

KEY TO RESEARCH REPORT ON THE BAPTIST SUNDAY SCHOOL BOARD, 1962-72

1. Publishing
 - (1) Literature
 - (2) Books
 - (3) Films
2. Book Stores
3. Assemblies and Conference Centers
4. Sunday School Work
5. Training Union Work
6. Student Work
7. Church Music
8. Home Education
9. Church-Related Vocations
10. Church Administration
11. Tracts (and Braille Baptist)
12. Church Architecture
13. Church Library Promotion
14. Church Recreation
15. Research and Statistical Surveys
16. Editorial and Research Library
17. Cooperative Work with State Boards
18. SBC Support
19. Relations with other Boards and Agencies (SBC and Other)
 - (1) Financial
 - (2) Program and function
20. Evangelism
21. Missions
22. Stewardship
23. Laymen
24. Relations with non-Southern Baptist bodies
25. Other

A RESUME OF THE EVENTS IN THE BACKGROUND AND HISTORY OF
THE SUNDAY SCHOOL BOARD

By A. Ronald Tonks

1962

18. The Southern Baptist Convention Operating Budget for 1963 was established at \$485,000. Of this amount \$275,000 would be supplied by the Sunday School Board (p. 58).
1. (2) A motion by Ralph F. Powell of Missouri, and subsequently withdrawn at the request of Earl Harding of Missouri, was presented at the Southern Baptist Convention in 1962 to instruct the Sunday School Board to "cease from publication and printing the book, The Message of Genesis, by Dr. /Ralph E./ Elliott, and that they furthermore recall from all sales this book which contradicts Baptist conviction" (pp. 65, 69).
1. (2) A further motion presented by Ben D. Windham of Oregon that "this Convention instruct the Sunday School Board to cease publishing and to recall from all distribution channels, the book, The Message of Genesis, by Dr. Ralph Elliott" was subsequently defeated (pp. 71, 73).
19. (1), 25. The Board reported that 1961 had not been an easy year financially because of a nationwide business recession. The income expected by the Sunday School Board in 1961 totaled \$27,945,447 (pp. 100, 163).
25. The Board reported the final circulation of all periodicals for the year showed a 1.1% increase during the year. A total of 110,395,424 pieces of periodicals and graded literature and 67,217,225 bulletins were circulated. Church literature was shipped to all fifty states and 92 foreign countries (p. 164).
25. A new system for filling literature orders was installed in 1962, and mail was hauled to the post office by means of a chain conveyor (p. 164).
2. Sales for the Baptist Book Stores for the year 1961 were \$12,450,196, a reduction from the previous year. Most of the loss in sales resulted from combining the three stores in California; closing of the Austin store, the seminary branch stores in Louisville and Fort Worth, and the temporary closing because of a fire of the Roanoke store (p. 168).
2. The net income from the Book Store operation was \$629,769, which represented an increase over 1960 of \$248,564 (p. 168).
2. The Book Store Division was created as a separate division on August 1, 1961 (p. 169).

3. The attendance at the Ridgecrest Baptist Assembly was down slightly from the previous year while Glorieta attendance increased slightly. The loss sustained from the operation of the assembly program was \$259,089 compared to a loss of \$267,387 the previous year (p. 169).
4. 20. Extensive research was conducted by the Board during the year to ascertain the ministry conducted by Southern Baptist churches to the handicapped and plans were formulated to assist in this area (p. 170).
8. A project entitled Operation Home Folks was designed and launched to reach church members not enrolled in Sunday School (p. 170).
25. The Board reported a record number of Vacation Bible Schools held during the year. The total number held in 1961 was 28,796 (p. 170).
4. The Sunday School enrolment for 1960 was 7,282,550; only 489 churches were without Sunday Schools (p. 170).
5. The Training Union Department undertook an aggressive campaign to enlist churches to establish Training Unions and to study enlargement approaches (pp. 171-72).
5. 15. Training Union conferences were held to evaluate the effectiveness of the work and long-range plans for designing a program to aid churches of the associations were also undertaken. Extensive research projects at four Southern Baptist seminaries to test various aspects of the Training Union quarterlies was attempted, and a pilot program was undertaken through field conferences to pretest data on the use of quarterlies (p. 171).
5. Special experimental Adult resource units on family life were undertaken, and 26 pilot churches experimented during May with Adult Training Union resource units (p. 171).
5. A special attempt was made to determine the relationship of the association to present-day Baptist life and the most effective ways of meeting the needs of the churches (p. 171).
5. The new position of director of new church member training was created during the year (p. 172).
24. An extensive leadership Training Program was undertaken to assist in the orientation of Canadian churches and in three statewide leadership workshops (p. 172).
6. The Department of Student Work assisted in organizing 23 new BSU's which brought the total to 497 (p. 173).

7. The first National Conference of Southern Baptist Musicians was scheduled for Louisville, Kentucky, February 11-13, 1964. A new oratorio had been commissioned for presentation at that conference (p. 174).
25. During the course of the year selected consultants representing a cross section of Southern Baptist life were brought to Nashville for an over-all review of the Program of Family Life Education (p. 174).
8. A twelve-month's study project designed to develop an instrument for use in administering a program of church-home cooperation was under way in cooperation with a church in Oklahoma and one in South Carolina (p. 174).
9. Communication with volunteers in church-related vocations was improved during the year with a redesign of the quarterly bulletin entitled Life Lines. This bulletin was issued to nearly 30,000 people each quarter (p. 175).
9. 25. A motion picture on church-related vocations entitled Take a Giant Step was premiered in April, 1962 (p. 175).
9. At the Southern Baptist Convention in 1961, the Convention voted to expand the Program of Church-Related Vocational Guidance. The program was changed to involve the larger concerns of choice for and adjustments to all vocations. Extensive studies were undertaken during the year by this department to implement this program (p. 175).
11. A new tract was developed entitled "The Bible Judges Communism" (p. 176).
11. The circulation of The Braille Baptist continued to increase and rose to 1,500 at the end of December. The Intermediate Braille Baptist completed its first year of existence in October with a circulation of 310 (p. 176).
12. A total of 140 churches from 22 foreign countries requested the services of the Church Architecture Department during 1961. It also provided guidance and help on several projects relating to Sunday School Board buildings (p. 177).
16. The Sunday School Board in cooperation with the Southern Baptist Historical Commission maintained the Dargan-Carver Library during 1961. The acquisitions to the library totaled 852,365 pages of microfilm, 1,800 pamphlets and church histories, and 35 large archival collections (p. 180).

The Dargan-Carver Library also reported that 300 students, denominational leaders, and Baptist history professors used the library for research for theses, dissertations, and books. A total of 600 rare books and periodicals were rebound during the course of the year to improve the collection (p. 180).
17. During the course of the year the Board provided financial assistance to the states for the promotion of the Sunday School, Training Union, Student Union, church music, and church architecture work in the amount of \$799,617,

which represented an increase of \$29,844 over the previous year (p. 180).

18. The Sunday School Board transferred to the Southern Baptist Convention in 1961 the amount of \$283,282 (p. 181).
18. The Sunday School Board also transferred in 1961 the amount of \$300,000 to the Southern Baptist Executive Committee for the construction of the Convention Building on James Robertson Parkway. The Board planned to contribute an additional \$900,000 in the year 1962-63 (p. 181).
25. On the first of August, 1961, several organizational changes were undertaken by the Board: (1) The title of the administrative assistant was changed to associate executive secretary-treasurer. The Office of Management Services was created with staffs for Accounting and Data Processing, Budgets, Internal Audit, Organization and Methods, Legal and Financial, Administrative Services, and Properties Management. A Publishing Division was established with Wholesale Merchandise Control, Wholesale Advertising, Wholesale Sales, Church Literature, and Procurement Departments (p. 181). A Book Store Division was established with Retail Advertising and Book Store Departments. Further organization changes were planned in this department in January, 1962. The Business Division director was to direct the assemblies until his retirement, at which time this responsibility would be transferred to the Service Division. The Merchandise and Sales Division and the Business Division ceased to exist (p. 181).
25. The Board reported 1,287 regular employees at the end of 1961 (p. 181).
24. During the year the city of Nashville appealed the ruling of the State Tax Equalization Board in validating the city's property tax assessment of properties owned by the Board. The Tennessee Supreme Court had heard the case but had not yet rendered a decision (p. 182).
25. The Board reported that the Frost Building in Nashville had been renovated at a cost of \$327,270 (p. 182).
25. The Board also constructed for the Baird-Ward Printing Company an additional office building to be completed in 1962 at the cost of \$97,000. The increased rent from Baird-Ward was used to amortize the investment (p. 182).

1963

19. The Board reported that the change of the fiscal year from December 31 to September 30 would assist greatly in the preparation of its annual report (p. 178).
24. The Board reported a difficult financial year in part because of increased costs and also the institution of a minimum wage in accord with the passage of the recent Minimum Wage Bill (p. 178).
1. (1) The Board provided 11 monthly, 41 quarterly, and 3 weekly publications,

as well as a complete closely graded set of teacher and pupil materials for Primary, Junior, and Intermediate age groups in Sunday Schools (p. 179).

