

October 7, 1949

127 Ninth Avenue, North Nashville, Tennessee

## CONVENTION PLANS NEED \$25,000,000 FOR COOPERATIVE PROGRAM'S 25TH ANNIVERSARY

NASHVILLE, Tenn.--(BP)--Southern Baptist plans call for \$25,000,000 in gifts through the Cooperative Program in 1950, the year of the 25th anniversary of the Cooperative Program, according to Dr. Duke K. McCall, executive secretary of the Southern Baptist Convention Executive Committee, after a brief check up of state and Southwide goals here this week.

"The 1950 Cooperative Program goal for S.B.C. agencies is \$10,000,000," said Dr. McCall. "Based on actual receipts by states and S.B.C. causes in 1948, this would require \$15,000,000 for state causes, or a total of \$25,000,000 for the Cooperative Program, state and Southwide, in 1950, which is the 25th anniversary of the Cooperative Program.

"While holding fast to the 'fifty-fifty by 1950' ideal for division between gifts to the local church program and the Cooperative Program we must recognize that many churches make their gifts to the Cooperative Program by a direct appropriation rather than a percentage. To those churches which will not be able to go all of the way in realization of the fifty-fifty goal, we would issue the challenge to increase their gifts to the Cooperative Program in 1950 by 40 per cent.

"It will require this average increase in order to provide a \$25,000,000 Cooperative Program on the 25th anniversary of this God-inspired plan for financing our Baptist mission and benevolent program. Not only churches which put specific amounts in their budgets, but also those individuals whose churches use the duplex or double budget system between local and mission objects will have to increase their giving by 40 per cent to reach the 1950 goal."

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## CALLING ALL PREACHERS!

DALLAS, Tex.--(BP)--The problem of securing preachers for the 1950 Western Simultaneous Revivals can be solved, says Dr. C. E. Matthews, Southern Baptist superintendent of evangelism.

He suggests that the churches should ask that the pastors do their own preaching in every instance possible. Other possibilities are vangelists, retired ministers, denominational workers, ministerial students in colleges and seminaries, chaplains, pastors east of the Mississippi river, and laymen.

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DECADE SEES GREAT INCREASE  
IN COVERAGE OF RACIAL NEWS

ATLANTA, Ga.—(BP)—The past ten years have seen a marked improvement in the coverage of racial news by Southern newspapers, according to the report of the Southern Regional Council, which has headquarters here.

"The people of the region, through the news and editorial columns of their hometown papers, have been made immensely more concerned with all aspects of the so-called 'Negro problem.'

"Ten years ago, it could be charged with some justice that most newspapers ignored the Negro, except for his crimes. Today that charge no longer holds. Successive court decisions affecting the Negro's status in politics and education; the President's appeal for a civil rights program and the controversy it has brought about; the impact on the national conscience of Negroes segregated in military service; the national and international publicity given lynchings and other racial incidents which used to be of exclusively sectional concern; the spectacular achievements of individual Negroes like Ralph Bunche and Alice Coachman — these trends and events have been news in the fullest sense of the word. No newspaper could ignore them and still pretend to be a newspaper.

"It should be said also that most Southern newspapers have reported the big events, the larger issues, in a fashion reasonably consistent with the best traditions of American journalism. News stories have been played straight. Editorials have been increasingly honest and calm in tone, if not always well-reasoned. When the newspapers have failed to give their readers the truth, it has been more often through omission than commission. It is a rare thing today to find among conventional newspapers of general circulation the kind of inflammatory writing that editors once thought to be in order at every moment of crisis between the races.

"Yet, in many ways, the newspaper still discriminates against the Negro in the news. Most newspapers have felt it necessary to segregate the news of the two races. But newspapers have done no better at providing 'separate but equal' treatment of Negroes than any other Southern institutions. As any reader will recognize after a moment's reflection, Negroes in the news are almost always identified by race; whites, except for the sake of clarity or to avoid the risk of libel, are not. Human interest stories about the Negro usually present him as a comic figure without dignity. Hardly ever does 'Mr.,' 'Miss,' or 'Mrs.' precede the name of a Negro in the regular news columns. In line with the South's traditional double-standard, a Negro is considered bigger news when he commits a crime than when a crime is committed against him. There are notable and laudable exceptions, but in general Southern newspapers constitute the greatest single force in perpetuating the popular stereotype of the Negro."

ALASKA BAPTIST CONVENTION  
ENJOYS TEXAS WATERMELONS

FAIRBANKS, Alaska—(BP)—A Texas Baptist editor, H. F. Burns of the Baptist Standard, loaded his car with watermelons and drove more than 3000 miles through the northwestern United States, across the Alcan highway to Fairbanks, Alaska, to attend the Baptist Convention of Alaska.

The watermelons were in exchange for Alaska King Salmon that Dr. B. I. Carpenter, editor, Alaska Baptist Messenger, had served Southern Baptist editors at their Oklahoma City convention last May. Some of the Alaskans served the green and red bulbous fruit had never seen watermelons before.

This gesture of fellowship and goodwill served further to tie together the struggling Alaskan Baptist churches with their sponsors, the Southern Baptists.

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TEXAS BAPTIST FOUNDATION  
HANDLES \$559,527 IN YEAR

DALLAS, Tex.—(BP)—Twenty-three Baptist institutions received over a half million dollars as income on funds handled by the Baptist Foundation of Texas in the fiscal year just ended.

Dr. George J. Mason, executive secretary of the Foundation, said the income totaled \$559,527.03. The Foundation manages endowment and annuity funds for the 23 institutions.

The Foundation has about \$15,000,000 in assets, invested in government bonds, stocks, mortgage loans, and some real estate. Part of the revenue is reinvested.

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BIBLICAL?

DALLAS, Tex.—(BP)—Harlan A. Dixon, a Dallas citizen wrote a letter to the editor of The Dallas Morning News in answer to a statement that had appeared in the paper. It said, "Right you are. St. Peter was the first Pope. And if my memory serves me right, at the same time St. John was president of the World Baptist Alliance."

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