



-- FEATURES

produced by Baptist Press

SBC Executive Committee
460 James Robertson Parkway
Nashville, Tennessee 37219
(615) 244-2355
W. C. Fields, Director
Robert J. O'Brien, News Editor
James Lee Young, Feature Editor

January 30, 1975

75-16

75 Million Campaign-- 'Blues' to Celebration

By James Lee Young
For Baptist Press

The doughboys of World War I had come home. A peace treaty had been signed at Versailles. The universal prayer was that there might never be another world war.

The Roaring 20s were poised, ready to pounce into a decade that would be stereotyped in film, literature and song as years of carefree abandon by the nation.

Underneath the hopes and false appearances of security lay hints of the impending financial disaster that was to affect the nation.

The year was 1919. Southern Baptists had plunged into an all-out fund-raising campaign to enlarge their convention work and pay all debts.

The program was called the "75 Million Campaign." The attempt to raise \$75 million paved the way for the Southern Baptist "Cooperative Program," the denomination's unified budget plan now in its 50th year of operation.

The 75 Million Campaign was the biggest undertaking by Southern Baptists up to that time. It proved at least that Southern Baptists could raise large sums of money for missions and other causes through cooperation.

It officially began, May 14-18, 1919, Southern Baptists raised \$58.6 million through the effort.

The five-year program 1919-24, was designed to provide support for all Baptist missionary, educational and benevolent work in the Baptist state conventions and the Southern Baptist Convention (SBC).

It began at the May, 1919 SBC annual meeting in Atlanta, during which a campaign commission chaired by George Hays of Kentucky was named to consider financial aspects of the denominational program. Before the convention had ended its sessions, Hays and his committee had recommended the adoption of a campaign to raise \$75 million over a period of five years.

A motion by L. R. Scarborough of Texas recommended "that a committee of one member from each state be appointed by this Convention to plan, in co-operation with the state agencies and the organized agencies of this Convention, for a simultaneous drive to be taken each year in cash for a proportionate part of the \$75,000,000, the campaign being so arranged that the part to be raised each year shall be larger than that of the year before, and thus secure the largest part in the last year of the five.

"We further recommend," Scarborough continued, "that this committee, in conference with the general boards and the state boards, be requested to distribute the amounts among the different objects fostered by the Conventions and state boards, outside of local church support and apportion the amounts to the various states." His motion carried, and the campaign was underway.

The first meeting of the group in charge of the campaign was held in June, 1919 in Atlanta, Ga. The group was composed of the Southern Baptist Executive Committee, then a non-staff body, and the executive secretaries of the general convention agencies and state boards.

Nashville became the campaign headquarters. Offices were provided by the Baptist Sunday School Board. Scarborough, who was then president of Southwestern Baptist Theological Seminary, was named the campaign's general director.

The next seven months were given over to extensive and concerted promotion of the campaign, with Nov. 30-Dec. 7, 1919 designated as Victory Week, in which the goal was to be reached.

-more-

DARGAN-CARVER LIBRARY
S. B. C. HISTORICAL COMMISSION
NASHVILLE, TENNESSEE

At the May, 1920, meeting of the Southern Baptist Convention, Scarborough reported that in spite of bad weather, many churches had exceeded their campaign Victory Week goals. About \$93 million had been pledged, with more than \$12 million already paid in.

The campaign commission reported its work done and a "Conservation Commission of the 75 Million Campaign" was named, with Scarborough as chairman and general director. Its duty was to "co-operate and lead in the collection of the pledges and the conservation of the causes involved in the 75 Million Campaign." This conservation commission's work ended on Jan. 1, 1925.

Based on the \$93 million anticipated receipts, denominational and state agencies, in many cases, overextended themselves and by 1925 Southern Baptists were head-over-heels in debt.

Such was the plight of the denomination on May 13, 1925 at the SBC meeting in Memphis.

The Roaring 20s were in full swing. It was the first day of an historic session of the SBC in Memphis. Scarborough was to give his final report on the 75 Million Campaign.

The event occurred not far from the street in Memphis memorialized by blues composer and musician W. C. Handy in the "Beale Street Blues."

Southern Baptists launched "the Cooperative Program" to get away from perennial financial blues. They revolutionized their piece-meal system of catch-as-catch-can giving and established a unified, systematic and cooperative plan of raising and allocating funds, a lifeline for mission support for many years ahead.

SBC President George White McDaniel of Richmond chaired the five-day session in Memphis. The momentum on the issues of finances and cooperation began to build in the first session on May 13.

Scarborough presented his committee's final report. The campaign had clearly not achieved its monetary goal of \$75 million in receipts. But, "It came more nearly doing so than almost any other forward movement conducted by any of the larger denominations during the period immediately following the war" (World War I), he noted.