20. The Board reported 3 new publications, "The Southern Baptist Special Training Series," to provide assistance to church members in witnessing. The materials were prepared for use in January, 1963 (p. 179).
7. 1.(1) The Board reported a new quarterly publication for use with Junior choirs entitled The Junior Musician. The first issue was published for the fourth quarter of 1963 (p. 179).
1. (1) The Board purchased 40 original full-color paintings from artist Harold Minton and commissioned other artists to paint about 40 additional canvases including some on early Baptist history (p. 179).
1. (1) Sales of church literature during 1962 totaled \$10,105,000 representing an increase of \$733,703. The increase was due primarily to a rise in prices effective October 1, 1961 rather than an increase in circulation (p. 180).
19. (1)
1. (2) The Board received for consideration 469 manuscripts which represented 58 more than the previous year. The Board processed for publication a total of 20 new titles (p. 180).
1. (3) No motion pictures were released during the year, but one film entitled The Communist Threat was filmed on location in Munich and Berlin, Germany, to be released in November, 1963 (p. 180).
1. (3) The Board reported that although film sales and royalties had reached \$40,801, the income from the Broadman film program had not yet reached the breakeven point (p. 180).
2. Effective March 1, 1962, three new book store departments were created. Three seminary stores were transferred from branch to independent operation effective August 1, 1962 (p. 182).
3. The Board reported 30,177 were registered at conferences at Ridgecrest during 1962, and 18,429 registered at Glorieta during the same period. This represented a total of 48,606 people participating in the conferences (p. 183).
4. A survey was taken by the Sunday School group to determine the nature and extent of Weekday work being carried on by Southern Baptist churches. In reports from 966 churches, it was indicated that 361 promoted some kind of program such as nursery schools, day-care programs, and kindergartens. Classes in Weekday Bible Study were reported by 158 churches in Baptist day schools by 21 (pp. 183-84).
4. 20. Materials were prepared and used to assist in promoting the Associational Sunday School Witnessing Campaigns and to develop guidance for Extension Bible classes (p. 184).

4. 12. Sunday School departments sought to work effectively with the Church Architecture Department to develop plans to help local church leaders anticipate building needs for a ten-year period and to encourage remodeling, rearranging, and redecorating existing space to provide better equipment to do the job of Bible teaching (p. 184).
5. Special research was planned to evaluate the sale and use of, and reactions to the resource units published for Adults, Young People, and Intermediates for January, 1963 and following (p. 185).
5. Plans proceeded to develop a new church member orientation program. Eight study conferences were undertaken during the year to obtain data to develop an effective program. Fifty-four test churches inaugurated the program related to this area on October 1, 1962 (p. 185).
5. A History of Training Union Work was completed by Lynn E. May, Jr., of the Historical Commission (p. 185).
6. The Board reported sending 123 student summer missionaries to work in cooperation with the Home Mission Board and the Foreign Mission Board (p. 187).
7. The Church Music Department reported that it was studying along with other members of the Education Division the age-group philosophies and objectives (p. 188).
8. The Board reported the most significant development during the year was the initiation of a network, "Programing the Family Ministry." The network begins with the statement of theological foundations, philosophy, objectives, and program structures to prepare for a comprehensive program of family ministry to begin April 1, 1964 (p. 189).
9. The Board reported a new pamphlet entitled Introducing Church-Related Vocations was produced and distributed during the year. The Vocational Guidance Program reported the heaviest volume of mail since the initiation of the program of keeping in touch with church-related vocation volunteers. The department reported this was an extremely healthy sign for the Convention (p. 190).
10. The Church Administration Department commissioned a study of the development of church administration in the Southern Baptist Convention. This project by Lynn E. May, Jr., was completed during the year (p. 191).
10. During the year the Department guided the development of materials and procedures for a complete church membership record system. All the necessary forms were placed on sale in the Baptist Book Stores (p. 191).
10. During the year the Church Administration Department issued three issues of a new quarterly bulletin Church Business Administration Bulletin to 75 church business administrators and seminary professors of church administration (p. 191).

10. 11. The Church Administration Department distributed 10,202,683 tracts to churches, conventions, and individuals at a cost of \$60,392 (p. 192).
12. Request for assistance from the Church Architecture Department increased substantially in 1962. By the end of September, 1962, the Church Architecture Department had received 6,942 requests for assistance. An additional 152 requests came from churches in 18 foreign countries (pp. 192-93).
12. The Church Architecture Department had also assisted in the development of
19. (2) several projects in the home and foreign mission fields including church building and assembly grounds in Panama and the new headquarters and publication building in the Philippines (p. 193).
13. The Church Library Department reported 396 new church libraries and 39 new associational church library organizations (p. 194).
14. The Church Recreation Department reported an increased interest in drama with the result that many requests for dramatic worship programs (lakeside services, choral speaking, etc.) were received (p. 195).
16. During the year the librarian of Dargan-Carver Library worked with editors in the Education and Service divisions to complete a comprehensive study of indexing Sunday School Board periodicals which had been begun earlier. A standard procedure was written and editors cooperated in preparing the indexes (p. 197).
17. The Sunday School Board provided a total of \$636,527 to the states for the promotion of Sunday School and Training Union church music, student, and architecture work. The funds given to the states were appropriated on a formula basis which took into account the number of departments in the state organization, the number of churches and the state's investment in the work (p. 198).
18. 19. The Board transferred to the Convention, according to the instructions of the Southern Baptist Convention in 1959, one third of the amount given for Cooperative Work with state boards. The amount transferred the first nine months of 1962 was \$212,391 (p. 198).
19. (1) The Board also transferred \$450,000 to the Convention for the construction of the Convention Building on James Robertson Parkway which meant that \$750,000 had been given to the Convention for this building. An additional \$450,000 was promised for the years 1962-63 (p. 198).
19. (1) The Board also provided space to other Convention agencies at a cost of \$35,201 (p. 198).
19. (2),
25. On October 1, 1962, the Office of Denominational Relations was established. This office was responsible to the executive secretary and had the obligation for directing the Board's public relations functions. Previously this responsi-

bility had rested with the Service Division (p. 198).

25. The Board reported 1,259 employees at the end of September, 1962 (p. 198).
24. On September 7, 1962, the Tennessee Supreme Court reversed two lower courts and the State Board of Equalization in the "City of Nashville v. the Sunday School Board of the Southern Baptist Convention" relating to the city's attempts to assess the Board's parking areas and cafeteria. The court held these areas to be taxable. The tax liability on these properties will be approximately \$7,850 per year (p. 199).
25. Architectural engineering plans were completed on the West Wing of the Baptist Sunday School Board Building in Nashville. Plans were also laid to award a construction contract in January, 1963. The West Wing was to house the offices of Personnel, Dargan-Carver Library, cafeteria, Offices of Management Services, Accounting and Data Processing staff, Organization and Methods Staff, and Properties Management Staff (p. 199).
3. 25. The historic Pritchell Hall at the Ridgcrest Baptist Assembly was removed in September, 1962, and construction was begun on the new Pritchell Hall, which was scheduled for completion in 1964 (p. 200).
19. (1) The Southern Baptist Convention in 1963 approved the Convention Operating Budget of \$505,000 for 1964. Of this amount the Sunday School Board would provide \$295,000 in 1964 (p. 54).

1964

19. (1) The Southern Baptist Convention in 1964 approved an Operating Budget for 1965 of \$508,500 of which it was estimated the Sunday School Board would provide \$295,000 (p. 57).
1. (1) The Board reported 109 different publications of church literature (p. 168).
1. (1) During the year the Beginner Bible Story was changed from 13 weekly leaflets to a 48-page quarterly (p. 168).
1. (1),
4. Beginner Closely Graded materials were added during the year. Upward was changed from a weekly to a monthly. It was designed for Intermediates and 17-year-old Young People (p. 168).
1. (1)
4. A Cycle-Graded series for Intermediates replaced the Closely Graded series. The new series contained 16 teachers' books, 16 pupils' books, and eight superintendents' manuals (p. 168).
1. (1)
4. 5. Sunday School Lessons Simplified and Training Union Quarterly Simplified replaced Sunday School Lessons for the Deaf and Training Union Quarterly for the Deaf. The purpose of these publications was to provide the deaf, language groups who are just learning English, people just learning to read,

as well as those with limited education opportunity to study the Sunday School and Training Union lessons (p. 168).

1. (1), 20. Resource Units on Evangelism for Adults, Young People, and Intermediates were offered as options to the regular Training Union lesson course for five or six weeks (p. 169).
 1. (1), 8. Resource Units on Family Life were planned to be available in 1964 (p. 169).
 1. (2) Thirty-one books were processed by the Broadman Book Publishing Division during 1963. Broadman Books Department received 658 manuscripts for consideration (pp. 169-70).
 1. (2) There were two major programs related to the Broadman Publishing Program. Broadman Readers Plan was prepared to begin operation in January, 1964. It was envisaged that this program would provide 12 books each year in the area of personal, family, church, and denominational life. An individual might keep the book and remit \$1.00 per book, or the books could be returned for credit. A goal of 25,000 readers was sought (p. 170).
- A special publication by Broadman Press for the Baptist Jubilee Advance Committee was undertaken entitled Baptist Advance. The Broadman Publishing Division planned to print 20,000 paperbound copies to be distributed at the Baptist Jubilee Convention in Atlantic City and a number of hardbound copies to be sold through a pre-publication offer (p. 170).
1. (3) The responsibility for the distribution of films was transferred from the Publishing Division to Broadman Films Department effective October 1, 1963. A Baptist Film Center was opened in Louisville on October 1, 1963, to serve seven states on an experimental basis (pp. 170-71).
 2. During the year, the Fresno Book Store moved from a mission or pioneer category to a medium-sized category when the two other stores in California were closed. Its net earnings in fiscal 1962 were \$9,016, and in 1962-63 it earned \$13,991. The Wichita, Kansas Book Store was closed on May 15. The Kansas City Store assumed responsibility for that area (p. 173).
 3. The Board reported 29,411 persons attended the conferences at Ridgecrest in 1963 and 21,064 at Glorieta for a total of 50,475 people at both assemblies. The losses sustained on the Ridgecrest operation amounted to \$25,137 and \$139,314 on Glorieta (p. 174).
 4. The Board reported that "basic statements of the philosophy and objectives of the Sunday School program have been drawn up. Further work has been done on the underlying philosophies and objectives of the various age groups. The tasks of the Sunday School in a church have been identified. We are in the process of programing them for use in the churches" (pp. 174-75).

