The Board of Directors of Southwestern at Memphis held its regular stated meeting in the Directors Room, Palmer Hall, on Tuesday, March 18, 1958, at 9:00 A.M.

The meeting was called to order by the Chairman, Sidney W. Farnsworth, and was opened with prayer by Dr. W. J. Millard.

Miss Erma Reese, Assistant Secretary, was invited to sit in the meeting.

The roll call showed the following members present:

**ALABAMA:**
- John M. McMillan
- A. K. Burrow
- James A. Minter, Jr.
- Edward V. Ramage

**LOUISIANA:**
- Mrs. M. Vance Higbee
- John S. Land
- Walker L. Wellford, Jr.

**MISSISSIPPI:**
- W. H. McAttee
- W. J. Millard
- Mrs. W. Everarde Jones

**TENNESSEE:**
- Robert E. Harwell
- Sidney W. Farnsworth
- Mrs. John T. McCall


The Chairman announced for information the personnel of the following Committees:

**HOUSE** - Robert E. Harwell, Chairman; Walker L. Wellford, Jr.,
- Mrs. Roy C. Heacock, Mrs. John T. McCall, W. H. McAttee,
- Frank A. England.

**FINANCE** - John M. McMillan, Chairman; Alfred C. Glassell; James W. Hargrove, A. K. Burrow, W. S. Beasley, James A. Minter, Jr.,
- A. Van Pritchatt, Mrs. W. Everarde Jones

**DEVELOPMENT** - W. J. Millard, Chairman
- Synod of Alabama - Mrs. Roy C. Heacock, E. V. Ramage
- Synod of Louisiana - Mrs. M. Vance Higbee, John S. Land
- Synod of Mississippi - Mrs. W. Everarde Jones, Robert G. Gillespie
- Synod of Tennessee - Mrs. John T. McCall, Robert E. Harwell
- R. P. Richardson, Vice President for Development

**HONORARY DEGREES** - W. J. Millard, Chairman; A. Van Pritchatt, P. N. Rhodes
- Faculty members - A. T. Johnson, M. L. MacQueen

The Chairman, Sidney W. Farnsworth, is ex officio a member of each Committee.

The Chairman requested Dr. Ramage to serve on the House Committee.
The Chairman of the Committee on Honorary Degrees made the following report, which upon motion by Dr. Millard, seconded by the Secretary, was unanimously adopted: (See Addendum attached to these minutes)

The Board's Committee on Honorary Degrees met on February 21 and on March 10, 1958, with all members present. Dr. Charles E. Diehl, President Emeritus, met with the Committee by invitation. A number of recommendations were considered, and the Committee is nominating the following persons for honorary degrees to be conferred at the commencement exercises on Tuesday, June 3, 1958:

**DOCTOR OF DIVINITY**

Alex W. Hunter ........................................... New Orleans, La.
Pastor, First Presbyterian Church

W. Chester Keller ......................................... Memphis, Tenn.
Pastor, Woodland Presbyterian Church

**DOCTOR OF FINE ARTS**

H. Clinton Parrent, Jr. .................................. Nashville, Tenn.
Architect

**DOCTOR OF HUMANITIES**

Aaron Knox Burrow ....................................... Memphis, Tenn.

Upon motion by Mr. Harwell, seconded by Mr. McMillan, the reading for information of the minutes of the Board of Directors' meeting held on October 17, 1957, was dispensed with since copies of the minutes had been received by each Board member, and the minutes of the Executive Committee meetings held on October 25 and November 29, 1957, January 31 and March 4, 1958, copies of which had also been received by each Board member, were approved.

The following report of the House Committee was presented by the Secretary:

The House Committee met at 7:50 P.M. on Monday, March 17, 1958, in the Faculty Room, Palmer Hall.

The following members were present: Robert E. Harwell, Chairman; W.H. McAtee, and Walker L. Wellford, Jr. Chairman Sidney W. Farnsworth requested E.V. Ramage to serve on the Committee. John A. Rollow, College Engineer, was present by invitation.

