

Dr. McPheeters and the Printed Word

Franklin D. Morrison

When Johann Gutenberg conceived of printing with movable type, he unleashed a greater force for molding men's minds and influencing human behavior than any thermonuclear instrument has demonstrated to date. The impact of the printed word on the progress of modern scientific, social, and economic development is beyond the calculating capacity of the most sophisticated digital computer. Despite recent technical advances in audio-visual accomplishments in the field of communications--including radio and television--the printed page is more widely utilized today to influence men's thinking than at any previous time. Recognizing the potential of the printed word, religious leaders have taken advantage of this modern Mercury to speed the Good News to untold numbers of readers.

For approximately three-quarters of a century *The Herald* has stood in the forefront of the Holiness Movement and has carried the gospel of full salvation to the four corners of the earth. Originally named *The Kentucky Methodist*, the name was soon changed to *The Pentacostal Herald* as its expanding circulation carried its message far beyond the borders of the blue grass state. Later, in order to avoid confusion with church groups using the word "Pentecostal" as a part of their corporate identity, that portion of the title was dropped from the masthead of *The Herald*.

When Dr. Henry Clay Morrison, founder of *The Herald* and founder and president of Asbury Theological Seminary, went to his reward, Dr. Julian C. McPheeters became editor of *The Herald* and president of the Seminary. For nearly twenty years the responsibility and distinction of editing *The Herald* have been carried by Dr. McPheeters. Following the practice of his predecessor, he has contributed, in addition to the editorial, articles relating to the pastorate, camp meetings, denominational conferences, missionary tours, and a wide variety of other activities of interest and concern to the readers of *The Herald*.

In a recent issue of *The Herald*, Dr. McPheeters describes an evangelist as "...a voice in the wilderness; a molder of destinies; a fisher of men." How true all of these characterizations are of the evangelist who, by means of a periodical, makes regular visits to thousands of homes with a message of relief for the burdened, hope for the distressed, faith for the doubter, and joy for the believer. To him can be aptly applied this quotation from Mentor Graham, the long-forgotten teacher of Abraham Lincoln, "Your example, your words, your ideas, your ideals will also be projected into the future and will live forever in the lives of others."

Those who read the pages of *The Herald* have been impressed by the freedom with which Dr. McPheeters deals with subjects commonly referred to as controversial. In discussing such matters he has not attempted to follow a mediating position, nor has he accepted the easy way of siding with popular interpretations. Instead, he has demonstrated the courage to combat the insidious worldliness that is constantly attempting to infiltrate positions of high ecclesiastical authority. His writings month after month, have encouraged and nourished his readers. Such spiritual stimulation has enabled them to stand fast in the faith, to recognize the necessity for support of those whose lives are dedicated to the spread of Scriptural Holiness, and to witness, as all Christians should, to the abundant life found in complete consecration to him who said, "I am the way, the truth, and the life."

To the regular reader of *The Herald* comes the realization that the editor is young at heart, a man of great expectations and of great vision. The reader senses that the vicissitudes of the years have not diminished his effort to portray the gospel of God's love to a population apparently preoccupied with accumulating the baubles of a materialistic generation. In his messages on the printed page, Dr. McPheeters has anticipated the hopes, dreams, fears, and longings of his readers. He has attempted to supply solutions to each one's problems, based on the Creator's spiritual laws as they have been revealed in the Law and the Prophets, and the teachings of Jesus during His brief ministry among men. The admonition to put first things first is consistently present in the editorial message.

I believe Thoreau is credited with having written, "Only that day dawns to which we are aware." Dr. McPheeters constantly

arouses his readers to a new day of opportunity for the advancement of Christ's kingdom here and now. Much of the current news of international antagonism and internal confusion is, to say the least, disconcerting to many, and to a large segment of the population, utterly discouraging. Throughout his writings, Dr. McPheeters directs attention to the possible brighter side of the situation, within the sphere of God's surveillance of His people. He suggests to the thinking of his readers the vistas of opportunity that beckon towards peace on earth among men of good will--a peace which will come, if not in our own day, with the ultimate triumph of righteousness in the Second Coming of the Lord.

It has been said that "As you throw the weight of your influence on the side of the good, the true and the beautiful, your life will achieve an endless splendor." From the life of Julian C. McPheeters that splendor has been reflected into the lives of those of us who have been privileged to have had close association with him over the years. His disappointments and sorrows have been accepted with forbearance. He has given evidence of absolute faith in God's wisdom. Successes and achievements have been greeted with humility, and with praise to the Giver of every good and perfect gift. In him we have observed the hallmark of greatness take form, and have watched with admiration this unique personality as he has adjusted to the molding hand of God in his life.

Despite the myriad accomplishments of past years on which Dr. McPheeters might well reflect with deep gratification, we find him enthusiastically planning great things for God's service in the future. Truly in him is the fulfillment of the prophetic message: "They that wait upon the Lord shall renew their strength: they shall mount up with wings as eagles; they shall run and not be weary, and they shall walk and not faint."

A Tribute to Mrs. McPheeters

(Given at the memorial service by Dr. W. D. Turkington.)

One of God's wise men, writing under the inspiration of the Holy Spirit, left us words which relate very specifically to the life of the loved one and friend whom we honor today in this memorial service. These words form a question: "Who can find a virtuous woman?" Other translations use the adjectives *worthy* and *good*. The questioner then answers his own question in a four-fold manner. First, the virtuous woman is one who does good and not evil. This is typical of all her relationships, beginning with her relation to her husband and family but extending further to include all whom she meets. At this point let it be said that only Dr. McPheeters knows fully how Ethel McPheeters has stood helpfully and in faith at his side--through good days and bad, in sickness, in health, and in the midst of many and often almost crushing burdens of a full and busy life.

The wise man further answers his question by saying, "The law of kindness is on her tongue." What a characterization is this!" And how true this is of the one whom we pause to honor today. Back of a tongue which always spoke words of kindness lay a kind heart. Again our inspired writer says that the virtuous woman is characterized by a concern for her household. In the case of Ethel McPheeters this concern found expression in a love and a service which was unstinted and unceasing. This concern was put into words in her closing moments of consciousness when she said to those who now mourn her passing, "I love you all."

The final characterization of the good woman is that she is a woman who knows the Lord and who exemplifies the fear of the Lord, which is the beginning of wisdom. It was this knowledge of the Lord which formed the basis of all which Ethel McPheeters was and did. In her later years this found particular and crucial expression in her deep love and concern for Asbury Theological Seminary, on whose campus we meet today. It was this reflex love for our institution which led her, during her last hours in this world, to arouse to consciousness

and to pronounce a blessing on all whom she loved--"God bless you all." We, each of us, are the heirs of the blessing and inspiration afforded by the presence among us, though now withdrawn into the Eternal City, of this virtuous and worthy and good woman, Ethel McPheeters.