7. The Board was developing basic statements of philosophy and objectives of the church music program and the tasks of the Music Ministry in 1963 (p. 177).
10. During 1963 the Board began development of the Church Long-Range Planning Service (p. 179).
10. The Board, through its Church Administration Department, conducted a five-day Institute for Church Secretaries in Louisville, Kentucky. A total of 110 church secretaries registered for the program (p. 179).
1. (3) On March 15, 1963, an Audio-Visual Education Section was established in the Broadman Films Department (p. 179).
8. In February, 1964, 500 participants attended the Southern Baptist Conference on Family Life and developed a resource book during the conference entitled The Church and the Christian Family (p. 182).
11. Approximately 13,000,000 free tracts in the areas of doctrine, evangelism, stewardship, etc., were distributed during the year (p. 183).
11. "The Baptist Faith and Message" tract was printed in revised form. A small charge was made for this tract. This tract was the Confession of Faith adopted by the 1963 Southern Baptist Convention (p. 183).
19. (2)
16. During the year 1963, the Sunday School Board increased the budget to Dargan-
19. (1), (2) Carver Library, a joint operation of the Sunday School Board and the Historical Commission of the Southern Baptist Convention, from \$49,191 to \$74,530. At the same time the staff of the library was increased by four and 1,378 square feet were allotted to the library (p. 186).
17. During the year the Board provided \$874,732 to the state conventions to assist the states in the promotion of Sunday School, Training Union, student, church music, and church architecture work (p. 188).
18. The Board transferred to the Southern Baptist Convention the amount of \$286,454. The Board also transferred \$450,000 for the construction of the Convention Building on James Robertson Parkway. The total contribution of the Sunday School Board to the construction of the Convention Building was \$1,200,000. The Board previously had provided space to the other Convention agencies at a cost of \$50,156 (p. 188).
25. The investments of the Sunday School Board increased from \$4,623,589 to \$5,425,013 (p. 188).
24. The Supreme Court of Tennessee denied the Sunday School Board's petition for a rehearing of the property tax case. Assessments on the parking areas and the cafeteria were set at \$261,500, which resulted in taxes to the city of \$26,657. The Board further reported that the County taxes for 1960 and 1961

amounting to \$10,835 had not been paid pending the outcome of the suit relating to penalties and interest (p. 189).

24. 25. Negotiations were under way to secure an exemption for the Frost Building for 1963, since the building was occupied by the Sunday School Board at the time of the assessment (p. 189).
25. In January, 1963, the Board awarded the contract for remodeling the West Wing of the Nashville headquarters. The cost was expected to be \$1,300,000. It was scheduled for completion April 1, 1964 (p. 189).

1965

18. The Convention in 1965 adopted an Operating Budget for 1966 of \$520,000 of which \$300,000 would be provided by the Sunday School Board (p. 57).
19. At the Southern Baptist Convention in 1965, the Convention adopted a program statement for the Baptist Sunday School Board. Twenty-five programs were included (see pp. 61-77).
19. (3) The Convention approved that the Program of Broadman Films distribution should provide for a channel of distribution for nontelevision use for television films produced by the Radio and Television Commission, but films produced in cooperation with the networks should be distributed on a service fee basis (p. 77).
19. The Convention adopted a resolution concerning the Sunday School Board. The resolution acknowledged the concern of the Convention regarding certain publications of the Sunday School Board and expressed appreciation for the attention the Board had given to seek qualified persons as writers, accepted the Sunday School Board's acknowledgement of past mistakes, and the steps which were to be taken to prevent a recurrence. The Convention expressed to the Sunday School Board "its appreciation for responsibilities faithfully discharged, and its confidence that diligence will continue to be exercised in all of its activities" (pp. 54, 89).
1. (2) Charles Goe, of Georgia, made a motion at the Southern Baptist Convention in 1965 that the Sunday School Board be requested to undertake the publication of a single volume commentary with Baptist authors. This motion was adopted but since this was a special order a substitute motion was approved to refer it to the elected members of the Sunday School Board (pp. 84, 92)
2. Sid Peterson at the Convention moved that the Baptist Book Stores be instructed not to place on sale the book Message of Genesis by Ralph Elliott. A substitute motion to refer it to the elected trustees of the Board was approved (pp. 86, 92).
25. The income of the Board in 1964 was \$7,732,000, an increase of \$372,000 over the previous year (p. 183).
4. 5. 7. The slow-down in growth of the Sunday School, Training Union, Music Ministry and Vacation Bible School enrolment was a cause of great concern for the Board. (p. 183).

1. (1) 20. During the year eight new items were added to the literature production of the Board. Among the items added was La Fe Bautista, a simplified quarterly in Spanish, for use by Adults in Training Union. Several other items were also added including recordings of The Church Musician and The Junior Musician. The Visitors' Lesson Leaflet was changed to Baptist Lesson Digest (p. 184).
1. (1) 5. 7. 19. (1) The Board approved the publication of the Life and Work Curriculum for Young People and Adults. The first cycle of the Sunday School lessons in the new curriculum would be for three years beginning October 1, 1966. The Curriculum materials in other church programs such as the Training Union, Woman's Missionary Union, Brotherhood, and Music Ministry were slated to be correlated with the Sunday School materials (p. 184).
1. (1) The Board reported that "an erroneous listing of some books in the July, August, September issue of Baptist Young People's Union Quarterly has caused the Board great embarrassment and has required much time and expense in correspondence and speaking engagements in an effort to apologize for and explain the error. The error has resulted in a strengthening of editorial procedures to prevent future errors" (p. 184; cf. pp. 54, 89).
1. (2) The Broadman Books Department received 568 manuscripts for appraisal and returned 502. Forty-one books were processed for publication during the year (p. 185).
1. (2) During the year the first Bible to be published by Broadman Press, The New American Standard Bible: New Testament, was prepared for release in January, 1965. This work was published jointly with three other publishers (p. 185).
1. (3) Six feature films for a total length of 205 minutes were produced (p. 186).
1. (3), 25. A film entitled Prophet in Tekoa was released with subtitles for the deaf (p. 186).
2. The Board reported that the net earnings for the year for the Book Stores was 5.22% of the sales, a total of \$686,008. The Board further reported this was the second highest earnings in the history of the book stores and was exceeded only by 1959 (pp. 187-88).
2. Effective January 1, 1964, the responsibility for planning and conducting all Convention-wide and regional exhibits was transferred from the Special Stores Section to the Retail Advertising and Sales Promotion Department (p. 188).
2. During the year the Book Store Division worked out agreements with five state conventions for the use of space in their convention buildings for a book store (p. 188).
2. Baptist Book Stores were reestablished on the campuses of Southwestern Baptist Theological Seminary in Fort Worth and Southern Baptist Theological

Seminary in Louisville (p. 188).

3. The Board reported a profit of \$14,288 at Ridgecrest and a deficit of \$113,604 at Glorieta. The Board emphasized that an effort was constantly made to achieve economic operation but that the key to such a result was attendance. The real problem with the deficit at Glorieta was a very low attendance during three of the weeks in the summer of 1964 (p. 189).
4. The Board reported that special study papers were undertaken to evaluate the church curriculum and to design the necessary organization, evaluative criteria and standards as well as specialized training materials to be implemented by September, 1970 (p. 190).
8. The Sunday School Board reported that there were 920 church kindergartens being operated by churches in the Southern Baptist Convention (p. 192).
7. The Board reported that the final draft of the Study Program of Church Music was completed for submission to the Long-Range Planning Conference in October, 1964 (p. 193).
7. The Board also reported that the restructuring of the associational music program and preliminary testing in eight associations had begun (p. 193).
7. The first Nation-wide Conference of Southern Baptist Musicians was held in Louisville, Kentucky, February 11-13, 1964. The theme of the conference at which 5,602 were registered was "Music in the Functions of a Church" (p. 194).
10. The department of Church Administration achieved a first with the inclusion of a plastic recording to interpret church programming trends in the June, 1964, issue of Church Administration. The Board was delighted that the 50,000 readers of the magazine were able to hear Sunday School Board leaders emphasizing new strategy for growing churches (p. 195).
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9. During the year the Board reported that the first vocational guidance clinic was attended by 120 state workers at the Sunday School Board in Nashville in December, 1963. The purpose of this meeting was to discuss plans to implement vocational guidance and encourage commitment to church-related vocations (p. 198).
11. During the year the Board distributed over 10,000,000 tracts. "Baptist Ideals" had circulated over 1,000,000 copies since it was first issued (p. 198).
11. Beginning on October 1, 1964, state conventions were to receive general tracts on an agreed formula and become the sole distributor to churches and associations except for tracts which were listed in the Board periodicals which were then supplied directly to the churches by the Board (pp. 198-99).
12. The Church Architecture Department was requested to review all plans for church buildings on which the Home Mission Board makes loans. A report
19. (2)

would be made to the Home Mission Board and the church before the loan could be completed (p. 199).

14. The Church Recreation Department held its first Instructors' Course in Church Recreation in Kentucky in September, 1964. The purpose of this conference sponsored jointly by the state recreation consultant and the Church Recreation Department was to train instructors to teach the study course in church recreation (p. 201).
14. One of the most promising undertakings in the ten-year history of the Department was the Mid-South Recreation Lab held at the Easter Seal Camp in Nashville in March, 1965 for a depth study in the field of church recreation (p. 201).
16. The Board reported that since December, 1952, the Historical Commission and
19. (1), the Sunday School Board had operated a joint venture known as Dargan-Carver
(2) Library, but on April 27, 1964, a new contract between the Sunday School Board and the Historical Commission on the operation of that library was executed with detailed procedures (pp. 201-202).
16. The Board reported that the most significant project in its editorial research library was the processing of the I. J. Van Ness papers. Over 90,600 pages were evaluated and processed (p. 202).
17. During the course of the year the Board provided \$881,937 to assist the states in the promotion of Sunday School, Training Union, student, church music, and church architecture programs (p. 203).
18. The Board provided in accordance with the instruction of the Convention in 1959 one-third of the amount given for Cooperative Education and Promotion Work with the State Boards. The amount transferred for 1963-64 was \$299,059 (p. 203).
18. 19. The Board provided space for other Convention agencies at a cost of \$41,677 (p. 203).
25. Effective March 1, 1964 a contract was made with the Nashville Company for the operation of the cafeteria. The Board provided the space and the equipment; the Nashville Company purchased the food and paid the operating expenses (pp. 203-204).
25. Reserve Fund investments of the Board increased from \$4,931,401 to \$6,484,834. The average rate of return of the total portfolio was 4.874% (p. 204).
25. The number of regular employees of the Baptist Sunday School Board in 1963-64 was 1,310 (p. 204).
17. In December, 1973, the Board presented a plan of cooperation with state conventions to the state executive secretaries. The plan involved seven phases

Phase 1--conducted an Interpretation Meeting--Southern Baptist Convention program leaders were to meet with state convention staff to interpret the concept of state strategy. Phase 2--prepare a schedule (PERT) of state strategy--the state convention staff was to plan in detail the actions needed to complete the state strategy. Phase 3--set state planning goals--a sample of churches was to be selected and goals were to be set by these churches. The projection of these goals for the whole state was then to be made from the sample church data. The projected goals were then to be used as state planning goals in the interim. Phase 4--set church goals--an attempt was made to get each church to set goals. The goals from the churches were added to make the state goals. Phase 5--plan church strategy--the churches were to decide the basic plan for strategy that they would use to reach the goals that they had set. Phase 6--plan organizational action--the church organizations were to plan in detail their part in the church's basic strategy in reaching the church's goals. Phase 7--planned special field services--the state convention staff in consultation with Southern Baptist Convention leaders and associational leaders was to plan the special field services needed to assist the churches in reaching their goals. Several states accepted the plan and reached various stages of progress. Other states had indicated a desire to enter into the plan as soon as the schedules would permit (pp. 204-205).

