

December 23, 1962

**Hardin-Simmons Names
Landes New President**

ABILENE, Tex. (BP)--The board of trustees for Hardin-Simmons University here has elected James H. Landes of Wichita Falls, Tex., as the school's 10th president.

Landes, pastor, First Baptist Church, Wichita Falls, Tex., announced his acceptance of the Hardin-Simmons presidency to his congregation one week after his election. He will assume the post on or before March 1, 1963.

The 50-year-old minister is the immediate past president of the Baptist General Convention of Texas.

Hardin-Simmons University, the second-largest Southern Baptist college in Texas, had been without a president since March, 1962 when Evan Allard Reiff died suddenly.

The Hardin-Simmons board unanimously elected Landes to the post after the trustees' presidential screening committee and the nominating committee gave Landes their unanimous recommendations.

A total of 92 persons had been recommended for the presidency, but the committee had ceased to consider anyone but Landes, even though he had rejected earlier approaches, said Wayne Evans of Fort Worth, chairman of the screening committee.

Landes said he felt the "persistent unanimity" of the committee and the Hardin-Simmons trustees was "the leadership of God," and that "it seems evident that divine leadership has been given."

The new Hardin-Simmons president has been pastor of the 6,400-member First Baptist Church of Wichita Falls, Tex., for the past 17-1/2 years. He previously was pastor of Baptist churches in Bryan, Tex., and Eagle Lake, Tex.

He is former chairman of the 192-member Texas Baptist executive board, and former chairman of the Texas Baptist Christian Education Commission.

As president of the Baptist General Convention of Texas, Landes is a member of the Southern Baptist Committee charged with studying for possible revision the 1925 statement on "Baptist faith and message."

He also is a former member of the Southern Baptist Convention Annuity Board and Radio and Television Commission, and of numerous Texas Baptist boards, commissions and committees.

Hardin-Simmons University is one of nine schools owned and operated by the Baptist General Convention of Texas. Fall enrolment this year was about 1,750 students.

Previous presidents of the school include W. C. Friley, George O. Thatcher, O. C. Pope, J. C. Hairfield, Oscar H. Cooper, J. D. Sandefer, W. R. White, Rupert N. Richardson and Reiff.

Armstrong 1963 Goal
Of \$3,310,000 Reported

BIRMINGHAM (BP)--Goal for the 1963 Annie Armstrong Offering for Home Missions has been set for \$3,310,000, a 15 per cent increase over last year's anticipated receipts.

Announcement was made in Birmingham by Miss Alma Hunt, executive secretary of Woman's Missionary Union, auxiliary to the Southern Baptist Convention.

The 15 per cent increase in the home missions offering is one of the goals for the 75th anniversary which members of Woman's Missionary Union are celebrating at this time.

Though Woman's Missionary Union promotes the annual springtime giving for home missions, the offering is churchwide. Funds are administered by the SBC Home Mission Board.

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Baptist Publicists
Meet In Washington

(12-23-62)

WASHINGTON (BP)--A varied program of self-examination, information and instruction--including a visit to the famed Mona Lisa painting--is offered to Baptist Public Relations Association members here Jan. 21-23.

John E. Roberts of Thomasville, N. C., president of the association, said an attendance of 100 public relations and promotional officers of Southern Baptist colleges, hospitals, state mission boards and other agencies is expected. Others will be welcomed as visitors.

Headline speakers include Andrew Hatcher, assistant press secretary at the White House; R. Dean Goodwin, Valley Forge, Pa., director of communications for the American Baptist Convention and publicity chairman for the Baptist Jubilee Advance; Dave Cheavens, Waco, Tex., director of public relations at (Baptist) Baylor University; and Louis Cassells, religion editor of United Press International.

Others on the program are W. B. Ragsdale, Washington news correspondent; William M. Miller, doorkeeper of the U. S. House of Representatives; James A. Hamilton, associate director of the Washington office, National Council of Churches.

W. Barry Garrett, regional editor, Baptist Press, and Josef Nordenhaug, executive secretary, Baptist World Alliance, both of Washington; Erwin L. McDonald, Little Rock, editor, Arkansas Baptist; I. N. Patterson, Owings, S. C., Southern Baptist missionary to Nigeria.

Fred Fox, director of public relations for Carson-Newman College (Baptist), Jefferson City, Tenn., and Grady Sparkman, associate editor, The Baptist Message, Alexandria, La.

C. E. Bryant, director of publications of the Baptist World Alliance here and program chairman for the meeting, said the workshop delegates will take a hard look at the status quo of Baptist public relations endeavors. Then they will seek ways to improve their "image" to the world. They will get a look, too, at the public information policies of the federal government.

A view of the famed French painting, the Mona Lisa, is an "extra" for conference visitors, Bryant said. The painting will be on display at the National Gallery of Art. Other tours include an electronically-guided visit to the Voice of America studios.

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