



An Evangelizing Ministry



R. H. Nightingale

It has been said that the pen is mightier than the sword. The written and printed word has not only played an important part in the social and political world, but also in the religious and spiritual world.

Before probation closes and the Lord comes the second time, there will be a time of harvest and the final reaping of souls for the heavenly kingdom. John the Revelator says: "And after these things I saw another angel come down from heaven, having great power; and the earth was lightened with his glory." Rev. 18:1.

Notice these comments from the servant of the Lord: "And in a large degree through our publishing houses is to be accomplished the work of that other angel who comes down from heaven with great power, and who lightens the earth with his glory." *Testimonies*, vol. 7, p. 140.

"More than one thousand will soon be converted in one day, most of whom will trace their first convictions to the reading of our publications." *Colporteur Ministry*, p. 151.

In this day and age when darkness covers the earth and gross darkness the people and winds of false doctrine are blowing, how important it is for people to be rooted and grounded in the truths of God's word.

"The world is to receive the light of truth through an evangelizing ministry of the Word in our books and periodicals." *Testimonies*, vol. 9, p. 61. Thus you can see that one who is engaged in this type of literature evangelism is engaged in a very important phase of God's work. "If there is one work more important than another, it is that of getting our publications before the public, thus leading them to search the

Scriptures." *Colporteur Ministry*, p. 7. So let none underestimate the importance of this work or belittle this sacred ministry. "The importance of this work is fully equal to that of the ministry. The living preacher and the silent messenger are both required for the accomplishment of the great work before us." *Review and Herald*, April 1, 1880.

Some time ago a Catholic priest expressed his concern about the way Seventh-day Adventist literature had been spread among his church members. He said: "The Seventh-day Adventists carry on a very clever propaganda to win converts to their faith. The most powerful lever in winning people is the kind of literature they produce. It is written up in a very subtle way, creating on the part of the people a strong desire to read more such literature until they are fully persuaded of such doctrines. The Seventh-day Adventists are our greatest enemies, for they are undermining the belief of our church members. We don't mind their preachers so much, *but it is their literature that gives us the trouble*. We find it everywhere. Those people have sold \$6,000 worth of their literature in my district, and the worst part of it is, that it is our members who have purchased this literature, whereas you have hardly purchased a dollar's worth of Catholic literature. We exhort you to buy literature from our printing houses instead of buying this *cleverly written literature introducing new doctrines*." (Emphasis supplied).

The literature ministry is an important ministry, and may God lay the burden upon the hearts of some who read these words to take up this type of evangelism. God may be calling some of you to this work. If so, do not let your business or your present line of work keep you from getting into the ranks of the literature evangelists. Dedicate your life to the wonderful work of helping to carry the message from door to door through the printed page.

R. H. Nightingale

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STATISTICAL SECRETARIAT

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B. L. Schlotthauer Managing Editor

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Sunset Calendar

	Aug 28	Sept. 4
Denver, Colorado	6:38	6:27
Grand Junction, Colo.	6:51	6:40
Topeka, Kansas	7:00	6:49
Kansas City, Missouri	6:55	6:44
St. Louis, Missouri	6:38	6:27
Lincoln, Nebraska	7:07	6:55
Casper, Wyoming	6:51	6:38

BRINGING CHRIST TO THE MILLIONS

There are 50,000 copies of this specially prepared edition of "Steps to Christ" now in stock, ready for circulation by THE LITERATURE EVANGELISTS OF THE CENTRAL UNION. These will be JUDICIOUSLY given out FREE OF CHARGE. This MISSIONARY project was made possible through the cooperation of the Pacific Press, the Central Union, the Central Credit Association and each local conference of this union.

Meet the Publishing Leaders of the Central Union Area



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Publishing Secretary
Central Union



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Manager
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Central States

SPECIAL TRAINING SCHOOL

OMAHA, NEBRASKA

September 14-16

This timely and important meeting has been planned particularly for new recruits. This is YOUR OPPORTUNITY. Contact your local publishing secretary immediately for details.