- 25. The West Wing and equipment room in the Nashville headquarters was completed during the year (p. 205).
- 25. A contract was signed for the purchase of the May property, the last piece of property in the block in which the Administrative Building was located (p. 205).
- 25. Additional property was purchased for \$35,000 at Glorieta to protect the previous investment and to provide for future needs (p. 205).

1966

- 18. The Southern Baptist Convention in 1966 approved an Operating Budget of \$530,000 for 1967, of which \$310,000 would be provided by the Sunday School Board (p. 53).
- 1. (2) The executive secretary of the Sunday School Board, Dr. James L. Sullivan reported to the Convention in 1966 regarding items raised the previous year concerning the request to the Sunday School Board to publish a multi-volume Bible Commentary. The Sunday School Board reported that it had previously authorized the publication of a multi-volume Bible commentary and that plans had been developed for its publication; however, Secretary Sullivan reported when it was completed that attention would be given to publishing a one-volume commentary (p. 84; cf. Annual, 1965, p. 92).
- 1. (2) The trustees of the Sunday School Board at their July, 1965, meeting gave full consideration to the policy guiding book selection for the Baptist Book Stores and
- 2.

issued a statement which was released to Baptist Press. The Board voted to report to the Convention on the matter and presented the statement which was distributed to the messengers. The Board expressed the desire to implement the policy with regard to the concerns of the Convention (p. 85; cf. Annual, 1965, p. 92).

25. The earnings of the Sunday School Board in the year ending 1965 were \$7,850,000, an increase of \$118,000 over the preceding year (p. 181).
17. 18. The Board transferred \$356,000 to the Southern Baptist Convention for the Convention operating expenses and \$921,000 to the Baptist state conventions for their use in promoting Sunday School, Training Union, church music, student, and church architecture work (p. 181).
25. The Board expressed concern about the continued slow-down in increase in enrolments in the church program organizations. The Board specifically reported it was trying to develop and promote plans which churches, associations, and state conventions could use to reverse the trend (p. 181).
1. (2) During the past year the Broadman Books Department received 588 manuscripts for appraisal and 57 new titles were released (p. 183).
1. (3) Three new films were produced during the year. All of them related to the special denominational emphasis on proclamation and witness (p. 184).
2. Sales in the Book Stores for 1965-66 were \$13,887,803. The net earnings from this division amounted to \$658,370 which represented 4.75% of the sales (pp. 185-86).
2. A new Baptist Book Store was opened in Columbus, Ohio, and a new store was opened on the campus of Southwestern Baptist Theological Seminary in Fort Worth, in 1965 (p. 186).
2. A special edition of the Baptist Book Store Catalog commemorating the 75th anniversary of the Sunday School Board was released August 1, 1965 (p. 186).
3. Attendance during 1965 at the Baptist assemblies was as follows: Ridgecrest, 35,354; Glorieta, 25,006 (p. 187).
3. The operation of Ridgecrest showed a deficit of \$30,001 against a net earning of \$14,288 the previous year. Glorieta showed an operating deficit of \$96,196 against a deficit of \$113,604 the previous year. The Board reported food cost increased sharply (p. 187).
5. During the year a study paper on the program of church camping was completed as a resource to study program design in that area (p. 191).
5. 20. "God Loves Me," an experimental unit designed for use with the mentally retarded, was tested at Ridgecrest and Glorieta during the year (p. 191).

7. The Board reported that plans for a redesign of the Music Ministry were outlined and related to the department's long-term planning with a target date for introduction set to be October, 1969 (p. 192).
7. The "Program Design for an Associational Music Ministry" was completed and approved. It was introduced to associational leaders at the Ridgecrest and Glorieta Music Leadership Conferences (p. 192).
7. A music seminar was conducted in August, 1965, at the Sunday School Board which brought together the full-time faculty members of the music schools of the Baptist seminaries and personnel of the Church Music Department (p. 192).
10. The Church Administration Department established a goal to make available materials to the churches by September 30, 1965 in the following areas: determining community requirements, annual and three-year programing, and preparing for the use of the Life and Work Curriculum (p. 193).
10. Conferences interpreting the work and organization of the church council were held in New Orleans Baptist Theological Seminary, Southwestern Baptist Theological Seminary, and Mississippi College in 1965. The work of the Church Council was also presented at conferences held in Ohio and Kentucky as well as at the Southwestern Religious Education Association meeting (p. 193).
10. A 1964-65 Church Audio-Visual Education Guide was produced. The purpose of this guide was to correlate Broadman audio-visuals with the denominational calendar and church program organization emphases and curricula (p. 194).
6. Two study papers were completed during the year entitled "Credit Instruction in Religion in State Supported Colleges and Universities" and "The Higher Education Scene." The data collected on commuting students was completed and the findings were compiled and the implications drawn (p. 195).
6. 19.(2) The Student Department of the Baptist Sunday School Board coordinated the
20. 21. sending of student summer missionaries between mission boards and state and local Baptist student groups. A total of 54 students were sent for the home field; 77 for foreign service. An additional 577 students served in the Home Mission Board's summer mission program during 1965. Still other projects such as a work camp for the construction of a church building and a special ministry to Cherokee Indians in North Carolina were also undertaken by students (p. 195).
6. 17. Special appropriations to pioneer state conventions for the employment of
21. student directors was undertaken by the Board. Workers were employed in a number of pioneer areas across the United States as a result of this program (p. 196).
9. The Executive Committee of the Southern Baptist Convention requested the
19. (2) director of Vocational Guidance to lead a Convention-wide study on church

vocations. A representative body of Southern Baptist leaders were selected to guide in the project. Although preliminary study papers had been completed, the final completion date for the project was September, 1967 (p. 197).

11. During the year the Board distributed a total of 10,825,229 tracts. The new plan of tract distribution through the Baptist state offices, which was put into effect October 1, 1964, proved to be satisfactory (p. 198).
12. The Church Architecture Department reported that it had developed a new "space probe" to assist churches in helping to survey existing buildings and determine needed space for the future (p. 199).
15. A new method of procuring denominational statistics reports involving a four-part carbon form of the church letter was carefully evaluated and tested during 1964 in Kentucky, Florida, and Tennessee. Because of the successful test and the enlarged amount of information that can be made available to state and Convention-wide agencies, the new method was introduced in all state conventions in 1966 (p. 201).
17. The Board provided \$921,190 to the state conventions to assist them in the promotion of Sunday School, Training Union, student, church music, and church architecture work (p. 202).
18. In accordance with the instructions of the Southern Baptist Convention in 1959, the Board provided \$356,057 to the Convention. Of this amount, \$307,063 was in cash, and \$48,994 was in space provided to the other agencies of the Convention at Glorieta and Ridgecrest (pp. 202-203).
25. At the July, 1965, Board meeting, the Broadman Books Department and the Broadman Films Department were transferred from the Education Division to the Publishing Division effective October 1, 1965. The Church Architecture Department, the Church Library Department, and the Church Recreation Department were transferred to the Education Division effective March 1, 1966. The Service Division, to be effective March 1, 1966, was composed of Dargan-Carver Library, the Research and Statistics Department, Glorieta Baptist Assembly, and Ridgecrest Baptist Assembly (p. 203).
19. (2) Effective January 1, 1965, the Program of Library Research was transferred from the Sunday School Board to the Historical Commission. The Dargan-Carver Library continued to serve the Historical Commission as a research center. It also served the Sunday School Board through providing library research assistance to editors and lesson writers and through providing materials to all departments of the Board for employee training (p. 203).
25. The Board reported 1,325 employees at the end of 1965 (p. 204).
24. 25. The May Brothers property at 913 Junior Achievement Street was purchased for \$70,000. This meant the Board owned the entire property in the block (p. 204).

1967

18. The Southern Baptist Convention approved a Convention Operating Budget for 1968 in the amount of \$522,000. Of this amount \$312,000 would be supplied by the Sunday School Board (p. 57).
25. The income of the Baptist Sunday School Board for the year was \$8,118,000, an increase of \$268,000 over the previous year (p. 231).
1. (2) The Broadman Book Department received 716 manuscripts for appraisal, and during the year 54 new titles were released (p. 233).
1. (3), The Broadman Films Department completed a thirty-minute dramatic film
4. 19. (2) entitled Lifeline to the World which was produced for and released by the
22. Stewardship Commission. A twenty-minute documentary film The Church Growth Plan was also produced and released for the Sunday School Department (p. 233).
1. (3), Negotiations were completed with Family Films, Hollywood, California,
24 to produce two motion pictures for Broadman Films in 1967. Broadman films was to have Southern Baptist Convention church distribution rights for these pictures (p. 233).
1. (1) The Sunday School Extension Department Quarterly was changed to become the Sunday School Senior Adults (p. 232).
2. (2) The sales in the Baptist Book Stores for the year 1965-66 were \$14,766,967, and the net earnings amounted to \$713,694 (p. 236).
2. The goal-oriented approach to management involved setting department and division goals which were approved for 1966-67, 1967-68, and 1968-69 (p. 236).
2. The Nashville Baptist Book Store, in cooperation with the Retail Advertising and Sales Promotion Department, planned and conducted the annual children's Book Fair during the first week in November, 1966. This greatly enhanced the prestige of this store (p. 236).
2. The Portland, Oregon, store was moved to Vancouver, Washington, effective April 1, 1966 because of an unfavorable tax law in the state of Oregon (p. 236).
2. The Baptist Book Store has adopted the slogan "Service with a Christian Distinction" and used it extensively during the year (p. 237).
2. The Baptist Book Store Anthem Service was established August 1, 1966, for the purpose of supplying promptly anthems of all publishers (p. 237).
3. The attendance at the assemblies during the year was 39,818 at Ridgecrest and 27,386 at Glorieta (p. 238).
3. The income from Ridgecrest amounted to \$33,114 while Glorieta sustained a loss of \$55,849 (p. 239).

