

of Development. Furthermore, we believe in the Trustees, Administration, and Faculty of Harding and the values that they represent. While other schools have defaulted, for the past fifty years Harding has continued to speak with a strong, clear, and undistorted voice for these values.

"Since the next fifty years may be even more crucial and since educational institutions throughout this nation are in grave danger and many have declined in influence, we believe that it is imperative that the clear, strong voice of Harding speak even more powerfully during the next fifty years. To assure the continuation of the Harding influence, we do hereby agree to contribute to Harding property with a total fair market value of \$1,000,000.

"This agreement is contingent upon the Board of Trustees pledging by December 31, 1973, to give \$1,000,000; furthermore, it is contingent upon the President's Development Council pledging by December 31, 1974, to give \$1,000,000. Pledges included are to be payable over a period not exceeding five years. The need for advancing the values emphasized at Harding cannot be overstated.

"We would like this proposal to be submitted to the Trustees and Development Council no later than the next meeting of each group and would like to be advised as to the intent of each group after their respective meetings. If the challenges are accepted, we would like to know the pledge results of each



Dr. Billy Ray Cox, Houston Ezell and J. C. Harbin look over expansion plans.

group by the end of 1973 and 1974, respectively."

At the fall meeting the challenge was presented to the 25-member board. The challenge was unanimously accepted and 20 days later Burt announced that the goal had been surpassed by more than \$200,000.

During the general meeting of the Development Council September 15, the Harbin-Ezell challenge was presented to a record number of members present for the meeting. The council unanimously accepted the challenge and \$140,000 of the \$1 million goal was pledged during the meeting.

Commenting on the board's response and encouraging the council to meet the second half of the challenge Burt said, "This response is indicative of our appreciation for the Harding heritage, our trust and faith in the future and the

maximizing of effort to support these convictions.

"We hope this 100 per cent participation is an honorable example for all who believe in Harding and love the values for which she stands. I want to point out that the financial abilities of this Board follow a cross section of the Harding constituency: some have more; others, less. But, all are maximizing their efforts and that is the real example.

"The real thrust is our individual determination to uphold our convictions and express our faith by all exhibiting a 'Maximum Effort.' To this end our desires are clear; the occasion is here."

The Harbin-Ezell Challenge is the second challenge presented to launch Harding into its second half-century of service. Earlier, the Mabee Foundation agreed to provide a \$500,000 grant conditioned on Harding's alumni providing \$1,000,000 to be paid by the end of 1978. Plans are now being made to contact both Development Council members and alumni to assure the successful meeting of the challenges.

Phase III of the Decade of Development is the most ambitious part of the overall campus development program. It will provide a new auditorium, a new gymnasium, a new Bible building, a new dormitory, new married student apartments, and the rehabilitation of the old science building.

In predicting the successful meeting of the challenges, Vice-President Bill R. Cox said, "The challenges afford many the opportunity to share personally in the effort to preserve and enlarge Harding's ability to advance changeless Christian values in her second half-century of service. The road to success will be hard, but the very endeavor will be fulfilling. No amount of time, energy, or money is too much to ask to assure Harding's future and the values she represents. No one can or should settle for anything less than a future of excellence in Christian education at Harding."

## 1973 Petit Jean Receives All-American Accolade

The 1973 *Petit Jean* has received an All-American rating by the Associated Collegiate Press, the 14th consecutive such award for the Harding publication. Mrs. Jan Brewer, 1973 editor who now resides in Brownsville, Tennessee, accepted the trophy at the annual fall conference of the Arkansas College Publications Association held on the Harding Campus.

Dr. Joseph E. Pryor, faculty adviser for the yearbook, credited the efficiency of organization by Mrs. Brewer and the cooperation of the student body in making the award possible. "There was a tremendous showing of responsibility on the part of the staff and student body last year, and the results showed a high degree of excellence," Dr. Pryor said.

Kenneth Kendall-Ball of Bulawayo, Rhodesia, is editor of the 1974 volume now being assembled. Miss Jana Smith of Vernon, Texas, serves as business manager. Elected to serve as editor and business manager of the 1975 volume are Miss Dianne Garner of Leoma, Tennessee, and Miss Barbara McKinney of Montgomery, Alabama. They have assumed responsibilities as assistants this year.