Students and Literature Evangelism

Our schools have been established to prepare workers for the great task of finishing the work on this earth. When



R. W. Fowler

this is done, Christ will return to take His faithful ones to the home that He is preparing. In the book *Counsels to Teachers*, (524-28) Mrs. White refers to the practical experience to be gained by students who devote some time to the

selling of our gospel literature. She mentions that such experience will aid them in learning to meet people and in presenting the message in an attractive manner. *This experience, coupled with the formal education obtained in the class room, is a highly desirable aspect of the educational program.*

It has been shown that literature evangelists generally make good students; that the experiences which they encounter do assist in the development of well-rounded Christian characters. It may be said, then, that the two important products of this work are *development of Christian character and assisting others in finding their way to Christ.*

An important by-product of the literature ministry must not be overlooked, namely the financial compensation. Mrs. White recognized this reward also. She wrote, "How much might be gained if the self-supporting plan were followed! The student would often be enabled to leave the educational institution, nearly or wholly free from personal indebtedness; the finances of the school would be in more prosperous condition; and the lessons learned by the student while passing through these experiences in the home field would be of untold value to him in foreign fields." *C. T.*, p. 257.

Union College is proud of her literature evangelists. May the number continually increase.

R. W. FOWLER

More Than Credit

Did you know that 90 per cent of the people in our country purchase on a deferred payment plan? To the literature evangelists who selling our truth-filled literature, this has in times past pre-

sented a very real need. The Central Union gave study to this need and as a result put into operation on January 1, 1964 the Central Credit Association.



W. J. Griffin

What came as a result of this new office was more than credit. To you who are considering literature evangelism, here are just a few of the ways this office can help you succeed.

1. A commission check is sent to you on Monday of each week. You get your check regularly.

2. This office has increased the literature evangelist's income by collecting more accounts and by paying a higher percentage on time-payment sales.

3. The most complete system of notices is used on time-payment customers. Regular notices every ten days result in higher collections.

4. The name itself, Central Credit Association, adds a professional touch to our publishing program and helps encourage the customer to pay on time.

The objection of the publishing department and the Central Credit Association is to unify our sales program, clarify our vision of the goals, and move forward by faith in pursuit of these goals. If you would like to spread our precious truth by way of literature, join the ranks of the NEW Central Union publishing program now.

W. J. GRIFFIN, *Manager*

Since 1849

It began in 1849 with a small printing of *Present Truth* that could be carried to the postoffice in a sack. Presently, it is a multimillion dollar business being done in more than 30 publishing houses, printing in over 200 languages. Since 1849 it has been one of the most important parts of the evangelistic team, and it will continue to have this distinction, and grow, as long as time shall last. This is the briefest of histories, but those of us connected with the publishing program are grateful that God has given each of us, literature evangelists, Book



W. P. Turpel

and Bible House managers, office secretaries, publishing secretaries, and publishing house personnel, such a wonderful heritage and such a glorious future.

Just as the automobile has advanced in beauty, durability, and ease of operation, so has our literature. Early books and pamphlets had pages crowded with small, hard-to-read type. We now say, without fear of contradiction, that Seventh-day Adventists now produce the most beautiful, and durable literature available today. Take, for example, the beautiful new subscription edition of *Desire of Ages*, that will be available this fall. Its more than 60 full-page, four-color illustrations, have been painted to the exacting specifications of denominational art directors, by the finest artists available. More than a dozen have been



The CENTRAL UNION was the first to utilize an ENTIRE building for offices and personnel of the CENTRAL CREDIT ASSOCIATION. Ample room is provided in this spacious building for efficient work and expansion of the new Home Health Education Service Program. It is located at Calvert and 46th Streets, Lincoln, Nebraska.

painted by the well known artist, Harry Anderson. At an initial cost of about \$150,000.00 this book will be the most beautiful book every produced by the church, and well it should be, for it portrays the most beautiful life ever lived. Why do we spend so much money? To help you, and others like you, who are planning to be literature evangelists, to open doors, and thus open hearts, that our Saviour may come in.

For four years we have worked on a two volume medical set with up-to-the-second medical information from a team of specialists, headed by Dr. Harold Shryock. When it comes from our presses late in 1965, it will be the most modern medical work ever published. Why is it published? Some homes can only be reached through a medical approach. Later the religious theme will be presented. Through it all, we work hand in hand with the other soul-winning agencies of the church toward the great objective of us all.

