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127 Ninth Avenue, North

Nashville, Tennessee

S.B.C. CALLS FOR \$25,000,000 MISSION MONEY  
FOR COOPERATIVE PROGRAM'S 25TH ANNIVERSARY

Southern Baptist plans call for \$25,000,000 in gifts in 1950 to be distributed throughout its cooperative mission plan, the Cooperative Program, which celebrates its 25th anniversary next year, according to Dr. Duke K. McCall, executive secretary of the Southern Baptist Convention Executive Committee.

"The 1950 Cooperative Program goal for Convention 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."

"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."

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"I LIKE IT," SAYS MISSIONARY  
AFTER 28 YEARS IN NIGERIA

"I like teaching the natives of Africa, and I feel that's where God wants me to be," says Miss May Perry, small, soft-spoken Southern Baptist missionary to Africa for 28 years, now in this country on her sixth furlough. She teaches in a school for girls and is now at Southwestern Baptist Theological Seminary, Fort Worth, Tex., brushing up on her teaching technique.

A native of Georgia, Miss Perry's African community is a tiny settlement of mud houses and thatched roofs called Abeokuta, 65 miles from civilization, in Nigeria. About the size of Texas and Oklahoma, Nigeria has a population of about 22,000,000 Negroes and 5,000 whites.

Miss Perry looks forward to winter. "Even winter in Georgia will feel cold -- and wonderful," she says. "Everybody should have winter at least every few years. It's nice. It re-invigorates you. It gives you a new hold on things."

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Three Southern Baptists are represented in the 1949-50 edition of Best Sermons, published by Harper and Brothers. They are Dr. Duke K. McCall, executive secretary of the Southern Baptist Convention Executive Committee; Dr. C. Penrose St. Amant, professor of history and theology, New Orleans Baptist Theological Seminary; and Dr. Edward Hughes Pruden, pastor, First Baptist Church, Washington, D. C.

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The Baptist Foreign Board reports that 98 of its total staff of 200 missionaries in China are still in the Orient. There are 20 Southern Baptist missionaries in and near Canton, which was recently occupied by the Chinese Communists. There are now 38 missionaries under appointment to Japan, double the previous high figure. The Japanese Baptist Convention has asked that 20 Southern Baptist ministers spend a month in Japan next spring on a preaching mission.

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"Emphasis on the absolute truth in the business world is necessary at all time," Averell Broughton, of New York, president of the Public Relation Society of America, told delegates to the Mid-South Institute of Public Relations which met recently in Memphis. "A quality of moral integrity must be associated with public relations if public relations is going to have stature and weight. The thing that distresses me today is to run into business men who are tricky, grasping and shifty. They are our country's true enemies, giving aid to not just the socialist, but to the communists also."

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Oklahoma's recent dry victory is hailed as a cooperative victory by Roy S. Hollomon, Baptist minister, who is full-time secretary for the United Dry Association of Oklahoma. "The various denominations moved as one in this matter, showing the power of the churches when they are united for civic or moral good."

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Charles E. Wilson, president of General Electric, is chairman of a national lay committee sponsoring "Religion in American Life." National advertising space is being given the movement.

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Dr. Mark A. Dawber, of the Home Missions Council of North America, returned from Alaska as a member of an Interior Department study commission, attributed the "bad moral conditions" to appeasement of liquor interests.