4. The Church Growth Plan was developed and interpreted for use in the churches beginning in October, 1966. This plan was designed so that all church program organizations could be involved (p. 240).
4. The Sunday School Department participated in preparing promotion for the Life and Work Curriculum and did preliminary work for participation in the Crusade of the Americas during 1968 and 1969 (p. 240).
4. A new packet of free Vacation Bible School promotional material was prepared and made available to every church and mission during the year (p. 241).
5. The Training Union Curriculum Resource Guide to assist churches in understanding the curriculum areas available was completed and approved (p. 242).
5. 19.(2), A Pastor's Guide for Training Christian Witnesses was produced during the year and distributed to all pastors during the January evangelistic emphasis sponsored by the Division of Evangelism of the Home Mission Board (p. 243).
- 20.
7. The Church Music Department sought to assist the churches by September, 1966, to have an enrolment of 1,010,000 participants in music programs. Extensive promotional literature was distributed to stimulate this goal (p. 243).
1. (3) The Broadman Films Department was transferred to the Publishing Division October 1, 1965. At the same time, the department was requested by the Executive Office to use all its resources in the Program of Broadman Film Production (p. 246).
1. (3) It was the intention of the Administration to assign the transfer of the Program of Audio-Visual Education Service to the Church Library Department on March 1, 1966. The Church Library Department was not ready to receive it at that time, so the transfer was made October 1, 1966 (p. 246).
6. Plans were completed by the Student Department for a pilot-testing of "Denominational Dialogues" at Ouachita College and the University of Arkansas. The purpose of the conferences was to enable Baptist students and denominational leaders to discuss problems, developments, breakthroughs, etc., in denominational life (p. 246).
6. During 1966 a total of 366 student missionaries were sponsored by local and state Baptist Student Unions. This figure compared with the 12 appointed in 1947 when the program first began (p. 247).
8. During 1966 a significant project was undertaken entitled "Improvement of Family Ministry in Ten Selected Churches." Purpose of the study was to determine specific steps that could be taken to improve the family ministry (p. 247).
11. 19. A total of 10,999,327 tracts were distributed from Nashville by the Board.

Three hundred thousand tracts were sent to Ghana for use in a simultaneous revival by virtue of arrangements with the Foreign Mission Board (p. 249).

14. A second Mid-South Recreation Lab which was designed to give depth training to church staff members with recreational responsibilities was held at Gulfshore Baptist Assembly in the spring of 1967 (p. 252).
14. 17. During the year the Church Recreation Department, at the request of a group of assembly managers, assisted in the organization of assembly and encampment personnel for the purpose of sharing plans, information, and ideas. 19. (2) The first meeting of the group was held in March, 1967 (p. 252).
14. A drama workshop was held at Southwestern Baptist Theological Seminary during the year which climaxed two years of effort by the Church Recreation Department to develop drama as a tool in a church religious education program (p. 252).
15. The publication of The Survey Bulletin was discontinued with the last issue in September, 1966. This was done largely to avoid duplication of service partly provided by Baptist Press. Research Roundup, a monthly bulletin, was planned for publication beginning in October, 1966. The purpose of this latter bulletin was to cover research activity throughout the Convention as well as research reported in professional journals and relevant statistical material (pp. 253-54).
17. The Board provided \$933,962 to the state conventions to assist them in the promotion of Sunday School, Training Union, student, church music, and church architecture work (p. 254).
18. The Board provided \$373,400 to the Southern Baptist Convention in accordance with the instructions issued in 1959. Of this amount \$311,321 was in cash and \$62,079 was in space provided to the other agencies of the Convention at Glorieta and Ridgecrest (p. 254).
25. As authorized by the elected Board, in July, 1965, Broadman Books Department and Broadman Films Department were transferred to the Publishing Division effective October 1, 1965. The Art Department was transferred to the Publishing Division March 1, 1966. The Church Architecture Department, Church Library Department, and Church Recreation Department were transferred to the Education Division March 1, 1966. In July, 1966, the elected board authorized the transfer of the Program of Family Ministry to the Training Union Department and Home Life magazine to the Sunday School Department effective October 1, 1966 (p. 255).
19. 20. The Life and Work Curriculum for Young People and Adults was first introduced for use in the October, November, December quarter of 1966. The 21. 22. purpose of this curriculum was to correlate the educational tasks of the five 25- church program organizations (p. 255).

- 25. Plans were completed for opening the Church Program Training Center on the fourth floor of the Frost Building in October, 1966. The purpose of the center was to offer comprehensive, intensive, short-term training opportunities for people desiring to learn the latest developments and innovations in specific areas of work. Seminars, workshops, and individual guided study were among the items offered (p. 255).
- 25. The Board reported that it had 1,397 regular employees at the end of the year (p. 255).
- 25. The remodeling of the Administrative Tower Building and the office area of the Operations Building in Nashville was completed (p. 256).

1968

- 18. The Southern Baptist Convention in 1968 approved a Convention Operating Budget of \$535,000 for 1969, of which the Sunday School Board would provide \$320,000 (p. 57).
- 25. The Southern Baptist Convention recognized the president of the Sunday School Board to make a statement on behalf of the Board in which he expressed appreciation of James L. Sullivan as executive secretary-treasurer of the Sunday School Board in recognition of his 15th anniversary with the Board (p. 273).
- 25. Changes were made by the Southern Baptist Convention in the program statement adopted in 1967. Two areas of amendment were changes relating to the Program of Church Library Service and the Program of Cooperative Education and Promotion with State Conventions (p. 73; cf. Annual, 1967, pp. 114, 116).
- 19. (2)
- 1. (1) The Life and Work Curriculum introduced the previous year accounted for 58% of the Sunday School, young people, and adult items and 64% of the total Training Union young people and adult materials. The Board also reported that obsolescence and reprint costs were up due to the introduction of the Life and Work Curriculum (p. 172).
- 1. 2. Total sales of the Board in 1967 amounted to \$32,588,187, which resulted in a net income of \$1,871,404. It should be noted that \$525,791 of the latter amount resulted from the gain of the sale of a building (pp. 305-306).
- 3.
- 1. (2) The Broadman Books Department received 735 manuscripts for appraisal during the year and a total of 61 new titles were released (p. 173).
- 1. (3) Nine new films were released during the year, and Southern Baptist Convention distribution rights were purchased from Family Films on four films. Foreign Mission Board films with Broadman titles were also released and one production of the Radio and Television Commission was released as a Broadman film (p. 174).
- 19. (2)
- 1. (3) The Church Audiovisual Education Plan (CAVE) had 1,762 churches enrolled on September 30, 1967 (p. 174).

2. The Baptist Book Stores reported during 1966-67 they had achieved 99.74% of their sales goal. The earnings goal for the Baptist Book Stores was set at 5.06% of the sales but due to increased costs the stores only achieved 3.95% (p. 177).
3. The record attendances during the summer of 1967 at the assemblies were as follows: 40,885 at Ridgecrest; 29,716 at Glorieta. The profit during the year for the operation of the assemblies was \$2,096 at Glorieta and a loss of \$77,486 at Ridgecrest. This represented the first time since the inception of Glorieta that it reported a breakeven operation. Willard K. Weeks, for 17 years manager of the Ridgecrest Baptist Assembly, retired and was succeeded by Kenneth Ray McAnear (pp. 177-78).
8. A Convention-wide kindergarten workshop was held in the Church Program Training Center in April, 1967, with 43 paying participants (p. 180).
5. A two-day meeting in St. Louis was conducted by the Training Union Department to interpret the new Training Union program and to secure an evaluation from 15 key Convention leaders (p. 181).
7. The Board reported that the music program in Southern Baptist churches was growing and had increased in enrolment this year. The enrolment on September 30, 1967 was 1,019,130 (p. 182).
6. At the request of the Coordinating Committee of the Inter-Agency Council,
19. (2) the Student Department of the Sunday School Board conducted Denominational Dialogues at the University of Indiana, Kentucky Southern College, Southern Baptist Theological Seminary, and Morehead State University. The purpose of this project was to encourage an exchange of views between Baptist students and denominational leaders (p. 184).
6. A research project on the commuting Baptist student was completed, and the report was distributed (p. 184).
11. To achieve a goal of distributing Bibles to the armed forces through the American Bible Society, \$20,000 was contributed by the Board for the 150th Anniversary of the American Bible Society as well as the annual regular contribution of \$5,000 (p. 187).
11. The Board distributed a total of 10,012,627 tracts to the churches and state conventions plus 182,000 billfold calendars sent to military chaplains (p. 187).
11. During the year a plan was developed in cooperation with the Home Mission
19. (2) Board whereby tract distribution in Puerto Rico and the Canal Zone would be handled by the area superintendent of missions (p. 187).
16. The Research and Statistics Department worked with the Southern Baptist
19. (2) Convention Historical Commission and the study and research work group of the Coordinating Committee in developing criteria for determining the

content of the Uniform Church Letter (p. 190).

