

127 Ninth Avenue, North Nashville, Tennessee

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TOO BUSY TO SERVE THE LORD?

Read This Story of Maxey Jarman
And Go Find Another Excuse

By C. E. Bryant

NASHVILLE, Tenn. -- (BP) -- If the doors ever open for a regular service at First Baptist Church and the Maxey Jarmans are not present, you can be sure they are out of town.

W. Maxey Jarman loves the Lord and loves the church, and everytime the church asks for his services he is ready to serve. He is chairman of the deacons at First Church, and is the teacher of a young men's Sunday school class. During a recent evangelistic service, he was seen to leave his pew at the beginning of the invitation, walk around the back of the auditorium to the seat of a friend, and ask that man to give his heart to Christ.

He loves his denomination, too. He is president of the Southern Baptist Foundation, an institution set up by the Southern Baptist Convention to solicit and invest trust funds for denominational agencies. He is a member of the Sunday School Board, serving as financial advisor. And as executor of a trust fund left by his late father, his ministry reaches out to the building of new houses of worship in lands around the globe.

He also is president of Tennessee Baptist Orphans' Home, a trustee of Moody Bible Institute, a trustee of the Tennessee Baptist Foundation, and a trustee of Peabody College.

What is significant about all this?

Mr. Jarman does this church work despite the fact he has more reason than probably any of us to say he is too busy. For he is a very busy man.

He is chairman of the board of General Shoe Corporation, which business in 1947 manufactured in its 26 plants 16 million pairs of shoes under 18 nationally-known labels to set a record sales total of more than 78 million dollars. The shoes are sold through 14,000 dealers and in 96 company-operated stores bearing the name of Jarman, Flagg Brothers, Hardy, and Holiday. There also are factories in Mexico City and Lima, Peru, and retail outlets in those areas.

Yes, if Maxey Jarman wanted to, he could easily say he was too busy with his business.

But Maxey Jarman loves the Lord and believes God's promises. He knows that stewardship to God is a vital obligation of every man, and he dares not shirk those responsibilities.

(more)

The Jarman name on shoes had its very origin in the devotion of James Franklin Jarman, Maxey's father, to the will of God. The elder Jarman was profitably employed in a Nashville shoe concern, but his strong convictions that a business should be operated on Christian principles made him want a factory of his own.

So it was that one Friday in 1919, J. F. Jarman left his Nashville office, went to the little city of Franklin, 19 miles away, rented a hotel room, and spent many hours in prayer. When he emerged, he was convinced it was God's will that he form his own shoe company and run it along Christian lines.

The Jarman Shoe Company came into being five years later, dedicated to Christian operation of the business and the manufacture of a good calfskin shoe for \$5. He succeeded in both.

As the business grew and new shoe brands were added, the corporation's name was changed to General Shoe. When Jarman, the founder, died in 1938, he left an estate of \$3,500,000, two-thirds of which went to the Jarman Foundation for the aiding of Bible institutes, Christian orphanages and mission work. Management of the company went to his son, who had served as president the last five years of his father's life.

But it didn't fall to young Jarman as an inheritance as much as simply a well earned prize. Maxey had studied electrical engineering at Massachusetts Institute of Technology, and came to his father's company to serve, at various times, as office clerk and credit manager, office manager, receiver of incoming freight, buyer of findings, advertising manager, leather buyer, sales manager and secretary-treasurer. In 1932, he became president of the company and in 1947, chairman of the corporation. People who watch him say he is one of the hardest workers on the General Shoe payroll.

His philosophy of business has continued along the Christian convictions of his father. Every plant has a grievance committee to give consideration to complaints of all employes, and bonuses are set up for employes who bring suggestions for improvements in technique. Jarman opens all staff meetings with prayer, and fills his annual reports with remarks like: "We believe that to be successful we must build on a foundation of character."

Aside from his work, he is the husband and father in a Christian home on Woodlawn Drive in Nashville. There are three children, a son, Franklin, and daughters, Anne and Gene.