The *Petit Jean* received marks of distinction for copy, display, coverage and concept. The 380-page volume was centered on the theme "It's A Small World After All" and was dedicated to



Ken Kendall-Ball, '74 editor and Jan Brewer, '73 editor, hold the Sweepstakes award.

Dr. Bill R. Cox, vice president of the college.

Harding's All-American ratings began in 1955 when the volume edited by Mrs. Jane Sutherlin Hefley of Little Rock received an All-American rating. In 1960, the volume edited by her sister, Mrs. Pat Sutherlin McRee of Ft. Benning, Ga., received a similar rating, setting the pattern for the 14 consecutive volumes.

## Education Award Presented to Sears

Dr. Lloyd Cline Sears, dean emeritus of Harding, was named the recipient of the 1973 Christian Education Award by the 20th Century Christian at the 50th annual Harding College Bible Lectureship.

The presentation was made by Jim Bill McInter, business manager of the 20th Century Christian and minister for the West End Church of Christ in Nashville, Tennessee.

The inscription on the award honored Sears for his "power of impartation of the love for literature, superlative writing using untiring research and preservation of truths that make us free."

Dr. Sears was born at Odon, Indiana, May 13, 1895. He graduated from Cordell Christian College in 1916 and began teaching there the same year. He holds another B.A. from the University of Oklahoma, the MA from the University of Kansas and a Ph.D. from the University of Chicago.

After leaving Cordell, he taught English at Harper College from 1918 to 1924, serving also as dean from 1919-24. When Harper merged with Arkansas Christian College to form Harding, Dr. Sears became dean.

He served as dean and also professor of English until 1960 when he was named Dean Emeritus.



The annual AWH Gift Fair again was a hit with Lectureship visitors. Items made by the organization's members were sold during the two-day event. Mrs. Beth Wilson, chairman, reported sales totaling approximately \$3400.

## 50th Anniversary Calendar . . . January — March

Bible Seminar -- George Bailey . . . . .	Jan. 14-15
Evangelistic Preaching . . . . .	
Arkansas Symphony . . . . .	Jan. 22
Management Seminar . . . . .	Jan. 25-26
Choral Concert . . . . .	Jan. 25
George Lynn, Director . . . . .	
American Studies . . . . .	Jan. 29-30
Dr. Adron Doran, educator . . . . .	
Convocation . . . . .	Feb. 15
American Studies . . . . .	Feb. 21
Dr. Milton Friedman, economist . . . . .	
American Studies . . . . .	Feb. 28
Dr. Walter Judd, former congressman . . . . .	
Preachers' Forum . . . . .	Mar. 5
American Studies . . . . .	Mar. 7
Howard K. Smith, television commentator . . . . .	
The Christian and Modern Evolutionary Thought . . . . .	Mar. 29-30
Natural Science Division Seminar . . . . .	



# Happy Faces from Participants in Homecoming '73



Quarterback Tom Ed Gooden ran and passed the Bison grid team to a convincing 12-0 victory over the Southern State Muleriders. More than 5000 persons viewed the game.



Above, Marsha Maxey, dressed as a Bison football player, rides on the Harding version of the Southern State mascot. Below, Mr. and Mrs. F. J. Thomas of Dayton, Ohio, visit with friends at the Black and Gold banquet. A record number of alumni attended the events.



Senior Brenda Hassler, a speech therapy major from Indianapolis, Ind., was crowned as the 1973 Homecoming Queen. Alternates were senior Belinda Dixon, a physical education major from Fitzgerald, Ga., and Beth Richmond, a senior art major from Irvine, Calif.



Dr. Richard E. Burt (left) was honored as the Distinguished Alumnus of the year. The award was presented to the Richardson, Tex., dentist, by Alumni Association president, Dr. Harry Olree. Dr. F. W. Mattox (lower left), Chancellor of Lubbock Christian College, was guest speaker at the event which was attended by 350.



In a scene from the musical "My Fair Lady," cast members make an attempt to get Alfred P. Doolittle "to the church on time." Junior David Campbell of Searcy portrayed the role of Doolittle.



Thirty-eight members of the class of 1949 were honored during the Alumni Chapel ceremonies prior to the Harding-Southern State gridiron clash.