The following members of the Committee were absent: Mrs. Roy C. Heacock, Mrs. John T. McCall, and Frank A. England.

The meeting was called to order by the Chairman, Robert E. Harwell, and E.V. Ramage opened the meeting with prayer.
The Chairman introduced Walter J. (Mike) Cody, President of the Student Council, and Allen Reynolds, President of the Sophomore Class, who were present in response to a letter from President Rhodes suggesting if the student body had any ideas and constructive criticisms pertaining to the operation of the college that they be presented at this meeting.

Mike Cody stated that the chief matter discussed at student meetings is the need for a student center. He reported that the Student Council has held periodic meetings with students, at which times this question was always brought up; that the students wanted to know what was being done to procure funds for a student center; and what the Student Council was doing to acquaint the Board of the need for a student center. He stated that prior to the middle of February, 1958, no action had been taken by the Student Council, but since then a fund has been set up by the students which now totals nearly $200,000. Mike Cody further stated that the students realize that this amount would be a mere drop in the bucket but that they felt the publicity connected with the fund would help to excite interest among citizens who might be donors and would also serve to call the attention of the administration to this need.

Allen Reynolds, chairman of the student fund, stated that he had become particularly aware of the shortcomings of facilities for student activities. He enumerated the following:

1. Inadequate space to publish the college newspaper
2. Inadequate space for the Lynx Lair (part of the Supply Store)
3. No suitable space for publication of the annual
4. No adequate space for the Student Council to meet
5. No meeting place for the Protestant Religious Council and social committees

As a result of poor facilities in the Lynx Lair, Allen Reynolds said that the students tend to congregate in the Burrow Library for purposes other than study. He feels that campus life could be materially improved by having such a building as a student center. He presented a series of articles from The Sou'Wester, the college paper.

A general discussion was engaged in, after which the students were excused. President Rhodes, who entered at the end of the discussion period, was asked if he cared to express any thoughts regarding the need for a student center. He told the Committee that the college plant is about one-half finished, and that there is a real need for the simultaneous construction of three residence halls and the student center. He stated that the student center should have an auditorium which would seat about one thousand, as well as the facilities mentioned by the students, that it would be located north of Palmer Hall, and that it would cost a minimum of $600,000.
The next phase would include completion of the Neely Mallory Memorial Gymnasium, a fine arts building, and an additional science building.

President Rhodes pointed out that those buildings considered most needed were not necessarily the ones for which donors would want to see their gifts used.

It was moved by Dr. McAtee, seconded by Dr. Ramage, and unanimously carried that the students be commended for their foresight and diligence in setting up a fund for the student center.

Mr. John A. Rollow stated that the metal sash in Palmer Hall was scheduled to be painted, that the campus roads have been damaged by freezing and are in need of repairs.

It was moved by Dr. Ramage, and seconded by Dr. McAtee, that the administration be commended for the fine work done in maintaining and improving the buildings and grounds.

There being no other business, the meeting adjourned with prayer by Dr. McAtee.

Robert E. Harwell, Chairman
Walker L. Wellford, Jr., Secretary

Upon motion by the Secretary, seconded by Dr. McAtee, the House Committee's report was unanimously adopted.

Mr. McMillan, Chairman, presented the following report of the Finance Committee:

The Finance Committee of Southwestern at Memphis met on Monday evening, March 17, 1958, at 7:45 P.M. in the Directors Room with Mr. John M. McMillan, Chairman, presiding; others present were Mrs. W. Everarde Jones, Messrs. J.A. Minter, Jr., A. Van Pritchatt, A.K. Burrow, Sidney W. Farnsworth, P.N. Rhodes, and C.L. Springfield, Comptroller.

The meeting was opened with prayer by Mr. McMillan, after which the minutes of the October 16, 1957 meeting were read.