The 75 Million Campaign, Scarborough reported, had left Southern Baptists with "a great heritage," which was "more precious than life or gold, for them to love, pray for, care for, support, promote with great spirit of co-operation and liberality." (The cooperative movement ultimately resulted in the SBC paying all its debts in full, with interest, while some other denominations were reportedly taking discounts on loans.)

He concluded his report by calling on Southern Baptists to ensure that "all the things promoted and advanced by the campaign and dear to the heart of our Saviour shall be cared for in a more glorious fashion by Southern Baptists' great, forward, co-operant movement.

"We must not lose the things we have already wrought through the mercies and power of God; but we must do our best to bring them to a full reward," Scarborough said.

Southern Baptists paid heed. The next item of convention business saw not the end for Southern Baptists' financial blues but an important step in that direction. The Cooperative Program was voted. A new era had begun for Southern Baptists.

This year --1975-- is the 50th Anniversary of that event. (BP)

January 30, 1975

75-16

People Provide Prayer
Power for President

By Stan Hastey

WASHINGTON (BP)--President Gerald R. Ford said here that while the presidency is a lonely job, he has received encouragement from millions of citizens' assurances that they are praying for him.

Addressing the 23rd Annual National Prayer Breakfast, Ford related that on a number of occasions as he has traveled, he has heard called out the words, "We are praying for you," or, "You are in our prayers," as he mingles among crowds. He described as comforting "the satisfaction of knowing infinite numbers of people are praying for you."

The annual breakfast, which was sponsored jointly by the weekly prayer breakfast groups of the U. S. Senate and House of Representatives, was attended by some 3,000 government officials from all levels of American government, foreign diplomats, and other representatives from over 100 foreign countries.

In addition to Ford's remarks, the gathering also heard evangelist Billy Graham, U. S. Rep. Albert H. Quie (R., Minn.), who was the featured speaker, U. S. Sen. Sam Nunn (D., Ga.), and U. S. Rep. Richardson Preyer (D., N. C.).

Special music for the occasion was provided by the Samford University Choir under the direction of L. Gene Black, professor of music at the Southern Baptist institution located in Birmingham, Ala.

The choir, making its first appearance at the National Prayer Breakfast, is composed of 66 members.

Graham told the audience that America has faced three main crises in its history, the Revolutionary War, the Constitutional Convention, and the Civil War. In all three, he said, the nation's leaders found strength in prayer.

If the nation is to survive what Graham called its fourth major crisis, the present instability in the world, "it will be because we turn to God "

"There will be a way out," he said, when "we . . . become a spiritual superpower" in addition to being a military and diplomatic superpower.

Congressman Quie, who is active in a weekly prayer group at the U. S. House of Representatives, said that the key to healing the divisions in the country and the world is the power of love.

"It bothers me when I hear our nation called a Christian nation," he said, "for nations do not love, people do."

Quie identified the world's major problems as including killing, hunger, economic instability, energy shortages, and cynicism and distrust of government.

"We are prone," he said, to look to a person or to a nation to lead us out of our troubles." He went on to warn that such confidence is misguided, even when placed in Christian leaders. "Our hope is not in Christians; it is in Christ."



BAPTIST PRESS

News Service of the Southern Baptist Convention

NATIONAL OFFICE

SBC Executive Committee
480 James Robertson Parkway
Nashville, Tennessee 37219
(615) 244-2355
W. C. Fields, Director
Robert J. O'Brien, News Editor
James Lee Young, Feature Editor

BUREAUS

ATLANTA Walker L. Knight, Chief, 1350 Spring St., N.W., Atlanta, Ga. 30309, Telephone (404) 873-4041

DALLAS Orville Scott, Chief, 103 Baptist Building, Dallas, Tex. 75201, Telephone (214) 741-1996

MEMPHIS Roy Jennings, Chief, 1548 Poplar Ave., Memphis, Tenn. 38104, Telephone (901) 272-2461

NASHVILLE (Baptist Sunday School Board) Gomer Lesch, Chief, 127 Ninth Ave., N., Nashville, Tenn. 37234, Telephone (615) 254-5461

RICHMOND Jesse C. Fletcher, Chief, 3806 Monument Ave., Richmond, Va. 23230, Telephone (804) 353-0151

WASHINGTON W. Barry Garrett, Chief, 200 Maryland Ave., N.E., Washington, D.C. 20002, Telephone (202) 544-4226

January 31, 1975

75-17

"Baptist Hour" Program

Recorded in Cornfield

MANILA, Philippines (BP)--When Filipinos tune in their radios to the Baptist Hour this May, they won't hear bees buzzing, birds singing or a sudden downpour. Those sounds were present when the program was recorded in a make-shift studio in the middle of a cornfield.

Instead, they will hear a series of 25 evangelistic messages delivered by national pastors, recorded "on location" in the bush.