Yes, this is the man who finds time to serve his church and denomination in many, many ways. And he also is the Christian businessman who is president of the Southern Baptist Foundation, the newest institution of 6,270,819 Southern Baptists.

PERSONNEL OF SOUTHERN BAPTIST FOUNDATION
ASSURES WISE HANDLING OF TRUST FUNDS

By C. E. Bryant

NASHVILLE, Tenn.--(BP)--W. Maxey Jarman, a Baptist deacon who in his forties heads one of the three largest shoe companies in America, has been re-elected president of the Southern Baptist Foundation.

Mr. Jarman's willingness to serve in this key position of high denominational responsibility assures Southern Baptists that their trust funds will be handled in the best business methods.

In fact, as I sat in the annual meeting of the Foundation a few days ago, I was astonished at the high caliber of the men who constitute its personnel. Each and every one was an individual recognized locally, if not nationally, as a top business man. And every one of them was equally highly respected as a Baptist leader in his community.

Mr. Jarman, chairman of the deacons at First Baptist Church, Nashville, and chairman of the board of General Shoe Corporation, is but one example. Another is Jack C. Massey, a young man who a decade ago purchased a small drug store in Nashville and has developed it into one of the South's leading pharmaceutical and hospital supply houses. He also is a deacon. Massey serves the Foundation as vice-president and chairman of its executive (investment) committee.

A glance at the names of members of the investment committee emphasizes the point. The committee includes Mr. Massey, as chairman; Raymond C. Rogers, vice-president of Nashville's nationally known American National Bank, who also is secretary of the Foundation; William Gupton, postmaster at Nashville; M. P. Brothers, president of the M. P. Brothers Company, Inc., of Nashville; and L. L. Gellerstedt, executive vice-president of The Citizens and Southern National Bank of Atlanta.

Dr. Merrill D. Moore, director of promotion of the Southern Baptist Convention Executive Committee, is treasurer, and Dr. Duke K. McCall, executive secretary of the Executive Committee, is executive secretary of the Foundation.

The list of 22 members goes on like a page out of Who's Who, including proportionately, ministers, institution representatives, lawyers, and businessmen. These men make up the youngest of all Southern Baptist institutions, for the Foundation was established as recently as 1946 and just now has completed its organization for the handling of trust funds.

Already the Foundation is in the process of receiving for investment a total of \$300,000. The Sunday School Board turned over to the Foundation an initial \$25,000, and various individuals rapidly followed suit with gifts of \$42,000. The

Convention's Executive Committee awaits only Convention approval in May before transferring \$233,000 of trust funds to the Foundation.

Planning the investment of these funds at its last meeting, the Foundation members voted unanimously that first consideration in all investment must be security, with the rate of income given secondary consideration. First investments have been in government bonds.

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TITHING CAMPAIGN CONTINUES IN 1948,
AND BOOSTS SOUTHWIDE RECEIPTS

NASHVILLE, Tenn.--(BP)--The tithing campaign of Southern Baptists last fall is reflected in greatly increased gifts to Southwide and worldwide objects the first two months of 1948, Dr. Duke K. McCall, executive secretary of the Southern Baptist Convention Executive Committee, said.

Dr. McCall said that the total of January and February receipts are a third larger in 1948 than for 1947, and the opening two months of the new year showed total gifts equalling 32 per cent of the 1947's full 12-month period.

He explained, however, that the designated gifts are larger in January and February each year because of receipts from the annual Lottie Moon Christmas Offering for foreign missions, taken in the churches in December and reaching the Southwide offices after the beginning of the new year.

January and February 1948 receipts totalled \$2,393,227.96, as compared with \$1,796,677.57 for the same two months in 1947.

The 1948 gifts included \$1,091,007.46 for the distributable Co-operative Program, and \$1,302,220.50 for designated objects. This reflects gains of \$160,767.41 in the Co-operative Program division and \$435,782.99 in the designated section over 1947.

---30---