Saul Gellerman

## Business Executives To Hear Gellerman

The department of business and economics will sponsor a management seminar for Arkansas business executives on January 25 and 26. Guest speaker at the seminar will be Saul W. Gellerman, an internationally recognized writer and lecturer.

Gellerman is a noted advocate of the application of behavioral science knowledge to management situations. His literary contributions to the area of management include, *Motivation and Productivity*, *The Management of Human Relations*, and *Management by Motivation*.

His book, *Motivation and Productivity*, earned the annual McKinsey Foundation Award for excellence in management literature. His most recent publication, *Behavioral Science in Management*, was released in 1973.

He is president of Saul Gellerman Consulting, Inc. He was formerly with International Business Machines Corporation for eight years, most recently as executive research consultant.

Gellerman received his baccalaureate and Master's degrees from the University of Pennsylvania in 1956. In 1973 he was named a diplomate by the American Board of Professional Psychology.

The seminar is the first major program during Harding's 50th anniversary celebration. Approximately 150 conferees from businesses and industries in Arkansas will participate in the seminar. Also, 100 Harding students will attend the seminar.



## Workshop Planned for Teachers

A workshop on Teaching the Bible in Public Schools will be offered June 24-July 5 according to Dr. Edward G. Sewell, chairman of the department of education.

Students eligible for the graduate education program may earn three hours of credit. The course may also be taken for non-credit by teachers who want to study the legal aspects and methods of incorporating the Bible into the curriculum.

"In 1963, the Supreme Court of the United States wrote in the case of the Abington School District vs Schempp that religion and the Bible should be studied objectively in the public schools," Sewell pointed out.

"Harding's workshop is an effort to explore this area and aid teachers in winning community acceptance of teaching the Bible and to demonstrate methods of teaching that will enhance their Christian influence in public schools."

Interested teachers may apply for scholarships which will include room and board and tuition. These scholarships

## Enrollments Top Previous Records

All of Harding's educational facilities experienced an increase in enrollment to tally record numbers for the 1973-74 school year. A total of 5,531 students registered for classes at the Searcy and Memphis campuses.

The Searcy campus registered 2,319 with students representing 44 states, the District of Columbia and 17 foreign countries. By classes, the totals were freshmen 676, sophomores 521, juniors 533 and seniors 521. Graduate and special student registration totaled 68.

Arkansas had the highest number with 633, followed by Texas 237, Tennessee 169, Missouri 162 and Alabama 107.

The Searcy Academy registered 379 and the Memphis Academy had 2,665 on the High School campus at 1000 Cherry Road and at several elementary campuses throughout the city.

A record enrollment was registered this fall semester at the Harding Graduate School of Religion when 168 students enrolled in the various classes offered by the school. This marks the fourth year that a record enrollment has been set for a new school year at the Graduate School.

Students are from 24 states and 3 foreign countries. One hundred and seven are working on the Master of Arts degree and 50 on the Master of Theology degree.

will be awarded as funds are available with the priority being given to applicants who present evidence that they may be able to incorporate some Bible teaching in the curriculum where they will be teachers.

Sewell indicated that he is seeking to contact persons who are now engaged in teaching the Bible in public schools to ask for their participation in the summer workshop.

Teachers interested in obtaining more information about the program should write Dr. Nyal Royse, Director of Graduate Studies.

## Alpha Chi Inducts Forty New Students

Induction ceremonies for Harding students achieving membership in Alpha Chi national honor scholarship society were held October 17 in the American Heritage Center with Dr. J. E. Pryor, Dr. Neale Pryor and Dr. Don England, sponsors of Harding's Arkansas Eta chapter, presiding.

To be eligible for membership, students must achieve a 3.70 grade average on 80 to 103 hours of credit or a 3.50 average on 104 or more hours.