17. The Board provided an amount of \$964,398 to the various state conventions to assist them in the promotion of Sunday School, Training Union, music ministry, student, church administration, church architecture, church library, and church recreation work (p. 192).
18. The Board provided \$409,633 to the Southern Baptist Convention in keeping with the Convention's instructions in 1959. Of the amount \$321,467 was in cash, and \$88,166 was in space provided to the other agencies of the Convention at the Glorieta and Ridgecrest Baptist assemblies (p. 192).
18. 19. The Board during the year transferred \$1,000,000 to the Southern Baptist
24. Convention to be used for seminary endowment. The fund had originally been in a printing equipment reserve. This reserve, however, was not needed after the sale of the printing building to the Baird-Ward Printing Company (p. 192).
25. There were 22 seminars and workshops with a total attendance of 597 conducted in the Church Program Training Center, as well as 11 persons who participated in a guided study program (p. 192).
25. The Board reported 1,413 regular employees (p. 193).
25. The Board reported that the return on investments amounted to 7.8% due to a favorable market and ability to take advantage of active trading conditions and excellent cash management. The return on investments in rental property was 6.45% (p. 193).
25. The Systems Staff engaged in important studies regarding the use of the computer, the dictation-transcription system, centralized accounts receivable, denominational statistics, and several other important matters (p. 193).

1969

18. The Southern Baptist Convention in 1969 accepted a Convention Operating Budget for 1970 of \$535,000, of which \$320,000 would be provided by the Sunday School Board (p. 57).
25. At the Southern Baptist Convention in 1969, Thomas Simmons moved that the Convention "urge the Sunday School Board to have all writers to sign a statement with each manuscript of belief in the infallibility of the entire Bible, that the seminaries secure from the professors a like statement annually, and that the Sunday School Board and the seminaries be urged to report to the president of the Convention as to the implementation of this motion, who would, in turn, report to the Executive Committee in the regular meetings." This motion was discussed and James L. Sullivan of Tennessee offered a substitute motion. "That this Convention call to the attention of its agencies the doctrinal statement framed after careful study and much discussion at

its annual session in Kansas City in 1963 and vigorously urge the elected trustees responsible for these agencies to be diligent in seeing that the programs assigned to them by the Convention are carried out in a manner consistent with and not contrary to the Convention's aforesaid statement of faith." The substitute motion was passed according to the judgment of the chair. The division was called for, and a ballot taken. The secretary reported at the request of J. C. Edwards the actual count of the vote as 5,870 for the substitute motion offered by James L. Sullivan and 3,416 against the substitute motion (pp. 58-59, 70-71, 81).

5. 25. After presenting the report of the Sunday School Board to the Southern Baptist Convention in 1969, Secretary Sullivan explained the desire to change the name of Training Union to Quest. A special film was shown to make this presentation. Noah Phillips, of Texas, moved "that we consider 'Quest' to be unsuitable as a name for the training program of Southern Baptists." After extended discussion the vote was taken, and the motion passed (pp. 64, 71, 78-79).
25. James L. Sullivan reported plans for the seventies included publication of the "Broadman Bible Commentary" (p. 64).
25. The total income of the Baptist Sunday School Board in 1968 was \$35,902,149 with a net income of \$2,892,000 (pp. 159, 295-96).
2. The Sunday School Board reported that it opened its fifty-first Baptist Book Store in Norfolk, Virginia, September 30, 1968 (p. 164).
3. The Board reported 39,841 participants at Ridgecrest and 29,446 at Glorieta. The income from Glorieta was \$58,700 and from Ridgecrest \$102,188 (p. 165).
5. A complete redesign of the recommended training program for the 1970's was completed. The new design reflected the new grouping-grading plan, the new correlated curriculum, and other innovations (p. 168).
8. During the year a Planning Guide for Family Ministry was written, prepared, and distributed. The goal was to have 500 churches using the plan, but the Board received 5,540 responses (p. 175).
11. The Board distributed 10,000,760 general tracts, 345,377 "Baptist Faith and Message" pamphlets, and 75,533 "Baptist Ideals" to churches and state conventions, as well as 239,125 billfold calendars sent to chaplains (p. 176).
12. The Church Architecture Department prepared a seminar dealing with planning and leading Baptist churches in a church building program. Forty-one registrants completed the course which was conducted in the Church Program Training Center in October, November, 1967 (p. 177).

15. Approximately 60 associational superintendents of missions attended sessions on denominational statistics and history conducted at Glorieta and Ridgecrest during Home Missions conferences by the Department of Research and Statistics and the Southern Baptist Convention Historical Commission. Special conferences were also held for associational clerks by the same agency during Bible Conference weeks at Glorieta and Ridgecrest (p. 179).
19. (2)
17. The Board provided \$898,236 to state conventions to assist them in the promotion of Sunday School, Training Union, Music Ministry, student work, church administration, church architecture, church library, church recreation, vocational guidance, and family ministry work (p. 180).
18. The Board also provided \$409,837 to the Southern Baptist Convention in keeping with its instructions of 1959. The amount of \$321,467 was in cash and \$88,370 was for space provided to the other agencies of the Convention at Glorieta and Ridgecrest (p. 181).
25. It became necessary for the Board during the year to develop and to install a rather tight building security plan for the protection of employees, equipment, and buildings. Entry and exit from the building can be secured only at doors where receptionists are stationed. Identification of the employees by I. D. cards as well as registration of visitors is required. The new system has eliminated the access of undesirable characters and the loss of equipment, merchandise, and theft of personal belongings (p. 181).
25. The Board reported 1,424 employees at the end of 1968 (p. 182).
25. The Board reported a major building project for 1968 was the construction of the Van Ness Auditorium which was completed December 1, 1968 at a cost of about \$725,000. The purpose of the auditorium is for it to be used for worship services each week, for dramatic and musical presentations, and for the taping of music for Broadman recordings. The auditorium seats 1,050 persons (p. 183).
19. (2) Another project of significance at Nashville was the reconstruction of the Founders Room in the main lobby of the Administration Tower Building. When First Baptist Church, Nashville, was demolished, it gave old bricks, doors, and stained-glass windows of the pastor's study to the Board. The material was used to reconstruct the room in the lobby, and it was furnished with furniture of the period. It was in this room that the Sunday School Board was organized in 1891 (p. 183).
- 25.

1970

18. The Southern Baptist Convention in 1970 approved a 1971 Convention Operating Budget of \$567,000, of which \$325,000 would be supplied by the Sunday School Board (p. 62). (N.B. The dates 1970, 1971 on page 62 of the Annual have been transposed.)
25. A motion was presented by John Allen, of California, that the Convention president appoint a committee to study the feasibility of an identification card which could be issued to Southern Baptist pastors. The motion was

discussed and Secretary Routh offered a substitute motion which was passed to refer the matter to the Baptist Sunday School Board (pp. 175, 178).

6. The Executive Committee recommendation was adopted by the Southern Baptist Convention in 1970 relating to a restructuring of the program of Student work. After some discussion the recommendation was adopted (pp. 56-57).
1. (2) At the Southern Baptist Convention in 1970, Gwin T. Turner moved that "because the new Broadman Bible Commentary is out of keeping with the beliefs of the vast majority of Southern Baptist pastors and people this Convention requests the Sunday School Board to withdraw Volume I from further distribution and that it be rewritten with due consideration of the conservative viewpoint." This motion was extensively discussed and passed by a vote of 5,394 "yes" and 2,170 "no" (pp. 63, 76-78).
1. (2) At the same Convention, James C. Madison presented a resolution concerning The Broadman Bible Commentary, concerning the faith in the Bible and expressed its disapproval of the commentary. It asked that the publication and distribution be stopped. This matter was referred to the Committee on Resolutions (p. 66).
1. (2) A motion was made by Glennom Culwell, California, that the Baptist Sunday School Board "require all writers and/or contributors to their publications to affirm commitment to the entire Bible as the only infallible, inerrant, inspired Word of God, and that no publication be issued that would question this position. All writers and/or contributors who will not subscribe and adhere to this position will not be eligible to have their writings published by the Sunday School Board." After extended discussion at a later time, W. Fred Swank of Texas raised the point as to whether the motion was in order in that it prescribed conditions of employment and for termination of employees by Convention agencies and was a breach of administrative functions for which the agencies were responsible in administering and executing their assigned programs. The parliamentarian agreed with this opinion and the motion was ruled out of order (pp. 66, 82).
25. Landrum P. Leavell, II, of Texas, read a statement relating to the action of the Sunday School Board trustees with regard to the action of the Southern Baptist Convention in 1969. The Board reaffirmed its support of "The Baptist Faith and Message" and indicated that it would instruct employees to carry out the programs in accord with the statement of faith. The Board also reported several other changes were made to secure voluntarily the signature of individuals relating to the executive management group, editors, and consultants to affirm their belief in and agreement with "The Baptist Faith and Message." New employees whose work responsibility required theological and doctrinal fidelity were required to sign the statement. In January, 1970, the elected Board established a new committee, the Church Program and Services Committee, to review program and curriculum plans, theory, and design; recommend church literature additions and/or deletions; and to review field services (pp. 63, 68).

