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PUBLISHING COUNCIL

Poona, February 18-23

By A. W. CORMACK

THIS issue is devoted largely to a report of the recent Publishing Council held here in Poona, February 18-23. This was a very successful and inspiring meeting and we have reason to feel that future developments in our literature work will place it as an important landmark in the history of this phase of our missionary activities.

We were fortunate to have with us Pastor C. E. Weaks of the General Conference Publishing Department, who, with our own Division book leader, Pastor L. C. Shepard, carried the main burden of the meeting.

All of the Union Field Missionary Secretaries and the Book Depot Managers were present, as well as the Union Superintendents, with a full attendance also of the members of the Division Committee. We were glad, too, for the presence of Pastor R. A. Beckner, acting editor of the *Oriental Watchman*, and Pastor L. G. Wood, Assistant Field Missionary Secretary of the Bombay Union.

As will be seen from the full report the agenda was an interesting and com-

prehensive document meriting the close and sustained attention which it received from the delegates throughout the duration of the meeting.

Down through the years of our work

as we studied the "blue-print" of our literature work, that our past efforts in this field, where the use of literature is concerned, have not been commensurate with the value and importance of this phase of our ministry as revealed by the counsels given concerning it in the Spirit of prophecy as well as by experiences in the development of the work in other lands.

I may be permitted to quote here, in anticipation of the full report of the Council proceedings, a resolution which was adopted early in the meeting and which we are confident will receive the ready and co-operative endorsement of our workers and church members every-



Delegates to the Publishing Council

in Southern Asia a large quantity of truth-filled literature has been distributed in India, Burma, and Ceylon, and fellow labourers have prayed fervently and laboured earnestly that in this manner the truth in its beauty might find its way into many homes and hearts. Results of the seed sowing which as yet do not meet our eyes will, we believe, be seen in the kingdom. Yet it was felt by all,

where.

WHEREAS, The increasing literacy in all parts of our field, the easy transportation facilities, the general desire of all classes of people for an interpretation of the times in which we are living, and with other factors, show that the time has come for a fuller development of the publishing work; and

WHEREAS, Our statistics show that

hitherto we have not given adequate attention to the literature work in proportion to other activities; and

WHEREAS, The development of a strong literature programme is dependent in a large measure upon the attitude which we, as leaders, manifest toward the sale and distribution of our truth-filled literature, therefore, we the delegates to this Publishing Council invite all the workers in the Division to join with us in pledging ourselves to do all in our power by example as well as precept to increase the circulation of literature throughout the whole field.

1. By ourselves using literature at every opportunity.

2. By encouraging the use of literature as a definite feature of all our missionary activities.

1. By constantly keeping before all our church members the importance of the literature ministry.

4. By searching out suitable truth-loving, God-fearing persons who may be recommended to the field missionary secretaries for training as colporteurs, and

5. In view of the comparatively small number of workers now giving full time to our literature work, that in assigning new workers, we, if necessary restrict expansion in other lines of activity to make possible a definite forward move in our literature ministry, and also in order that a more adequate proportion of our total effort may be directed along literature lines.

As all respond to this call for renewed and active support of our literature ministry, welding it inseparably to every other line of missionary endeavour, we believe that the result will be a large ingathering of souls for the kingdom. Already there is, as it were, "a going on the tops of the mulberry trees" and the results of the recent colporteurs' conventions in the various Unions are making themselves apparent.

The meeting privileged an excellent opportunity for the constructive discussion of many of the detail problems relating to the conduct of our book work and this was taken full advantage of by all concerned, and many helpful plans laid down.

It was indeed a good meeting to which was vouchsafed the presence and guidance of the Spirit of the Lord.

Pray for our colporteurs, and see the full report of the Council which follows.

FIELD MISSIONARY SECRETARIES' INFORMAL COUNCIL

THE convention proper was preceded by a day's council of the Field Missionary Secretaries. The time was profitably occupied in the discussing of mutual problems and in the exchange of experiences and ideas. No minutes were recorded. This opportunity to meet in informal discussion was much appreciated and will result we hope in unification of method in the conduct of colporteur work throughout the Division.

Opening Session—Thursday Evening 7.45

After singing hymn No. 482, "An Open Bible for the World," Pastor J. S.

James prayed most earnestly for the blessing of God to rest upon the convention.

Pastor A. W. Cormack, president of the Division, welcomed the delegates with appropriate remarks. The thought was emphasized that while it is a privilege to be connected with God's work in any capacity it is a special privilege and responsibility to attend this meeting. From it we should expect great things, to that end we should pray. Referring to Psalms 68:11 he told of the great work being accomplished by the army of colporteurs throughout the world. We are thankful for the colporteurs the Lord has sent to us in this Division, but we ought to have many more of them.