With regard to the recommendation that Major Medical Insurance be provided for the faculty and staff (see minutes of the Board of Directors' meeting held October 17, 1957, page 12), Mr. Pritchatt suggested that further study was necessary before a definite plan could be presented. He said also that the cost would probably be more than the original estimate. Upon motion by Mr. Farnsworth, seconded by Mr. Burrow, further financial latitude was given.

The matter of increasing faculty and staff salaries for the fiscal year 1958-59 was discussed. President Rhodes explained that this matter was being studied and that it was very likely increases could be made in line with action taken by the Board at
its meeting on October 17, 1957 (See minutes of October 17, 1957 meeting, page 11). Upon motion by Mr. Farnsworth, seconded by Mr. Minter, the Executive Committee was authorized to appoint a sub-committee to further study the matter and with power to effect the wishes of the Board in this connection.

President Rhodes pointed out the need for additional buildings on the campus to take care of an anticipated increase in enrollment. He emphasized that there is an immediate and pressing need for at least two additional residence halls - one for men and one for women - and for a student center building.

After an inspection of the portfolio of securities in the endowment fund the Committee expressed its enthusiastic approval of the way the fund was being handled and suggested that the Secretary write a letter to each member of the Investment Committee thanking them for the fine work they are doing for the college.

It was again pointed out that Southwestern and other institutions supported by the Synods have great financial difficulty since being assured that certain amounts will be allocated to them they find that the amounts actually received are short of this assurance. It is urgently requested that all possible steps be taken to remedy this situation, and it is suggested that a copy of these minutes be sent to each church in Southwestern's four cooperating Synods.

There being no further business, the meeting adjourned.

John M. McMillan, Chairman

Upon motion by Mr. McMillan, seconded by Mrs. Jones, the Finance Committee's report was unanimously adopted.

At the request of the Chairman, Mr. C.L. Springfield, Comptroller, was invited to the meeting to discuss the financial status of the college.

The Chairman stated that Dr. Chas. E. Diehl, President Emeritus; Dr. Alfred O. Canon, Dean of Alumni; Mr. Albert M. Johnson, Librarian; Mr. C.L. Springfield, Comptroller; Professors A.T. Johnson, J.H. Davis, J.M. Jones, and M.L. MacQueen; and Messrs. Palmer Brown III and Don Warren, members of the Executive Committee, would join the members of the Board for lunch in the private dining room of Catherine Burrow Hall at 12:30 P.M.

President Rhodes reported orally on the work of the college for the 1957-58 academic session, the Southwestern Research Institute, Southwestern's International Studies Program, including the proposed language laboratory, and the Second Memphis Assembly, which will be held on the campus March 27-29, 1958.
In appreciation of the total devotion and application of talents to the task of the administration at Southwestern, the Board of Directors hereby expresses itself by unanimously voting to increase the salary of its President to $15,000 per year, beginning July 1, 1958. The Board is cognizant that this is a very inadequate expression of the genuinely fine spirit which is felt by each member of the Board toward the President for his vigor in advancing the program of Christian Higher Education through the ministry of one of the finest institutions of our Church. It is the constant prayer of the Board that God will continue to provide Dr. Rhodes with strength sufficient for the future advancement of Southwestern.

The meeting recessed at 10:30 A.M. for the Committee on Development to meet, and reconvened at 11:00 A.M.

The Chairman, Dr. Millard, read the following report of the Committee on Development, which had been prepared by Dr. R.P. Richardson, Vice President for Development:

**NEWS SERVICE**

Mrs. E.G. Ballenger continues to do an excellent job in the field of publicity and publications for the college. One of the most significant pieces of literature which has come out of her office recently is the new "Southwestern in Words and Pictures." This is a combination of the former catalogue digest, which cost 24¢ each, and the viewbook, which cost between 85¢ and $1.00 each, whereas this new publication has cost only 19¢ each. It is an excellent job and tells Southwestern's story well. Mrs. Ballenger is to be commended for the good work that she is doing in this field.

