

November 3, 1952

127 Ninth Avenue, North

Nashville, Tennessee

BAPTIST SUNDAY SCHOOL BOARD'S  
BUSINESS DIVISION REORGANIZED

NASHVILLE, Tenn.--(BP)--Expanded activities of the Baptist Sunday School Board will result in extensive reorganization of the Division of Business Administration.

The changes are already in effect, according to Dr. T. L. Holcomb, executive secretary-treasurer, and Harold E. Ingraham, business manager, who announced the changes.

Building facilities of the Board are being increased to handle the expansion, and the new office building at Ninth and Commerce will be ready for occupancy late this year.

Principal change in the reorganization will be the creation of four new departments within the business administration division to handle expanding business of the Board.

1. A new Book Stores Department to have direct supervision of the administrative and promotional work of the Board's 43 retail book stores located throughout the Southern Baptist Convention territory.
2. An Advertising Department to serve as advertising agency for all phases of the Sunday School Board work.
3. A Merchandising Department, charged with responsibility for purchasing, warehousing, and wholesale selling.
4. A Personnel Department which is already in operation.

These changes affect the work of the present Sales and Advertising Department, organized in 1933 with George W. Card in charge, and the Order Department, which has been in existence since the organization of the Sunday School Board in 1891.

As reorganized, the Business Administration Division will include the following departments: (1) Accounting, R. L. Middleton, director; (2) Advertising, W. D. Kendall, director; (3) Book Stores, John H. Williams, director; (4) Maintenance, William Donnell, superintendent; (5) Merchandising, Keith C. Von Hagen, director; (6) Personnel, Leonard E. Wedel, director; (7) Production, Noble Van Ness, director; (8) Shipping, Chester P. Ellis, general foreman.

CARD TAKES JOB AS  
SPECIAL SALES ANALYST

NASHVILLE, Tenn.--(BP)--George W. Card is closing a period of long and distinguished service as head of the Sales and Advertising Department of the Sunday School Board. He has been in charge of advertising for 28 years and sales for nearly 20 years. Because of the great expansion of his department the two phases are being separated with advertising to be headed by W. D. Kendall, and sales to be divided between a new book store department, headed by John H. Williams, and merchandising, headed by Keith Von Hagen.

Card has accepted a special assignment for the Board to do research in sales and advertising with responsibility to develop a program of mail-order promotion and to make studies to determine means by which the Board can best serve Southern Baptist churches. He came to the Board in 1924, reorganized the Advertising Department, and has been manager of sales and advertising since 1933. During the time he has developed and planned distribution of sales promotional literature and catalogs for the Board's chain of Baptist Book Stores, annual sales have increased from \$341,000 to \$6,830,409.

T. L. Holcomb, executive secretary-treasurer, Baptist Sunday School Board, says, concerning Mr. Card, "His contribution to all phases of the Sunday School Board work, and particularly through the Baptist Book Stores, is quite beyond estimate."

Harold E. Ingraham, business manager, Baptist Sunday School Board, says, "He is a great layman and has rendered a wonderful service to Southern Baptists through his work in sales and advertising through our Baptist Book Stores."

Educated in Canadian public schools, Card is also a graduate of Burdette College, Boston, and has studied at Southern Baptist Theological Seminary. He formerly was district sales manager for Washburn Crosby Co. (now General Mills), advertising manager of the Louisville Seed Co., president of Card & Powell Seed Co., Louisville, and director of education and music for Walnut Street Baptist Church, Louisville. He has compiled hymnals and edited a number of publications.

He is a member of the Nashville Chamber of Commerce, and is a member of Belmont Heights Baptist Church where he serves as deacon, chairman of publicity, member of the budget committee and adult teacher in the Sunday school. For 12 years he was director of music for Belmont Heights, and has also served as minister of music for Eastland and Lockeland churches.

Mr. and Mrs. Card have two sons, Dr. William Judson Card, who recently came to Nashville as a member of the Miller Clinic, and Philip Twyman Card, educational director of First Baptist Church at Shawnee, Okla.

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BAPTISTS HAVE ONE-THIRD  
OF U.S. NON-CATHOLIC GROUP

WASHINGTON, D.C.--(BP)--"Baptists, when united, can speak with one of the most effective voices of Protestantism," declared Dr. Joseph M. Dawson, executive secretary of the Baptist Joint Committee, a group that represents several major Baptist conventions in matters of separation of church and state.

"One-third of all protestant churches in the United States are Baptist."

He said that a recent study shows 79,546 Baptist churches throughout the nation with a membership of 17,065,572.

Seventy major denominations, not including Catholics, have 266,526 churches and 87,081,504 members.

Southern Baptists with 28,289 churches and a membership of 7,373,496 is the largest Baptist group.

The American (Northern) Baptist Convention has 6,706 churches and 1,554,304 members.