J.O. Terry, Jr., Southern Baptists radio-TV representative for Asia, directed the recording. He explained that microphones and tape recorders were brought to the cornfield because the cost involved in transporting the pastors to the recording studio was out of the question.

So, Terry said, "I found myself in coveralls and boots, standing in the middle of a cornfield under the only available shade tree with a make-shift bamboo mike stand and a small log for the pastors to sit on as they recorded."

When Terry and his crew arrived on the field, their original site for recording was abandoned because a work crew began clearing a nearby river valley, causing unacceptable noise and distractions. Terry retreated to higher ground and again set up the equipment.

But it wasn't long before two birds perched and started singing. And a swarm of bees "buzzed the mike, sounding like thunder in the headphones." Then a downpour hit. Finally, however, the job was completed.

The 25 messages, ranging from four to 21 minutes, Terry said, will be aired in areas of North Mindanao where a bold evangelistic program is projected, with a target of establishing 200 churches in the next five years. The excitement, he added, is that local pastors and church members have set the goal and are working to see that it is met.

Airing of the broadcasts will last about a year and will be supplemented with offers for tracts and an invitation to begin a Bible correspondence course.

-30-

Ford Consults Protestant
And Orthodox Leaders

Baptist Press

By Stan Hastey

WASHINGTON (BP)-- Representatives from 29 Protestant and Orthodox denominations, belonging to the National Council of Churches, met at the White House with President Ford in a break with policies of two past presidents.

The occasion marks the first time in 10 years that an American President has invited leaders from among the nation's mainline denominations to the executive mansion. Many American Protestant and Orthodox groups split with the late President Lyndon B. Johnson over the Vietnam war. The deep freeze continued during the administration of Richard M. Nixon.

Baptists present at the meeting were James Christison, associate general secretary of the American Baptist Churches in the USA, S. S. Hodges, executive secretary of the Progressive National Baptist Convention, and Joseph H. Jackson, president of the National Baptist Convention, USA.

-more-

DARGAN-CARVER LIBRARY
S. B. C. NATIONAL COMMISSION
NASHVILLE, TENNESSEE

Ford hinted that the meeting was only the beginning to an ongoing dialogue with religious leaders, Christison and Hodges told Baptist Press, news service of the Southern Baptist Convention, the nation's largest Protestant-evangelical denomination.

Although his schedule called for spending a half hour with the group, Ford extended the meeting for another 30 minutes. The group then spent another hour conferring with three administration officials who specialize in the fields of human rights, the economy, and energy.

While it is public knowledge that the NCC and President Ford differ on a number of issues, including aid to Indochina and amnesty for draft evaders and deserters, the council's spokesmen were unwilling to discuss such differences after the meeting.

Instead, Claire Randall, the general secretary of the NCC and a member of the United Presbyterian Church, USA, told reporters, "We did not go in to grumble or complain but to lift up some concerns." She characterized the meeting as "very, very useful" and as an "historic occasion."

During the Nixon White House years, she continued, the voice of the religious community "was not able to surface."

W. Sterling Cary, the president of the NCC and a United Church of Christ minister, underscored Randall's views. When Nixon was president, he said, "we were treated as subversive." He claimed that several members of the religious community were on the Nixon "enemy lists" and that his own telephone had been tapped. "This is fact, not fiction," he said.

Like Randall, Cary stated that the meeting with Ford was "very, very encouraging," despite some differences of approach to a number of national and international problems.

According to the two leaders, the discussion centered on three major areas--human rights, world hunger and economic and energy related problems.

Two of the Baptist leaders present at the meeting emphasized the amiable tone of the meeting but did indicate more specifically some areas of disagreement with the president.

Christison and Hodges expressed pleasure with what they called Ford's "openness" and his willingness to get down to specifics rather than talking only in general terms. They also indicated that the president had promised to listen to their views on particular pieces of legislation or executive actions.

Both men said the area of concern provoking the sharpest disagreement with Ford was that of hunger. They said that Ford had repeatedly emphasized that the country must take care of its own food needs before undertaking to feed the hungry abroad.

Ford also indicated he might insist before Congress on his proposed 30 percent increase in the cost of food stamps.

Hodges, leader of one of the three large Black Baptist denominations in the country, said that while the President did not address racial problems specifically, his recent invitation to confer with leaders of the National Association for the Advancement of Colored People (NAACP) and the Southern Christian Leadership Conference (SCLC) is an encouraging sign.

Faded, illegible text at the top of the page, possibly a header or introductory paragraph.



BAPTIST PRESS

**460 James Robertson Parkway
Nashville, Tennessee 37219**

FEB 3 1975

**LYNN MAY
HISTORICAL COMMISSION
127 9TH AVE. NO.
NASHVILLE TN 37203**

HO