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127 Ninth Avenue, North

Nashville, Tennessee

CHURCHES MAY CONDUCT SPECIAL  
"JOIN THE CHURCH WEEK" IN FALL

NASHVILLE, Tenn. --(BP)-- Southern Baptists will conduct a special "Join the Church Week" September 14-21, this year, if a plan sponsored by the Promotion Conference is adopted by the Convention in May.

Specific aim of "Join the Church Week" will be to enlist all non-resident members. One-fourth of the Convention's eight million members are non-resident, that is, they are not members of a local Baptist church in the community in which they live.

"Join the Church Week" will not be classed as a revival. However, special emphasis will be placed on the reception of members by letter Sunday, September 14, Wednesday, September 17 and Sunday, September 21.

Every agency of the Southern Baptist Convention and every state convention will co-operate in the drive.

A goal of 250,000 transfers of membership by letter will be set for the period.

Sunday, September 7, will be designated as a "Visitation Search Day." A special card will be used to locate non-resident Baptists.

The associational workers' meeting programs for July will be given to a study of the problem. A steering committee will be set up in every association consisting of moderator, clerk, associational missionary, chairman of evangelism, superintendent of Sunday school, director of Training Union, Woman's Missionary Union president and Brotherhood president.

The next step toward adoption of the plan will be a special meeting of various agency and state convention representatives in Miami on / <sup>Monday,</sup> May 12. Dr. Charles E. Matthews of the Department of Evangelism of the Home Mission Board has been asked to arrange for this meeting.

The plan is then expected to be adopted by the Executive Committee and the Southern Baptist Convention, meeting in Miami, Florida, May 14-18.

Dr. Paul Wheeler, Columbia, South Carolina, presented the plan to the Promotion Conference in co-operation with Dr. Matthews and other representatives of state and Convention groups.

PROMOTION LEADERS CONFER  
IN RECENT NASHVILLE MEET

NASHVILLE, Tenn. --(BP)-- Southern Baptists, in mapping plans for promotion, must keep in mind three things: their resources, their possibilities, their prospects. Or to put it another way -- "We must consider both assets and liabilities, We must truly recognize that the field is the world."

So spoke Porter Routh, executive secretary of the Executive Committee, in his keynote address at the annual Southern Baptist Convention promotional conference in Nashville, March 19-20, sponsored by the Executive Committee and directed by Merrill D. Moore, director of promotion.

Pointing out Southern Baptist gains since 1931, Routh said, "In 1931 fewer than 70 per cent of the churches gave something to missions, while last year more than 90 per cent of the churches reported gifts to missions. In 1931 the total gifts for all purposes by Southern Baptists amounted to \$32,000,000 plus while it reached nearly \$223,000,000 in 1951. The total gifts to missions and benevolences was less than \$6,000,000 in 1931 by all churches; it amounted to \$37,250,000 in 1951. The value of church property was about \$217,000,000 in 1931 and it has skyrocketed to \$761,000,000 by 1951."

Routh suggested that Convention groups keep each other in mind and that every Baptist try to see the needs of the whole program. "The security of one depends on the security of all. It (the Cooperative Program) is a mutual pact," he said.

Sixty-two leaders from twenty states attended the conference. Dr. J. Norris Palmer, chairman of the Promotion Committee, spoke on the year's promotion theme, "What Wilt Thou Have Me to Do?" He related the work of stewardship promotion to the spiritual purposes of the New Testament.

Forbes McKay, vice-president of Farm and Ranch Publishing Company in Nashville, told the group that total farm income in the South increased from two and a half billion in 1940 to eight and a half billion in 1950. This resulted in electrification of farms, lifting of standard of living and improvement of churches. In 1940, 603,478 southern farms were electrified, in 1950, 2,526,819, he said.

In a second address, McKay talked on selling. Outlining these three points: (1) know your product, (2) organize your knowledge, and (3) put yourself in the place of the man you are trying to sell, he said that <sup>the</sup> self-centered man who thinks negative thoughts and is jealous cannot win as a seller or a promoter.

McKay, a national advertizing authority, said that the new seven-point program for building stewardship churches and the 1953 plans for stewardship

--more promotion conference --

study courses in all the churches, October 18-25, was one of the most complete promotional ideas he had seen.

Merrill D. Moore, director of promotion for the Executive Committee, presented the seven-step plan as follows: (1) teach Bible stewardship, (2) enlist tithers, (3) plan church finances, (4) increase Cooperative Program, (5) ask every member to give, (6) make offerings weekly, and (7) handle funds well.

A special address on "Making Public Opinion" was delivered by Albert McClellan, director of publications. He said that the secret of promotion is found in Isaiah's famous passage: "For precept must be upon precept, ...line upon line; here a little, and there a little" (Isa. 28:10).

The conference was closed with an appeal by Willis J. Ray, state secretary of Arizona, to always keep in mind the relation of stewardship promotion to the main purpose of Bible teaching and soul-winning.

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SINGLETON TO TEACH  
EDUCATION AT BAYLOR

WACO, Tex. --(BP)-- Dr. Gordon G. Singleton, president of Mary Hardin-Baylor college at Belton since 1937, will begin his new position as professor of education in the School of Education at Baylor University, Waco, beginning in September.

Announcement of Dr. Singleton's coming to Baylor was made recently by Dr. W. R. White, president of the school. He also announced that Dr. Singleton will teach courses on the graduate level in college administration and high school administration. The courses in college administration are relatively new in the Southwest, Dr. White said.

Dr. Singleton has resigned as president of the Belton school, effective at the close of the present school term.

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