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MARYLAND ADOPTS  
\$200,000 BUDGET

CUMBERLAND, Md.--(BP)--Maryland Baptists adopted a 1953 over-all goal including designations and the Cooperative Program of \$200,000. Half of this will go for state work. The rest for out-of-state causes.

New president of the Maryland Baptist Union Association is William B. Orndorff, pastor, First Baptist Church, Western Port, Md. Next year's meeting will be with the Temple Baptist Church, Baltimore, October 21-23, 1953. Attendance this year reached 352 messengers and 157 visitors.

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WRITE DIRECTLY TO HOTELS  
FOR SBC RESERVATION

HOUSTON, Tex.--(BP)--Better hurry! Hotel rooms for the Southern Baptist Convention, next May 6-10, are rapidly being reserved, according to Tom Shumate, the hotel committee chairman. If you want one of those remaining, write directly to the hotel of your choice stating your needs. Write now! This afternoon may be too late.

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TEXAS ENROLS  
RECORD CROWD

FORT WORTH, Tex.--(BP)--Texas Baptists enroled the largest number of messengers attending their annual convention in history, a total of 4,200. Grand attendance reached more than 7,000. Like the Southern Convention, the Texas convention has grown so large that only a few Texas cities can accommodate. They will meet in San Antonio next year, October 20-22 and again in Fort Worth in 1954.

A 1953 budget of \$6,000,000 was adopted, including both Cooperative Program and designations. Another \$6,000,000 will be raised from individuals and corporations.

Dr. J. Howard Williams, state secretary, announced that receipts from the special western mission offering taken to assist churches in the Far West in building buildings had totaled \$400,000. He said that it is expected to exceed \$600,000.

The convention passed resolutions (1) asking the governor of Texas to set aside a day for prayer for rain, and (2) asked that state prison officials not open gates of the prison on Sunday to receive outside spectators of rodeo and athletic events.

Dr. Forrest Feezor, Waco, Tex., was re-elected president and Dr. Woodson Armes of Fort Worth was invited to preach next year's annual sermon.

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ERNEST O. SELLERS  
DIES IN LOUISIANA

NEW ORLEANS, La.--(BP)--Another great singer is dead. Ernest O. Sellers, composer of "Wonderful, Wonderful Jesus" and "Thy Word Have I Hid In My Heart" and many other songs, died here October 19. For many years he was head of the Music Department of New Orleans Seminary. The versatile man devoted much time to writing for state and secular papers. For many years he covered the Southern Baptist Convention for a New Orleans newspaper.

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MISSISSIPPI PASSES  
MILLION DOLLAR MARK

JACKSON, Miss.--(BP)--Mississippi passed the million dollar mark in contributions to the Cooperative Program on October 21, the first time in history, according to an announcement made by Dr. Chester Quarles, state secretary.

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W. HINES SIMS  
NEW MUSIC HEAD

NASHVILLE, Tenn.--(BP)--The Baptist Sunday School Board has elected another Louisianian to be head of the Department of Church Music. He is Dr. W. Hines Sims. Born in Urania, La., Sims spent most of his childhood in Texas. He received his B.A. degree from Hardin-Simmons University, A.B. in music from Centenary College, M.A. from Peabody College and a D.R. Music from Hardin-Simmons.

He entered full-time religious work in 1943. From 1935 he taught public school music in Shreveport, La., where his choral groups received national acclaim. He was director of music at the Queensborough Church, Shreveport, 1943-45, and First Baptist Church, Nashville, 1945-46, when he was elected associate secretary to the late Dr. B. B. McKinney.

Dr. Sims is married to Annie Brown of Shreveport. They have three children, Jean, Carole, and Betty.

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R.A. CONGRESS HELD  
IN SOUTH CAROLINA

GREENVILLE, S. C.--(BP)--South Carolina Baptists are sponsoring a Royal Ambassador Congress. Ten outstanding Baptist men will spend Friday night and Saturday, Nov. 21-22, in helping the R.A. group to get a wider vision of world missions. Theme of the program is "Tomorrow's Men In Missions."

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ORE.-WASH. BAPTISTS  
INCREASE COOPERATIVE PROGRAM

PORTLAND, Ore.--(BP)--Southern Baptists in Oregon and Washington have adopted a \$45,137 Cooperative Program goal for 1953. It will be divided 74 per cent to state causes and 26 per cent to Southern Convention causes. The action was taken at the annual convention here, Oct. 22-23.

The convention also voted to increase the Southern Convention one per cent of the total each year for the next five years. An item of \$12,500 was approved for a camp site at Deming, Wash.

Pastors and representatives of 20 new churches appeared before the convention and these were received into the fellowship of the General Convention of Oregon and Washington. A final report showed 63 Southern Baptist churches in the two states.

Two hundred and fifty people attended this year's convention. E. R. Jacks of Longview, Wash., was elected president. The convention will meet next year in Seattle, Wash., October 27-29.

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