25. At the end of 1969, the Board reported sales of \$36,252,000, an increase of \$350,000 or 1% over the previous year. The Board reported that the year 1969-70 would be a difficult year financially primarily due to the greatly increased cost in the production of new materials which would not be paid for under new pricing schedule until the following year (p. 147).
1. (1) Beginning in 1970 the Board developed a new plan for arranging all church literature items into seven series as follows: Convention Uniform Series, Life and Work Series, Forefront Series, Foundation Series, Support Series, Program Help Series, and Campus Ministry Series (p. 148).
1. (2) The Board received 846 book manuscripts for appraisal during 1969 and produced 54 new titles (p. 149).
1. (3) The Board produced five new films as well as 24 filmstrip and slide sets during the year (p. 150).
2. The total sales from the Baptist Book Stores for the fiscal year amounted to \$16,173,751, 96.6% of the goal. The net earnings were \$464,973, which represented 2.9% of the sales (p. 152).
2. Effective December 1, 1968, the Broadman Readers Plan was transferred from the division office to the Retail Advertising and Sales Promotion Department (p. 153).
2. After more than two years of planning, the elected Sunday School Board authorized a new Campus Stores Department within the Book Store Division effective October 1, 1969. William S. Graham was elected to be manager of the new department (p. 153).
3. The Board reported that the attendance at Ridgecrest and Glorieta was 39,516 and 31,585 persons respectively during the summer of 1969. The net income from the two assemblies during 1969 was as follows: Ridgecrest, \$22,616, Glorieta, \$50,879 (pp. 153-54).
5. The Board reported during the year that the climate in the churches was not conducive to enlargement of Training Union. In seeking to change the climate, the Training Union Department used its workers to stress expansion and growth in the areas of member training, leader training, and New Church Member Orientation (p. 156).
11. During the year 7,858,921 general tracts, 402,768 "Baptist Faith and Message" pamphlets, and 78,223 "Baptist Ideals" were mailed to churches and state conventions as well as 250,000 billfold calendars sent to chaplains (p. 163).
17. The Board provided \$923,024 to state conventions, to assist them in the promotion of Sunday School, Training Union, Music Ministry, student work, church administration, church architecture, church library, church recreation, vocational guidance, and family ministry work (p. 167).

18. The Board, in accordance with the instructions of the Convention in 1959, provided \$394,930 to the Southern Baptist Convention. Of this amount \$321,467 was in cash and \$77,463 was in space provided to the other agencies of the Convention at the Glorieta and Ridgecrest Baptist assemblies (pp. 167-68).
19. (2) During the year the Sunday School Board developed the program design work
20. 21. concentrated in four areas:
22. (1) Dated Plan Process: This process was improved for planning correlated comprehensive, unified and balanced programs for 1971-72. The process was broadened to include the promotion of evangelism and starting new churches of the Home Mission Board and the emphases of the Stewardship Commission and the Christian Life Commission.
(2) Computerization of the Dated Plan: The Board sought to use the computer in evaluating, approving, and storing massive amounts of data which make up the Dated Plan.
(3) Training in Program Design: The Board conducted twelve-hour training sessions for supervisors, department consultants, program design specialists, editors, and selected field service personnel of the Sunday School Board, Stewardship Commission, and the Christian Life Commission.
(4) Preparation to Update Base Design. The Board approved the process to provide a three-year periodic cycling of base designs (p. 168).
25. The Board reported the average return on its investment of \$9,820,729 was 7.4%. During the year all investment certificates of the Board were brought from New York to be safeguarded in Nashville banks and under the custody of the Board's investment staff (p. 168).
25. The Board reported approximately 350 persons participated in Management Education courses and seminars (p. 168).
24. The Board reported during the year that the Metropolitan tax assessor of Nashville and Davidson County had placed an assessment against all properties of the Sunday School Board in Davidson County. The state tax equalization board had expressed the legal opinion that (1) properties used for printing operations are subject to tax, (2) property used for publication of nonreligious materials is subject to tax, and (3) property used for administration activity not related to religious purposes is subject to tax. The state tax equalization board also classified Broadman Press as a secular publisher. The church literature area of work was declared nontaxable, and no comment was made on the service program. The Board appealed the decision of the equalization board. The Metropolitan Government also appealed the decision of the state equalization board and even challenged Tennessee's constitution regarding the legality in making institutions like the Sunday School Board tax free in any area of work, apparently with the purpose of carrying the case to the United States Supreme Court (p. 168).
24. A tax assessment of \$10,000,000 was placed against the Glorieta Baptist Assembly. The Board undertook legal proceedings to enjoin the assessor from placing the assembly property under tax rules (pp. 168-69).

25. The Board reported 1,453 employees at the end of 1969 (p. 169).

1971

18.

The Southern Baptist Convention adopted a Convention Operating Budget for the nine-month period of 1972 as follows: \$429,000, of which \$240,750 would be provided by the Sunday School Board (p. 56).

25. At the Southern Baptist Convention in 1971, Walker N. Stockburger of Virginia moved that the Convention request the Baptist Sunday School Board to eliminate the position of doctrinal reader. The chair ruled that the motion should be referred to the Executive Committee according to Bylaw 16. Stockburger then moved that unanimous consent be given for immediate consideration. This failed to pass and was referred to the Executive Committee as ruled (p. 62).

25. Kenneth Barnette, of Oklahoma, moved at the same Convention that the Sunday School Board be advised that the vote of the 1970 Convention regarding the re-writing of Volume I of The Broadman Bible Commentary had not been followed and that the Sunday School Board obtain another writer and proceed with the Commentary according to the vote of the Convention in Denver. The chair ruled that the motion be referred to the Executive Committee. Barnette further asked that his motion previously presented and referred to the Executive Committee be referred to the Committee on Order of Business for later consideration. The motion was made and extensive discussion followed. The previous question was moved and passed, and the motion passed that the motion in question be referred to the Committee on Order of Business. This matter was later discussed at some length and approved. No further action was taken on it (pp. 71, 76, 80).

1. (1) The work of several years was climaxed by the Board in 1970 with the release of new materials for use in the church education programs. About 125 periodical titles and many special study and supplementary items were released for use in the churches in the fall quarter of 1970. These materials were published in seven series as follows: (1) Convention Uniform, Life and Work, Forefront, Foundation, Support, Campus Ministry, and Program Helps (p. 151).

19. (2) The Board undertook a major promotional plan for the year entitled "Shaping the 70's." It involved the cooperation of the Sunday School Board, Woman's Missionary Union, Brotherhood Commission, and Home Mission Board; and the appropriate departments of the state conventions (p. 151).

25. It was reported that the previous year, 1969-70, was a difficult year financially for the Baptist Sunday School Board. Sales and other income totaled \$38,383,000, an increase of \$2,131,000 over 1968-69. Even though sales and other income increased 5.9% over 1968-69, increased cost of production and increased operating expenses resulted in a net loss of \$292,000 (p. 151).

1. (1) The year was a transitional one in church literature publishing inasmuch as the old curriculum for all church program organization was phased out and

the churches were preparing to use the new curriculum effective October 1, 1970. At times, editors and other production personnel were working on both the old and the new curriculum at the same time. First issues of all items in the new church literature series were delivered in the summer and shipped to the churches in August and September for use beginning October 1, 1970 (p. 152).

1. (1) The Board reported that the first issues of Context and The Collegiate Teacher were withdrawn from the market because "it was discovered after publication that they did not meet the Board's editorial standards" (p. 152).
24. During the year three new major printing contracts were completed with Baird-Ward Printing Company, Western Publishing Company, and Williams Printing Company and became effective for the printing of the 1970 fall materials (p. 152).
1. (1) The Board reported declining circulations due to (1) decreasing enrolments in the church program organizations, (2) more conservative purchasing of materials that were being phased out, (3) dissatisfaction with a few items which often affects the attitudes toward all items, (4) the economic situation, and (5) increasing and intense competition from independent publishers (p. 152).
1. (1) The Board reported a strenuous, well-organized effort to recover the losses in circulation through a series of programs including 70/70 Launch and Shaping the 70's Promotion Plan (p. 152).
1. (2) Fifty-seven new Broadman books were added to the production in 1969-70 (p. 153).
1. (3) The Board reported 70 new audiovisuals were produced and/or released during the year (p. 154).
1. (3) The Board reported that in the Program of Convention Press publishing a total of 109 items were added to the product line during the year (pp. 157-58).
19. (2)
2. The sales of the Baptist Book Stores amounted to \$18,615,407 during the year, which produced a net contribution to the Board of \$784,939. The income represented 4.22% of the sales (p. 159).
2. During the year the Board reported two new campus book stores had been opened, one at Southwest Baptist College, Bolivar, Missouri, the other at Belmont College in Nashville, Tennessee (p. 159).
3. The Board reported attendance at the Baptist assemblies as follows: Ridgecrest, 43,797, and Glorieta 39,424. The Board reported a net loss of \$260,000 on the assembly operations was experienced during 1969-70 (pp. 159-60).
4. During the year the Sunday School Department developed the 70's Promotion Plan Evaluation and Evaluation of 1970-73 Program and Products. The specific projects completed during the year were (1) trends in public and private

pre-school education, (2) developments in adult education, 1969-70, (3) fluctuations in periodical circulation, (4) testing of Bible study resource centers and their use in Sunday School with Intermediates, (5) testing the rotation of teachers in Intermediate Departments, (6) testing of teaching Bible background material in the Intermediate Sunday School Department, (7) the needs of Young Adults, and (8) the needs of Single Adults (p. 161).

5. The Board entered into the publication of new materials for Training Union, and special attention was devoted by that department to the mentally retarded (p. 162).
5. During the year the program personnel of the Training Union Department
19. (2) worked with the Home Mission Board personnel in the design of a program
20. to involve church members in personal evangelism. The program was to be called WIN (Witness Involvement Now) (p. 162).
10. During the year the Board reported that the Church Administration Department had produced 9 issues of El Pastor Bautista, a newsletter for pastors of Spanish-speaking congregations (p. 164).
10. The Department of Church Administration undertook and completed several important projects including the following: (1) A Look at the Small Church, (2) A Study of Administrative Services in Southern Baptist churches, (3) A Study of Business Meetings in Southern Baptist Churches, (4) A Study of the Roles of the Minister of Education, (5) A User Evaluation of Church Long-Range Planning Materials and Services, and (6) The Needs of Persons (p. 164).
11. The Board distributed \$9,086,573 general tracts, 572,006 "Baptist Faith and Message" pamphlets, 139,017 "Baptist Ideals" to churches and state conventions as well as 250,000 billfold calendars sent to chaplains (p. 167).
14. The Board reported that during the year the Church Recreation Department had directed "The Phenomenon of Increased Discretionary Time" on assignment from the Inter-Agency Coordinating Committee, the Executive Committee of the Southern Baptist Convention (pp. 169-70).
15. The Board reported that distinct changes in the size and format had been planned for the 1971 Uniform Church Letter and the related materials. Some of the changes were to be operational in all states, while one particularly innovative approach was to be tested on a limited basis in only two states. The purpose of the changes was to assist in reducing costs if the changes proved workable (p. 170).
15. The Research and Statistics Department reported that participation in the
19. (2) Associational Annual Evaluation, sponsored jointly by the Southern Baptist Convention Historical Commission and the state conventions, reached a total of 512 clerks in 1969. This compared with 455 in 1968, and 322 in 1965 (pp. 170-71).