All of our literary gems are not in the future. Presently we have the *Bible Story* set. A 10 volume work that portrays the stories of the Bible in living color and written commentary. Prepared at a cost of a half million dollars, it is already a best seller. There is *Your Bible and You*, *Triumph of God's Love*, *Tiny Tots Library*, and many others.

God is calling dedicated, capable men and women from all walks of life to join Him in the literature ministry today. Will you answer the call?

W. P. TURPEL, *Manager*
Pacific Press Pub. Assn.,
Central Branch

There Is Room For You

During the summer months, in spite of torrid weather, we have been made happy to see, out on the firing line, a fine group of young men and women working diligently in a sincere endeavor to place as many books and magazines as is humanly possible in the homes of the various communities of the Central States Conference. Most of these young people will return to the various colleges having earned a scholarship. They have demonstrated, during this brief period, that our message-filled books and magazines are greatly sought after by legions of people who are seeking a better way. The exploits of these high school and college students in the distribution of our literature have also in-

spired our regular literature workers to go forth with greater courage in placing our literature in the homes of the people.

In view of the unsettled state of society, to say nothing of the lawlessness that abounds on every hand, thinking people are greatly concerned about the future. What a wonderful opportunity to be an instrument in the hand of God to bring hope and comfort to these people through the medium of the printed page.



W. W. Fordham

We need so desperately more consecrated men and women who will devote their God-given talents and ability to the work of the literature ministry—a work that has been ordained by God.

There are many individuals who are standing as idlers in the market place who ought to be about their Father's business, and that business for you is the distribution of our literature. If you do not see your way clear to join the ranks as a full-time soldier, there is plenty of room for part-time volunteers. Why not do something while time remains? W. W. FORDHAM, *President*
Central States Conference

Look Up

I recently read of a man who was driving across Iowa. He noticed on a billboard a picture of a whole row of little pigs champing away in a trough. One little pig had his head up out of the trough looking the motorist right in the eye. The man was startled by the experience and kept asking himself the question, "What makes one pig raise



H. V. Reed

his head up out of the trough when all the other pigs were busily and greedily gobbling up the grain?"

Being a minister, a thought from the Psalmist came to his mind, "In the morning I will look up." He then asked, what I believe should be a startling question to many of us, "Have you looked up from the trough recently?"

Does it startle you that the Christian population of the world in relation to the

general population drops 10% every 40 years? Evidently, too many Christian people have failed to look up from the trough. Evidently, too many Christian people have failed to take seriously the words of Jesus, "Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you."

Doubtless many reading these words are saying to themselves, "Yes, I have been hearing the Spirit's voice speaking to me lately, saying 'You ought to be in the literature evangelist work, giving the gospel.'"

Last October, Brother Jerry Conley of Colorado Springs, looked up to the publishing work from a very lucrative job in the newspaper printing business. Today, he is a wonderfully happy and successful literature evangelist helping to spread God's truth and save some souls.

After only four months of watching his friends successful literature ministry, Brother Clifford Nelson also declared, "In the morning I will look up." He, too, has now left a good paying job in the world to work for God in the literature ministry.

These men report good and increasing success each week in Colorado's weekly NEWSLETTER. Let us pray for them and beseech the Lord of the harvest that He will raise up many more devoted laborers for His work of harvest.

H. V. REED, *President*
Colorado Conference

Wings to the Message

There is no question but what the literature work gives real impetus in carrying forward the message we give to the world. This avenue reaches individuals who otherwise might not be reached. It is a direct contact with the person in the home.



H. C. Klement

When the Lord had a great message for the world in the days of the Reformation, He gave to mankind the far-reaching invention of the printing press to lend wings to the grand truth of the Reformation. Churches have been founded upon the reading of a single volume that may have gone out ahead of the evangelist. In mission lands he

may go where the pastor does not go. Sometimes he prepares the people so that when the minister arrives he finds a company of believers ready for a church organization.