Mrs. Ballenger reports that it is becoming more and more necessary to find other ways to tell Southwestern's story to the public because of newspaper space limitations. During the past year there has been an appreciable reduction in the amount of copy and photographs used in the local newspapers. This has not happened just to Southwestern. It is general and widespread. This subject was discussed at a recent convention of the American College Public Relations Association by people from other parts of the country. At that time it had not yet hit Southwestern, but it was a trend, and Southwestern is beginning to feel it now. The newspapers have their problems, and they cannot help it.

It becomes apparent that we must depend more and more on direct mail, informative brochures and pamphlets, home-town news stories, radio and TV coverage wherever possible, and promotion of campus events. This we are trying to do. We will, of course, continue to send out a steady flow of daily newspaper copy. Much of it will continue to be used, but not as much as formerly.

Another major economy has been effected by changing the "Southwestern News," the alumni paper, from six issues a year to a quarterly publication. The size has been increased so that the same amount, or perhaps more, of information is presented. This adjustment represents a saving of several hundred dollars.
a year on the number of copies which are printed and mailed
to alumni and interested friends.

ALUMNI RELATIONS

Alumni contributions for 1957 amounted to $19,734.85.
Add to this some non-alumni contributions to the Loyalty Fund
and the total is $22,056.63. The total for 1956 was $14,149.18.
The percentage of participation for 1957 was 16.1%, whereas the
1956 participation was 10.5%. This shows an increase of about
30%, both in the amount of money and in the percentage of parti-
cipation. We are pleased over this and believe that perhaps we
are on the way out of the woods. Our objective for next year will
be $35,000. With the help of Dr. Alfred O. Canon, Dean of Alumni,
as well as the work that Mr. Goodbar Morgan does, we are exploring
the possibility of increased interest and participation through
the medium of a Challenge Fund by an outstanding alumnus, and
also the organization of Southwestern Alumni Clubs in eight or
ten large and important centers throughout the Mid-South.

PARENTS' DAY

Since the Board met last fall, Parents' Day was observed
again for the second time on Saturday, November 16, 1957. More
than 300 parents came at eight in the morning and were here through-
out the day, attending classes, the football game with their son
or daughter, and were with them again for an evening meal. We had
a fine luncheon for the parents, at which time President Rhodes and
Dean Jones spoke. On that occasion there was elected a Parents' Com-
mittee, composed of some six or eight parents, which will func-
tion and make arrangements for Parents' Day in 1958 on Saturday,
November 1. Plans will be made with the Parents' Day Committee
this spring. It is also proposed to approach parents for financial
contributions to the college throughout the year.

STUDENT RECRUITMENT

The 1957-58 enrollment, counting regular students, music
students and nurse trainees from the Methodist Hospital, total
665 for the first semester and 650 for the second semester. These
students were drawn from 19 states, 86 cities or towns, and 99
high or preparatory schools. The percentage of Presbyterian stu-
dents is 54.3, and the number continues to rise. Residence hall
space is limited and will continue to be entirely inadequate for
the demand. As of March 15, the total applications were about
50% higher than the corresponding date in 1957. The ministerial
candidates enrolled number 56, of whom 44 plan to enter the
Presbyterian ministry. Mrs. John Q. Wolf, Admissions Counselor,
has these comments to make concerning the work of the Office
of Admissions, which is an integral part of the development pro-
gram of the college: "The emphasis in the work of the Admissions
Office has changed completely in the last few years - instead of
seeking students, we are now selecting them, and the task is even
more difficult."
"The Office of Admissions has over 1,000 visitors each year, many of whom are high school students who need help in planning a college preparatory course; the mailing list of the Admissions Office to prospective students alone is over 3,000 annually. We attend College Day in many of the high schools in the four Synods. In spite of an increase of $250.00 in tuition and fees in the past two years, and in spite of using the College Board Examinations as a requisite for admission, the number of applications for the fall of 1958 represents an increase of 53% over the same date of last year. By February first we had 200 applicants for the 50 spaces which will be available in the residence hall for freshman women. We shall doubtless have 1,200 applications for our total of 600 students, whom we can accommodate. This gain, we believe, is brought about not only due to the natural increase in the number of young people, but to a very great increase in interest in our Presbyterian Churches, and in educational circles in the splendid type of education which Southwestern offers. In other words, we have a good product that is easy to sell."

