



A man in the know, on the go — that's W. Lawson Allen, vice-president and director of public relations at Gardner-Webb College. He's meeting hundreds of high school seniors this fall as he represents Gardner-Webb at almost a hundred college days across the state. He's telling the Gardner-Webb story.

Lawson Allen Is Man On The Go With College Day Program

W. Lawson Allen, a man with a story to tell, is on the go this fall. His story is the Gardner-Webb College story; the road he travels is the college day trail, as he criss-crosses the state, keeping appointments, interviewing hundreds of prospective students for the college at Bolling Springs.

In a week's time he ordinarily travels between 700 and 900 miles and talks with some 200 high school seniors. As he talks, he tells the story — Gardner-Webb's own unique story.

Allen is just the man to do it too. Having served under two presidents — the late Dr. Phil Elliott and Dr. E. Eugene Poston — he knows the College well.

His first years of service were in 1944-46. After an absence he returned to the College in 1953 as director of church-community development. The next year he became director of public relations, and about a year later, during an illness of Dr. Elliott's became vice-president.

Besides his work at Gardner-Webb, Allen has had wide experience as director of religious education in leading Baptist churches in Asheville, Winston-Salem, Louisville, Ky., Spartanburg, S. C., and Jacksonville, Fla.

Allen is married to the former Miss Josephine Moody of Sylva. They have two daughters, Louise and Billie.

WATCHED GROWTH

He holds the B. S. degree from Western Carolina College and the M.R.E. degree from Southwestern

Baptist Theological Seminary.

He has watched Gardner-Webb grow from around 250 students in 1944-45 to around 375 in 1953-54 to the present 631. And always he has maintained a close relationship with student personnel.

In his first two years with Gardner-Webb, for example, he helped to establish the student government association and supervised the writing of the student constitution.

Allen knows the pulse-beat of the College, for he has been at the heart of its operation for some eight years.

He has also had a hand in the growth of the physical plant, seeing buildings added regularly: the Webb Administration Building, the new science building, a new gymnasium and pool, and Stroup Dormitory for girls.

Fund-raising has been an inherent part of his responsibilities.

And not only that, the seemingly intangible influences are there. W. Lawson Allen, a true Christian gentleman, has helped to mold the character of many a young man and many a young woman.

This is the story he tells — the story of a small Christian college, devoted to the development of quality leaders — as he criss-crosses the state, stirring in the minds of high school seniors ideals for a better tomorrow.

HELP the BULLDOGS beat WINGATE Tomorrow Night BE THERE!



... Harris in one of his less happy moments!