Students inducted were Lydene Aldrich, Calverton, N. Y., Bruce Augsburger, Benson, Ill., Stephen Baber, Jeffersonville, Ind., Wendy Lee Baddeley, Montreal, Canada, Emily Bahler, Oregon, Mo., Cindy Jane Betts, Memphis, Richard Betts, Memphis, David Campbell, Searcy, Karen S. Chamblee, Birmingham, Jamie M. Cowley, Henrietta, Tex., Richard Duke, Valparaiso, Fla., Beth Evans, Glenside, Pa., Ted Fish, Liberty, Mo., William E. Fowler, Ann Arbor, Mich., Barbara Franklin, Huntsville, Ala., Karen Aven Gibson, Houston, Mickie Lea Harris, Pocahontas, Sarah Hays, Searcy, Donna P. Helvering, Paragould, Glenn Hermann, Minneapolis, David W. House, Delight, Rosemarie House, Bolivar, Tenn., Michael Justus, Little Rock, Sandra Melson, Florence, Ala., David C. Moon, St. Louis, Dan Newson, Paragould, Sharon Paden, Naylor, Mo., Richard Paine, Springfield, Vt., David Patrick, Walnut, Miss., Barbara Pyle, Beaumont, Tex., Larry Richmond, West Memphis, Connie Roemer, Mountain Home, Doug Shields, Oxford, Miss., Claudis H. Sewell, Dallas, John O. Simmons, Humboldt, Tenn., Joyce Stanley, South Bend, Ind., Rebecca Underwood, Florence, Ala., Susan Elizabeth Walters, Rolling Fork, Miss., Michael Westerfield, Bellevue, Neb., and Sam Yeager, Moulton, Alabama.

## Campus Notes

### Pryor Receives Award

Dean Joseph E. Pryor, *Petit Jean* faculty adviser for the past 27 years, received the Distinguished Adviser's award for yearbooks in four-year colleges and universities in the United States for 1973-74. The National Council of College Publications Advisers presented the award at a banquet as a part of the National Conference of the group in Chicago in November.

Under his guidance, the *Petit Jean* has received 15 All-American ratings, 14 successively, including the 1973 volume which was edited by Mrs. Jan Brewer of Brownsville, Tenn.

Dr. Pryor was presented an engraved plaque and citation by President Bill Click of Ohio University and Executive Director John Boyd. Last year the award went to Charles Reynolds of Southern Methodist University.

Active in the NCCPA several years, Dr. Pryor has begun serving a two-year term as Chairman of District 5, comprising the states of Arkansas, Missouri and Illinois.

### Muncy Discusses Book

Dr. Raymond Muncy, whose recent book *Sex and Marriage in Utopian Communities: 19th Century America* has received many reviews from leading critics, was guest speaker for the Phi Alpha Theta national history fraternity chapter at the University of Mississippi in Oxford, in November.

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.

### Musical Tours Arranged

Three Harding music groups will head West at the end of the year, presenting programs as they travel to the Christian College Choral festival at Pepperdine University.

The "Time of Day" will be making recruiting appearances at High Schools and for Christian youth groups. The trio, composed of Chuck Hicks, Don Miller and Jeff Schlender, will sing in Texas, Arizona, Oregon, Washington, Idaho, Montana, Colorado, California and Canada.

Two choruses of 40 members each will travel by bus to present programs of religious music at churches. The A Cappella Chours under the direction of Dr. Kenneth Davis, Jr., will sing in Oklahoma, New Mexico, Colorado,

Arizona and Texas in addition to California.

The Chorale, with Arthur Shearin as director, will appear in Arkansas, Oklahoma, New Mexico, Arizona and Texas as well as in California.

The tours will begin December 29 and the groups will return to the Searcy campus January 12.

At Pepperdine University in Los Angeles, the groups will join choruses from other Christian colleges across the nation for the annual festival, which is January 4-6.

### Spring Sing Scheduled

A special musical production involving a large part of the Harding student body has been planned for April 12-13, coinciding with the annual Youth Forum which attracts about 2,000 high school students each year. The first annual Spring Sing will be a full musical concert of skits by social clubs and also special numbers by individuals.

Registrants to the Youth Forum will attend the Friday performance, which will begin following an address by Doug Kostowski of Inglewood, California. A second performance will be staged at 8 p.m. Saturday. Reserved seat tickets will be available for the performance, which is being incorporated as a part of the 50th year celebration.

The clubs will perform four-minute skits and additional numbers will be provided by four hosts and hostesses. A band will accompany the groups.

The production has been underway several weeks, with ground work plans being formed. Rehearsals will begin with the second semester.

## Thirty-two Seniors Selected for Who's Who

Thirty-two seniors were selected for inclusion in *Who's Who Among Students in American Universities and Colleges* for the 1973-74 edition. The students were chosen by the faculty from a list of candidates named by the Student Association and faculty members.