PUBLIC SERVICES

Southwestern continues to serve the Church through the medium of pulpit supply by one or more of the six ordained ministers and two or more of the unordained consecrated laymen in the college family. This service is broadened through the medium of Bible teaching and conference lectures to young people, Men of the Church and Women of the Church, by different members of the faculty and staff. Southwestern Conferences continue to be popular and effective. During the last twelve months, we have had about sixteen of these Conferences, and have a few more to go, for this college year, to June, 1958. A total of 28 Conferences for the past 24 months is our present record. Dr. Alfred O. Canon, Dean of Alumni, and the Office of Development combine the forces of Adult Education with Development activity of the college to make these Conferences effective.

FUND RAISING

1. The Southwestern Arboretum continues to grow and expand under the direction of Professor Arlo I. Smith and with the help of the Lumberman's Club of Memphis, which has been giving Southwestern an annual appropriation of from $500.00 to $700.00 a year. Trails have been planned and platted, and the information is made available to people who visit the Arboretum so that they may find the various trees on the campus.

2. The Sponsors of Southwestern completed the year of 1957 in behalf of the project Operation Chests of Drawers for the men's residence halls with a generous contribution of $1,872.38. This is an increase of several hundred dollars over the $1,478.04 which came to the college for the Gatch Beds in 1956. The Women of the Church of the Synod of Tennessee have the project as its special objective for 1958. A committee composed of the President, Mrs. T.L. Warren, accompanied by Mrs. Charles Bledsoe and Mrs. Robert E. Harwell, were on the campus
and decided on a project for 1958. It had been suggested by the students that improvements in Hardie Auditorium, Palmer Hall, directed primarily to the stage and setting would be very helpful to the services of worship, as well as the recreational programs where the platform, lights and curtains are used. This project has been accepted by the Women of the Church of the Synod of Tennessee for 1958, and it is anticipated that $2,000 will be made available.

3. The President's Council had a meeting on February 24, at which time an effort was made to get these volunteer workers to assist President Rhodes and others in getting funds through bequests and wills, as well as through other forms of Christian philanthropy. This subject was highlighted recently by conferences which we attended in Cleveland, Ohio, under the auspices of the National Council of Churches of Christ in the United States, and in Richmond under our own Board of Christian Education. We are cooperating with Dr. Hunter B. Blakely in emphasizing wills before Presbyterians throughout Southwestern's four cooperating Synods to get them to remember Christian Higher Education at the time of the writing of their wills.

4. A group of Memphis alumni doctors, spark plugged by Dr. John D. Hughes and the Southwestern Science Fund, have succeeded in raising more than $1,160.00 so far this college year to improve the science equipment at the college.