17. The Board reported that it contributed \$947,597 to assist the state conventions in the promotion of Sunday School, Training Union, Music Ministry, student work, church administration, church architecture, church library, church recreation, vocational guidance, and family ministry work (p. 171).
18. According to the instructions of the Southern Baptist Convention in 1959, the Board provided \$384,209 to the Southern Baptist Convention. Of the above amount, \$315,865 was in cash and \$68,344 was in space provided to other agencies of the Convention at the Glorieta and Ridgecrest Baptist assemblies (p. 171).
25. During the year internal audits were completed in several phases of the work of the Sunday School Board (p. 172).
25. Seventeen Management Education courses were taught with 408 participants (p. 172).
24. The Sunday School Board reported that it was involved in a lawsuit with the L&N Railroad and the case was settled whereby the Sunday School Board received no liability (p. 172).
24. The Board reported a hearing in First Judicial District Court in New Mexico resulting in an agreement that the entire Glorieta Baptist Assembly properties will continue to be exempt except for the service station, gift shop, and guest washateria (p. 172).
24. The Chancery Court of Davidson County, Tennessee, consolidated the cases of the Sunday School Board and the Metropolitan Government regarding taxation of the Sunday School Board properties in Davidson County and scheduled a hearing for November 19, 1971 (p. 172).
24. A \$500,000 lawsuit was filed in the United States District Court in Houston, Texas, by Joe M. Atkinson, on behalf of his son who received a head injury when he fell from a fire escape at Glorieta Baptist Assembly in 1968. The United States Fidelity and Guaranty Company, with which the Board had adequate insurance, employed a law firm to defend the Board (p. 172).
25. The Board reported 1,514 regular employees at the end of the fiscal year, 1971 (p. 172).

1972

25. The Southern Baptist Convention in 1972 revised the program statement of the Sunday School Board from 25 programs (see Annual, 1965, pp. 61-77). The following fifteen programs--(1) assembly operation, (2) book store operation, (3) Broadman publishing, (4) church services and materials development, (5) Sunday School development, (6) Church Training development, (7) church music development, (8) church administration development, (9) church architecture service, (10) church library development, (11) church recreation development, (12) national student ministries, (13) cooperative education and promotion work with state conventions, (14) Southern Baptist Convention

support, (15) Sunday School Board general management were approved (pp. 60-67).

4. 5. On the motion of James P. Adams, of Alabama, the Sunday School Board was requested at its next regular meeting to study "the possibility of making to all Southern Baptist Convention mission churches up to 75 Sunday School and Training Union books, quarterly, without charge." This gift was to be upon the request of the said mission church and by approval of the local or state Baptist association with which the mission was cooperating. After brief discussion, this motion was passed (pp. 78, 84).
25. The Board reported extreme difficulty during 1971 with the rapid squeeze of increased cost without the ability during the Wage Price Freeze to increase the prices accordingly (p. 166).
20. 25. The Board reported it planned to release the Teacher's Bible Commentary, a one-volume edition of comments on the entire Bible in May, 1972 (p. 166).
25. The Board reported that the last regular volumes of the Broadman Bible Commentary were scheduled for release by June, 1972 (p. 166).
25. The new treatment of Volume I was expected to be in published form by the middle of 1973 (p. 166).
25. The Sunday School Board reported that a marketing organization study group had been appointed in November, 1968, with the assignment "to formulate a recommendation concerning an organization structured to implement the marketing concept at the Sunday School Board." Members of this group included J. M. Crowe (chairman), W. O. Thomason, Wayne H. Chastain, Herman L. King, Ras B. Robinson, J. O. Turner, and Keith C. Von Hagen. The Board further reported that the marketing concept was defined as "a philosophy of business which states that the customer's wants/needs satisfaction is the economic, social, and moral justification for the Board's existence. This concept means that it is the wants/needs of the marketplace and not the desire of the Board to sell its products that is the predominantly important thing. Consequently, all Board activities in planning, production, and finance, as well as in marketing, must be devoted to, first, determining what the customer's wants/needs are and then to satisfy these wants/needs while still making sufficient earnings to provide adequate working capital, fixed assets, and reserves to carry on the work of the Board." This study group recommended that "the Board move in the direction of a product line organization as rapidly as the size and growth of the Board would permit because of the following advantages of a product line organization: (1) accountability for earnings can be placed in specific managers because these managers are in position to control the internal factors affecting earnings; (2) minimize interdivision and interdepartment conflicts; (3) unifies and concentrates marketing efforts; (4) offers possibilities for better customer service; (5) makes possible financial information relating to earnings accountability;

(6) easier to delegate authority without creating conflicts; (7) provides more direct line of communication; (8) places responsibility for coordination at lower levels; (9) better morale because of clearer assignment; and (10) enables the Executive Office to spend more time in corporate management." On the basis of the recommendations of the marketing organization study group and the desire to simplify the organizational structures of the Board by eliminating overlapping and conflict of responsibilities, and to fulfil the other suggested objectives of the marketing organization, the administration recommended and the trustees approved in August, 1970, January, 1971, and July, 1971, substantial organizational restructuring effective October 1, 1971. The new organizational structure was implemented gradually so that a more orderly transition from the old to the new could be achieved. The Board expressed that this was a giant step in the right direction toward a product line organization properly oriented to the marketing concept (pp. 166-67).

25. The Board reported that it organized a new department of manpower development with the responsibility of employee development, internal audit, organizational analysis, management selection-testing, and management consulting (pp. 167-68).
25. During the year the Board reported aggregate return on the Board's reserve investments at cost of 4.12% (p. 168).
24. The hearing concerning the \$500,000 lawsuit filed against the Sunday School Board by Joe M. Atkinson of Pasadena, Texas, had been continued pending negotiations which could result in a settlement out of court by the Board's liability insurance company. The Board also reported that the case of the Sunday School Board and the Metropolitan Government regarding taxation of the Sunday School Board properties in the area of Nashville had been appealed to the Court of Appeals, but no hearing date had been set (p. 168).
25. The Board reported 1,448 employees in 1971 (p. 169).
25. The Board reported that a seminar on theology was conducted for all the editors and assistant editors on the subject of biblical revelation and the Christian's relation to the social order (p. 170).
25. The Board further reported that work was progressing on a new manual of editorial style and editorial policy. All of the writers of Curriculum materials were expected to follow the guidelines set forth (p. 170).
1. (1) New programs and new materials intended for the 70's were enthusiastically received. The preliminary feedback indicated to the Board the need to drop some church literature publications, combine some, and add some others. Baptist Adults was reactivated, The Collegiate Teacher was dropped, and portions of it included in the expanded Context. Test Your Knowledge was also dropped. Source Digest was dropped to make room for Baptist Adults. Source for Leaders, Skill for Leaders, and Now for Leaders were all dropped, but helps from these publications were included in the new Adult Church Training Guide. The Board expressed its desire to be responsive to the needs/wants of the constituency (p. 171).

5. The Church Training Department in consultation with the Division of Evangelism, Home Mission Board, assumed editorial and production responsibilities for the WIN (Witness Involvement Now) materials (p. 171).
- 19.(2)
1. (2) Seven hundred and fifty manuscripts were received for consideration by Broadman Books and 55 new titles were produced during the year (p. 173).
1. (2) Experimentation was conducted with television advertising of books by the Broadman Division in cooperation with the Baptist Book Stores. The initial tests seemed extremely favorable (p. 174).
- 25.
1. (2) The Broadman Readers Plan and the Broadman Library Book Service were transferred to the Broadman Consumers Sales Department on October 1, 1971 (p. 174).
2. The Board reported a net income of \$792,967 from the Baptist Book Stores which represented 4.1% of sales (p. 179).
2. Keith C. Von Hagen, Book Store Division director for seventeen years, retired September 30, 1971. W. O. Thomason, the new division director, served as director-elect from February through September (p. 179).
3. The Board reported 28,074 people attended Ridgecrest and 22,549 attended Glorieta during the year. The two assemblies suffered a net loss of \$170,000 (p. 181).
3. The Board reported that winter operation was terminated in November at Ridgecrest due to lack of demand and tax restrictions which prevented the Board from securing business outside the denomination (p. 181).
4. During the year the Board promoted two significant programs: (1) Children Reached Through Bus Outreach, and (2) People-to-People (p. 182).
6. The name of the Student Department of the Baptist Sunday School Board was changed to National Student Ministries effective October 1, 1971 (p. 186).
11. The Board reported that it distributed 8,388,422 general tracts, 371,409 copies of "Baptist Faith and Message," and 131,668 "Baptist Ideals" during the year (p. 188).
13. The Board reported that a series of articles were prepared for the April, May, June, 1971 issue of The Quarterly Review relating to the history and emerging concepts of church library ministry (p. 189).
14. During the year the Church Recreation Department worked in cooperation with the Home Mission Board to sponsor an emphasis entitled "Campers on Mission." The purpose of this program was to encourage Christian witnessing among people who were visiting in vacation areas (p. 190).
19. (2)

15. The Board reported during the year that through its Research Services Department an innovative revision of the Uniform Church Letter was undertaken in Kentucky, Florida, and Virginia. The results of this test project were favorable, and introduction of the program to all state conventions would result in a substantial saving (p. 190).
15. 17. The Board reported that the Associational Annual Evaluation sponsored jointly
19. (2) with the Southern Baptist Convention Historical Commission and the state convention led to a record of 525 clerks participating in 1970 (p. 191).
17. The Board provided the amount of \$949,638.41 to the state conventions to assist in the promotion of Sunday School, Training Union, Music Ministry, student work, church administration, church architecture, church library, church recreation, vocational guidance, and family ministry work (p. 191).
18. In accordance with instructions from the Convention the Board transferred \$321,467 to the Southern Baptist Convention for operating expenses (p. 191).