They were judged on scholarship, participation and leadership in academic and extracurricular activities, citizenship and service to the college and expectation of future success.

Those honored are Ron Allison, Corning, John Brunner, Manchester, Mo., Carol Bucy, Searcy, Steve Clary, Carbondale, Ill., Becky Cochran, Hobbs, N. M., Dan Daniel, Searcy, Alan "Snake" Dixon, Fitzgerald, Ga., Beth Evans, Glenside, Pa., Tom Ed Gooden,



Rees Bryant was one of 40 speakers who participated in Harding's annual Lectureship, October 3-6. The change in dates for the Lectureship this year was apparently no deterrent to attendance. Visitors from 31 states, Austria, Brazil and Canada attended.

### Summer Sessions

Dates for the 1974 summer sessions have been announced by Dean Joseph E. Pryor.

The first session will begin June 3 and conclude with final examinations July 4-5. Counseling and registration will be held June 3 and classes will begin June 4.

Classes for the second session will begin July 8. The session will end with summer commencement exercises August 9.

Information about the summer sessions may be obtained by writing Dr. James F. Carr, Director of the Summer Session.

Carlisle, Eugene Goudeau, Rangely, Colo., Lynda Hayes, Oklahoma City, Phil Herrington, Arkadelphia, Mary Jo Hinerman, Columbiana, O., Bernetta Holder, Flippen, David W. House, Delight, Tonya Howard, Clyde, Tex., Ken Kendall-Ball, Bulawayo, Rhodesia, David McCluggage, Tulsa, Vicki Claborn McCluggage, Odessa, Tex., Kelly Morris, Florence, Ala., Anita Nance, Little Rock, Louise Pace, North Little Rock, Larry Richmond, West Memphis, Joneal Shackelford, Alexandria, La., Elaine Shipp, Mabelvale, Steve Sikes, Hollis, Okla., John Simmons, Humboldt, Tn., Robyn Smith, Tulsa, Jo Stafford, Neosho, Mo., David Staggs, Searcy, Patti Williams, Paducah, Ky., and Sam Yeager, Moulton, Ala.



# Grid Stars Tabbed for Conference Honors

Bison footballers climaxed another winning season by placing six standouts on the All-Arkansas Intercollegiate Conference and NAIA All-District 17 teams.

The group of Harding all stars include quarterback Tom Ed Gooden, tailback Alan (Snake) Dixon, wingback Jack Barber, defensive tackle Barney Crawford, defensive end Larry Richmond and cornerback Rodney Echols.

Gooden, a senior from Carlisle, made his second appearance on the all-league team after winning his second straight AIC passing title. Gooden now holds or co-owns 12 school records for Harding and has established himself as one of the most prolific running, throwing and kicking athletes in Arkansas football history.

A product of Fitzgerald, Ga., Dixon carried the ball 188 times for 1,027 yards this year and boosted his four-year career total to 4,082 yards, second best on the all-time AIC charts. His 210-point scoring total is the third highest mark ever recorded in that conference category.

Barber grabbed this season's league top pass receiving honors with 33 catches for 580 yards. The junior from Ft. Myers, Fla. also paced the AIC in scoring with 68 points and averaged 11.4 yards on 12 punt returns.

Echols anchored a young defensive secondary that led the AIC and ranked nationally in pass defense. A native of Forrest City, he picked off one pass and recovered four fumbles in aiding the Bison defensive effort.

Richmond, a smallish 5-11, 190-lb. terminal postman, earned all-league

recognition after his third straight starting season. The West Memphis athlete sacked opposing quarterbacks five times, blocked two passes and recovered a fumble during the season's play.

A 6-5, 235-lb. giant from Mountain Home, Crawford accounted for 80 tackles this year, including seven yard-losing takedowns against enemy signal-callers. He also blocked four passes, recovered an opposing team's fumble and intercepted a stray aerial.

Harding's offensive honorable mention picks for the league and district all star squads include fullback Ted Walters of Dallas, Tex., guards Jerry

Chism of Childress, Tex. and Rance Reagan of Memphis, Tenn., tight end Steve Clary of Carbondale, Ill. and tackle Neil Thompson of Tucker, Ga.