In *Testimonies*, vol. 7, p. 188, we read "Our publishing work was established by the direction of God and under His special supervision. It was designed to accomplish a specific purpose. . . . The greatest wealth of truth ever entrusted to mortals, the most solemn and fearful warnings ever sent by God to man, have been committed to them to be given to the world; and in the accomplishment of this work our publishing houses are among the most effective agencies." These institutions publish the literature, but to see results some one must take this to the people. Has God spoken to you that you should be one of the literature evangelists? When we offer ourselves to God for service, and are willing to be used as He may direct, the Holy Spirit is sent as an anointing to fit us for the work. May the Lord guide and direct you. H. C. KLEMENT, *President Kansas Conference*

Every Home the Target

As I write, the world waits with abated breath what direction the conflict in Southeast Asia will take and with what intensity—w h o a l l will be involved and what will be the outcome. While concern grips our hearts over this battle with bullets and bombs for beachheads, yet I must tell you that concern grips my soul for the status of the church's battle with books for the hearts of men.

God gave the church the printing presses, the paper, and the message for this time. Our heavenly Captain has also given us the strategy we are to follow. Men and women and youth are to take these truth-filled books and magazines and go from door to door. This "battle with books" for the hearts of men is to be carried to every sector. Not a home is to be missed. Now is the time to do it. We are the people to do it. God has told us to do it. We must do it.

Therefore—we must all realize as never before the importance of this work and the imperativeness of it.

We must do more than applaud those

brave souls who are already on the front lines as literature evangelists. We must do more than hope someone else will join the ranks. If WE can, WE must go and get in the thick of this battle for hearts!

The bugle sounds.
The battle is on.
The books are ready.
THE CAPTAIN CALLS.
Will YOU respond?

JAMES E. CHASE, *President Missouri Conference*

Voice of Prophecy Sermons

August 30: For Youth Only
September 6: How to Become a Child of God

He May Be Calling You

"Never can the cost of our redemption be realized until the redeemed shall stand with the Redeemer before the throne of God. Then as the glories of the eternal home burst upon our enraptured senses we shall remember that Jesus left all this for us, that He not only became an exile from the heavenly courts, but for us took the risk of failure and eternal loss." *Desire of Ages*, 131.

All true service to God is based upon our view of this sacrifice. It was the meeting of the persecutor Saul with his Saviour on the Damascus road that gave us the tireless apostle Paul. It was those moments of personal conflict in Gethsemane following the denial of the Lord

1965 Publishing Department Goals of the Central Union*

Conferences	Deliveries	Baptisms
Central States	\$100,000.00	25
Colorado	140,000.00	25
Kansas	155,000.00	30
Missouri	160,000.00	30
Nebraska	145,000.00	30
Wyoming	50,000.00	10
Union	\$750,000.00	150

(Represents 7½¢ per person)

1966 Publishing Department Goals of the Central Union

Conferences	Deliveries	Baptisms
Central States	\$115,000.00	35
Colorado	195,000.00	35
Kansas	190,000.00	40
Missouri	225,000.00	40
Nebraska	180,000.00	35
Wyoming	95,000.00	15
Union	1,000,000.00	200

(Represents 10¢ per person)

IT CAN BE DONE. HOW?—VISION—PLANS—PRAYER—WORK—FAITH

*These goals were voted by all the publishing secretaries of the Central Union, May 12, 1964, and later VOTED by the Union Committee.

which gave us a changed Peter who felt unworthy to die as did his Lord.

Have you caught a glimpse of this sacrifice in your behalf? It may lead you to answer the call God is sounding forth for laborers to go into the vineyard. Nothing offers greater challenges than to call from door to door with our literature as a literature evangelist.

In no other way will many of these good people scattered throughout the conference be reached. As I travel through the country and note the lonely ranches, small communities and towns, I think of these souls. How can they be reached and the work finished in this conference? *Only as the truth is taken to them.* Will you answer God's call to you? *He may be calling you as a literature evangelist.*

F. O. SANDERS, *President Nebraska Conference*



F. O. Sanders

Giving the Gospel to the Thousands

There can be no question but that literature evangelism has played, and will continue to play, a very important part in the work of giving the gospel to the many thousands of people living within the boundaries of our various conferences in the Central Union.

Because of the thinly scattered population of Wyoming, we in this conference are even more dependent upon literature evangelism in finishing our work than are many of the other conferences with larger populations.

