



**BAPTIST PRESS**  
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August 29, 1972

1,500 Expected to Attend  
North American Women's Meet

TORONTO (BP)--More than 1,500 women for 14 North American Baptist groups, most of them Southern Baptists, are expected to attend a continental assembly here Oct. 17-19, sponsored by the North American Baptist Women's Union, an arm of the Baptist World Alliance Women's Department.

Completed program plans for the meeting, to be held at Yorkminster Park Baptist Church here, were announced by Mrs. I. Judson Levy of Wolfville, Nova Scotia, president of the North American Baptist Union.

Sessions will begin Oct. 17 with the president's message by Mrs. Levy and a keynote address by Mrs. Atinuke Bamijoko of Nigeria, president of the Baptist Women's Union of Africa.

Other speakers include women's leaders from the 14 different United States and Canadian Baptist conventions affiliated with the Baptist World Alliance, and from Asia, along with men who figure prominently in world-wide Baptist work, Mrs. Levy said.

Major addresses are scheduled by V. Carney Hargroves, retired pastor from Philadelphia who is president of the Baptist World Alliance; and Mrs. R. L. Mathis of Waco, Tex., president of the Alliance's Women's Department, and also president of the Southern Baptist Woman's Missionary Union.

Three former presidents of the North American Baptist Women's Union will speak: Mrs. J. Edgar Bates of Weston, Ontario, who helped found the organization in 1951 and was its first president; Mrs. Maurice B. Hodge of Portland, Ore.; and Miss Alma Hunt, executive secretary of the Southern Baptist Woman's Missionary Union, Birmingham, Ala.

An emphasis on the distribution and translation of the Bible will include addresses by H. R. Hunt of Toronto, vice president of the Canadian Bible Society, and Robert Bratcher, translator for the American Bible Society who did the translations work on Good News for Modern Man, the Today's English Version of the New Testament.

Representatives from the 14 participating Canadian and American Baptist bodies will lead a panel presentation on how Baptist women are working in fellowship, prayer, service and giving.

The worldwide Baptist Women's Day of Prayer will be explained by Mrs. Lawrence S. Casazza of Washington, D. C., director of promotion for the BWA Women's Department. Another address will feature Mrs. Lee N. Allen, public relations director for the Southern Baptist Woman's Missionary Union, Birmingham.

Other major presentations will be made by Mrs. Louise Paw of Burma, and by Kenneth L. Chafin of Houston, former evangelism secretary for Southern Baptists and chairman of North American participation in the BWA's two-year Mission of Reconciliation project.

The assembly will close with a service of celebration and commitment led by Mrs. Mathis. Worship leader for the assembly will be Mrs. Frank C. Wigginton of Philippi, W. Va. Theme for the meeting will be, "Called to Commitment."

Lifeway Pilot Project  
Opens New Store in Jackson

JACKSON, Miss. (BP)--Lifeway, a book store channel to the general public operated by Southern Baptists, opened its first store here recently.

The new store is located in Jackson's newest shopping center, Jackson Mall, where there are over 50 other retail businesses. The store will carry books, Bibles, cards, music, musical instruments, and gifts.

"Jackson was selected as the site for our first store because it is a rapidly growing city," explained W. O. Thomason, director of the Southern Baptist Sunday School Board's Book Store Division.

"We have faith in what is going to take place here and the opportunity for our kind of business. We want to be a part of it," Thomason continued.

"Lifeway grew out of the need to have book stores with the Christian message in the middle of the street where the people are found. For this reason, these stores will be located in high traffic areas." he said.

The Lifeway pilot project, approved by the Sunday School Board trustees last summer, will feature the opening of two stores. Although the first one is already open in Jackson, negotiations are still underway in selecting the second site.

"The store's materials will include a selected inventory designed to help people with the problems they face daily, to help them grow, to help them enjoy a quality way of life and to help them as they help others find a better life," Thomason said.

"Although this is a store for the general public, our merchandise is unapologetically Christian. This is not an effort to get away from the mission of Baptist book stores, but to reach more people with our message through merchandising."

According to Thomason, the stores will be appealing to all people. The physical layout of the store is designed to give customers the feeling that life is full of hope, joy and expectancy. The merchandise is well organized, easy to find and attractively displayed, he said.

The store contains approximately 2,000 square feet of floor space. The corner entrances have sliding doors which, when open, give the effect of having two sides of the store open to mall traffic.

The store's symbol, the figure of a man in a red triangle, is set in tile in the entrance. Display windows along the side wall are in the triangular shape of the symbol.

"Lifeway offers a tremendous opportunity for us to reach the man on the street with quality merchandise," said Jay O. Turner, Lifeway department manager. "With shorter working hours and more free time, we look on Lifeway as a source, second to none, for the best in helpful learning and leisure time materials."

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BP PHOTO mailed to Baptist state papers.

Caldwell Named Consultant  
For Sunday School Board

8/29/72

NASHVILLE (BP)--Max L. Caldwell, former minister of Christian education at Manor Baptist Church in San Antonio, Tex., has joined the staff of the Southern Baptist Sunday School Board as a consultant in the Sunday School department's general offices section.

He will give major attention to Sunday School growth, developing teaching improvement and strengthening associational growth.

A native of Oklahoma City, Caldwell is a graduate of Oklahoma Baptist University, Shawnee, and Southwestern Baptist Theological Seminary, Fort Worth. He is a former program director at St. Johns First Baptist Church, St. Louis, Mo. and minister of education at First Church, Lees Summit, Mo.

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RECEIVED  
AUG 30 1972  
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