Defensive honorable mentions were end James Pigg of Murray, Ky., noseguard Clarence Hicks of Forrest City, linebackers Milton "Bubba" Hopkins of Fitzgerald, Ga. and Randy Miller of Atlanta, Tex. and backs Rock Long of Pascagoula, Miss. and Terry Greenwood of Little Rock.

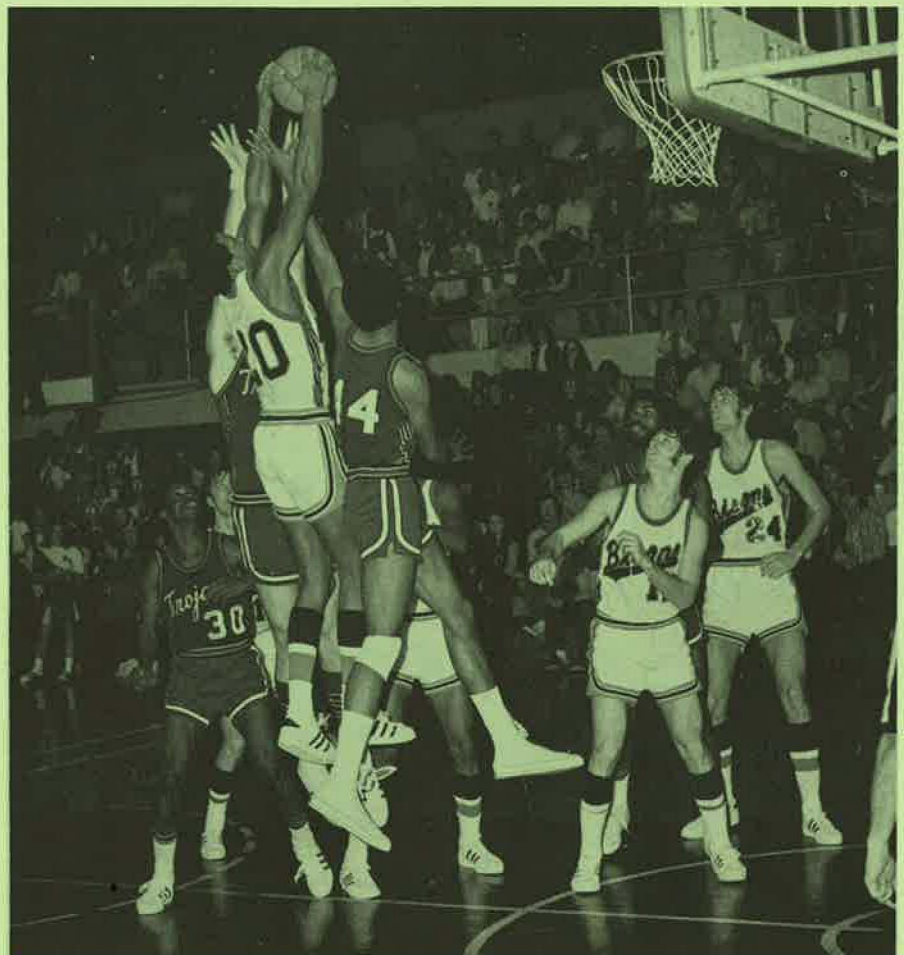
Also completing their collegiate careers were four-year lettermen Roger Collins, quarterback from Columbus, Miss., and linebacker Robert Shock of Conway.

## Overland Team Captures AIC Title

The Harding College cross country team wrapped up another highly successful season by breaking into the NAIA top 20 in the recent national meet at Salina, Kansas.

Coach Ted Lloyd's harriers earned the right to compete in the nation title meet by copping the NAIA District 17 trophy the previous week. The Bisons had already won their third straight Arkansas Intercollegiate Conference championship, marking Harding's ninth league overland title.

The Bisons also topped the Arkansas AAU team entries to continue their winning streak of state AAU crowns. In the national AAU Cross Country Championships won by Olympian Frank Shorter, Bison Mark Galeazzi finished 78th out of 300 runners.



Freshman Butch Gardner (20) grabs an offensive rebound for Bison cagers. The 6-3 forward from Searcy has a 16.5 scoring average in early season competition. The basketball team has a respectable 4-3 record.

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