5. We have been pushing the professorship program for the past six months. At the present writing we have challenged churches to provide a professorship at Southwestern, or half of a professorship, or a leg of a professorship. We have communicated with 57 churches through the four Synods which have a membership ranging in the three categories of 500-1000 members, 1000-2000 members, and 2000-3000 members. The score at the present time is we have approached two churches to provide a professorship to the tune of $7,200 each per year, five churches to provide a professorship for $6,000 each per year, five additional churches to take on one-half of a professorship at $3,000 each per year, and forty-five churches have been challenged to take a leg on a chair to the tune of $2,000 each per year. Fourteen of these letters went to the churches in the first two weeks in March. At the present time, we have one church with a professorship of $7,200 annually, and two churches are giving a professorship of $6,000 each annually. A few churches have turned the proposition down cold, but several other churches are interested in this program and promise their support as soon as they can get their own local church financial arrangements in the clear. There are a few churches which have not yet been approached, churches with a membership above 500. Two of these churches are without ministers, two are just over the 500 member line, three others have less than 550 members, and one has a membership of 602 members. For the nonce, it has been decided not to write to these churches. This requires a program of education. We believe that it will pay dividends in time. We also believe that this coming fall we should get some results from efforts to provide professorships from individual Presbyterian Churches. We hope that these will pay off in 1959.
THE PRESBYTERIAN CHURCH GIFTS FOR 1957

Benevolence contributions for the church year ended December 31, 1957 from the four cooperating Synods totalled $102,758.05, plus the three professorships mentioned above.

RESOLUTION

Your Committee on Development is exceedingly appreciative of the resourceful and diligent manner in which those in charge of this area of work have applied themselves. The progress made in the past few years is nothing short of phenomenal. The implementation of the claims and values of the college upon the minds, hearts, and resources of its contingency has been most tactful and effective so that the college has been strengthened and good will engendered. Your Committee recommends that the Board of Directors adopt this resolution of appreciation and encouragement of the devotion and efforts of all who have been useful in the development program of the college.

Upon motion by Dr. Millard, seconded by Mrs. Jones, the above report was unanimously adopted.

The Chairman announced that the annual meeting of the Board of Directors will be held on Thursday, October 16, 1958.

The minutes of the meeting were read and approved, after which the meeting adjourned at 11:30 A.M. with prayer by Dr. Ramage.
MEMORANDUM TO THE BOARD OF DIRECTORS OF SOUTHWESTERN AT MEMPHIS:

The purpose of this memorandum is to obtain your vote on two matters which it seems appropriate and expedient to act upon at once, and which were not taken up at the Board's meeting on March 18, 1958.

(1) In the past it has been customary for the Board, upon the recommendation of the Committee on Honorary Degrees, to authorize the President to award an honorary degree to the commencement speaker if that, in his opinion, seemed appropriate. Through oversight, this was not done this year and it seems well for several reasons to award such a degree to Dr. Ernest H. Vollwiler, Chairman of the Board, Abbott Laboratories, Chicago, who is the very distinguished commencement speaker. The reasons for this action meet with the approval of the Chairman of the Board and all the members of the Committee on Honorary Degrees.

(2) Some members of the Board may be acquainted with Mr. Wesley Halliburton, one of the best known "senior citizens" of Memphis and father of the late Richard Halliburton, explorer and author. Mr. Halliburton, who will be eighty-eight years of age in August, 1958, is a man of culture and literary interests, and a warm friend and promoter of Southwestern. He is active in expressing to his many friends approval of the college's adherence to integrity and excellence in buildings, curriculum, and athletic policy.

It has occurred to the members of the Committee on Honorary Degrees that it might be fitting to confer the Doctor of Humanities degree upon Mr. Halliburton this June. Certainly, this action would be well received locally. All members of the Committee on Honorary Degrees (W.J. Millard, A. Van Pritchett, Peyton N. Rhodes, A.T. Johnson, and M.L. MacQueen) concur in recommending to the Board this action as desirable from several points of view.

I hope that you will indicate your wishes on the enclosed postal, and I also hope that you will feel that affirmative action is appropriate. If you approve, this will make a total of six honorary degrees to be conferred on June 3, 1958, which is not excessive in line with past practice.

With warmest good wishes to each of you, I remain

Sincerely,

Sidney W. Farnsworth, Chairman
Board of Directors

The response from all of the members of the Board of Directors was unanimously in favor of conferring the two honorary degrees mentioned in the above memorandum. The degree conferred upon Ernest H. Vollwiler on June 3, 1958 was Doctor of Medical Science.