We join Brother Roger Eno, our publishing secretary, in extending a warm welcome to many of our sincere, consecrated believers to seriously and earnestly consider giving your time and talents to literature evangelism. By so doing you will have a definite and important part in helping to give our message to the more than three hundred thousand people in our field.

LEE CARTER, *President Wyoming Conference*



Lee Carter



"I have been instructed that even where the people hear the message from the living preacher, the canvasser should carry on his work in co-operation with the minister."—"Testimonies," vol. 6, p. 315.



COOPERATION

The eight adults pictured here, now church members, were first contacted by Delmar Saxton, a part-time literature evangelist, working in St. Joseph, Missouri. Brother Saxton started Bible studies with some of these folk, and meanwhile encouraged them to attend the evangelistic meetings being conducted by Elder C. L. White and the pastor, Elder J. R. Coyle. These baptisms took place between April 4 and July 25, 1964. Here again we see the RESULTS of DIVINE INSTRUCTION that call for the literature evangelists to work in COOPERATION with the ministers and the ministers to work in COOPERATION with the literature evangelists. The plan is to MULTIPLY these experiences MANY times THROUGHOUT the Central Union territory.

PROSPECTIVE MEMBERS

"I would like to have you meet Mr. and Mrs. Heimel and Mr. and Mrs. Olson. Both families are good Christians. They know the Bible very well and ask important questions pertaining to their salvation. Elder A. E. Soper, pastor of the New Haven church, is giving them Bible studies every week plus one family not present in this picture. My heart was thrilled this past Sabbath when both families took part in the communion service with the entire church. Please pray for these

wonderful people that they will be faithful unto the end.

"THIS IS JUST A PORTION OF THE WORK THAT ELDER SOPER AND I ARE DOING IN THE DISTRICT."

Kenneth Haskins,
Kansas Literature Evangelist
TEAM WORK

Pictured with his pastor, Elder D. S. Wallack, is Jerry Conley, a new literature evangelist in Colorado Springs, Colorado.



A few years ago an ardent layman placed a copy of the missionary book of the year with Miss Edna Haxton, which had its influence; then came Jerry and sold her **Bible Readings** and invited her to attend the Williams-Martin evangelistic effort. Here she took her stand with others for God's present truth message. Thank God for team work.



"A Most Successful Way To Save Souls"

J. F. KENT, *Publishing Secretary, Central Union Conference*

The supreme OBJECTIVE of our publishing work is the SALVATION of lost men and women; OUR METHOD IS LITERATURE. "The publications distributed by missionary workers have exerted their influence, . . . Now the rays of light penetrate everywhere, the truth is seen in its clearness, and the honest children of God sever the bands which have held them."—*Great Controversy*, p. 612.

At this very hour when darkness has covered the Central Union and gross darkness the people, the rays of light shining forth from our truth filled literature are PENETRATING THIS GLOOM and DARKNESS, thus bringing HOPE, JOY and LIGHT to FAITHFUL and HONEST hearts. Today as never before reports are constantly coming in from every direction attesting to the truth of these divine predictions. During a

recent seven-year period one of our literature evangelists working in St. Louis, Missouri, reported more than 100 baptisms as a result of his making the first contact, placing literature and turning most of the interests over to the pastor and his church. We are told through the servant of the Lord that the canvassing work is "A most successful way to save souls." This one fact alone is encouraging some of our brethren and sisters here and there to dedicate their TIME and TALENTS to literature evangelism.

Surely the EVENTS TRANSPIRING today are of SUCH MAGNITUDE as to challenge each sincere Seventh-day Adventist to PRAY EARNESTLY, "Lord, what wilt Thou have me to do?" Remember—the decision you make NOW can well mean the SALVATION or LOSS of MANY SOULS.

Remember!

September 5 Is

Literature Evangelist

Rally Day

Knowing that time is short and that we must hasten to finish the gospel commission, and believing the divine counsel that LITERATURE evangelism "is a most successful way of saving souls," I promise to make this important call to God's work a subject of special prayer; and as His Spirit impresses me I will say, "Here am I; send me."

My interest would be in

FULL TIME PART TIME BOOKS MAGAZINES

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Cut out and mail to your local conference headquarters.