

April 17, 1953

127 Ninth Avenue, North

Nashville, Tennessee

FARM AND RANCH MAGAZINE  
TAKES STAND AGAINST LIQUOR

NASHVILLE, Tenn.--(BP)--Forbes McKay, president, Farm and Ranch Magazine, Nashville, Tenn., has announced that this magazine, read by approximately 5,000,000 southern people, has taken an unalterable stand against the publication of liquor advertising. Mr. McKay, a member of the Presbyterian Church, further stated that this has been done despite considerable pressure on the part of would-be advertisers who want their material in the eighty-four year old magazine.

"The matter comes up periodically and tremendous sums of money are involved. Farm and Ranch Magazine is of the opinion its readers would not, under any circumstances, like to have children exposed to the type of advertising copy which is being printed to persuade young people to use alcoholic liquors," said Mr. McKay.

Mr. McKay, while speaking to the Promotion Conference of the Southern Baptist Convention in Nashville, March, 1952, stated they had turned down an order for approximately \$50,000 worth of illustrated liquor advertising. At that time he further stated that under no circumstances would the magazine accept advertising urging the use of alcoholic beverages. A reiteration of this stand has recently been made in view of repeated attempts of advertisers for their material to be published in Farm and Ranch.

The main purpose of the magazine is to help raise the standards of living, and the moral standards of the people who get the magazine. For this reason they have turned down another large order this week McKay said.

Farm and Ranch Magazine has 1,318,000 subscribers and covers fifteen Southern states. It was founded originally under the name Southern Agriculturist and was first published in Dallas, Tex.

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EDUCATION GROUPS  
TO MEET IN JUNE

NASHVILLE, Tenn.--(BP)--The Education Commission of the Southern Baptist Convention and the Southern Association of Baptist Colleges and Schools will hold their annual meeting in Nashville, Tenn., June 18-19, 1953.

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CONVENTION PROGRAM  
BY  
E. H. WESTMORELAND, CHAIRMAN  
COMMITTEE ON LOCAL ARRANGEMENTS

The suggested order of business for the Houston Convention is meeting with almost unanimous favor across the entire Convention territory. The plan of having only two sessions each day is being lauded by the Baptists of Houston and we believe it will meet with general acceptance on the part of the thousands of messengers expected here May 6-10.

There are two other changes that ought to be made in future programs. First, a change in the Constitution that would declare that "no business would be transacted by the Convention after the close of the morning session on Saturday of the annual session." For all practical purposes that rule is already in effect now, but there is a possibility that at some future date a motion could be passed determining Convention policy at a Saturday night or Sunday session when many of the messengers have already left for their homes. The program after Saturday morning is of an inspirational nature and it should be definitely stated that no matter of business could be introduced during these sessions.

A second change would provide that the Committee on Order of Business for the annual session would work out the "week-end sessions" in co-operation with a committee from the local Baptist Pastor's Conference of the entertaining city. Although the local pastors are now consulted it is only after the program has been worked out in detail and the request made that they promote the program by urging the attendance of their members. There would be far more enthusiasm on the part of the local pastors if they had some voice in determining the number of sessions to be held over the week-end and some voice in the personnel of the program. As it now obtains the program is handed down and the pastors are asked to "fall in line" regardless of their local programs or their wishes in the matter.

Let me assure you that this is not written in complaint regarding the program to be held in Houston. We are delighted with the program which has been worked out by the Committee on Order of Business. But as a permanent policy of the Convention, we believe that the above changes would be for the good of all concerned. Let us discuss the matter among ourselves and if such changes appear necessary or desirable, someone should introduce such amendments to the Constitution at the Houston Convention or at some subsequent session.

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Baptist Press

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