The convention was declared open and Pastor L. C. Shepard took the chair.

The first item of business was the selection of the secretaries. On the nomination of the chair, G. E. Lindquist of Northeast India, and F. J. Mainstone of Burma were chosen.

List of Delegates

General Conference: C. E. Weeks.

Division: A. W. Cormack, C. L. Torrey, T. J. Michael, J. F. Ashlock, J. L. Shannon, L. C. Shepard.

Publishing House: J. C. Craven, R. A. Beckner.

Bombay Union: J. S. James, T. Killoway, F. A. Maseyk, L. G. Wood.

Burma Union: J. Phillips, F. J. Mainstone, J. O. Wilson.

Northeast India Union: G. E. Lindquist, C. A. Hart, L. G. Mookerjee.

Northwest India Union: A. H. Williams, J. M. Hnatyshn, Miss M. H. Belchambers.

South India Union: H. Christensen, C. A. Boykin, E. D. Thomas.

Friday Devotional Hour

The first hour each morning was spent in devotional study and prayer. The Lord came very near in these seasons of intercession.

Friday morning Pastor C. E. Weeks, Associate Secretary, General Conference Publishing Department, spoke to us from 1 Cor. 3:10-13. A chart based upon this text was shown, illustrating the weakness which results to a building when even one stone is weak. Many helpful lessons and illustrations were drawn showing the importance of the publishing stone in our missionary endeavour.

Reports from the Field

Following the devotional hour, ten minute reports were presented from each Union Mission and from the Publishing House regarding 1931 accomplishments. Some of the field missionary secretaries made an oral statement. A brief summary of these reports will be found elsewhere in the notes of the Council.

WHAT ARE THE POSSIBILITIES OF DEVELOPING A LARGER WORK IN INDIA? HOW IS INDIA DIFFERENT?

IN introducing this topic Pastor J. S. James referred to the experiences of Jehoshaphat as recorded in 2 Chron. 20. While there are many things which seem to make India different from some other fields, "the battle is not ours but the Lords." If we follow the instruction which has come to us through the years in the Word of God and the Spirit of prophecy, we may confidently expect success.

Only a few of the points presented in this very practical and helpful discussion can be given here.

The problems which we are trying to solve in the development of our publishing work are not altogether peculiar to this country. If we will but follow the blue print laid down for us in the Spirit of prophecy we shall prosper and have good success. We shall then find a way to surmount our peculiar problems as our co-workers have done in other mission lands. God is not limited.

India possesses advantages not possessed by many mission fields; settled government, stable currency, splendid communication and transportation facilities, wide-spread educational opportunities, and just now better economic conditions than some. All these factors and many more point the way to almost unlimited opportunity for developing a strong Publishing work in this Division.

The Anglo-Indian, European and edu-

cated Indian communities offer a splendid field for English books and periodical literature. The greater mass of people educated in their respective vernaculars, and to whom our message must be carried, offer a splendid field for the sale of vernacular literature.

At present Southern Asia is behind every other Division in literature sales. The sales of our closest competitor are four times greater than ours. But the average sale per hour in our field is higher than in two other Divisions. Wherein does the difference lie? It is in the fact that we have a very small corps of regular colporteurs at work in Southern Asia.

While one out of every six of our membership is employed in some salaried capacity, (this is the highest percentage in the world) the proportion of colporteurs to workers is only as one to twenty-five. (This is the *lowest* percentage in the whole world.) In South America there is one colporteur for every two workers in other lines. In two very prosperous Divisions, of every hundred workers forty-six are colporteurs, which is almost one colporteur for each worker in other lines of service.

The wider use of literature as a regular feature of our missionary work was urged. As a people we are not using literature as a part of our missionary effort as extensively as some other

mission societies. The example was cited of a missionary of another society who spends three to four hours daily in the distribution and sale of tracts and Bible portions as a means of making contacts. His testimony is, that he had found no other method of making worthwhile contacts so successful as the sale and distribution of literature.

The prosperity of a vigorous Publishing programme is dependent upon an increased corps of consecrated, earnest colporteurs. Lack of colporteurs is the greatest obstacle to the progress of our Publishing work.

Said Pastor Cormack: "In the past we have not made an adequate use of literature in our field. Due attention has not been given to this department of our work. We have attended to manning our schools, hospitals and other departments and have succeeded fairly well, but our whole structure is weak and halting, because our literature work is weak. The best type of men have not been recommended to Field Missionary Secretaries for training. Some have suggested the wider use of literature by all our workers as a solution. Others have recommended the transfer of some of our teachers and preachers to the colporteur work, but colporteurs are not made in this manner. Unfortunately many workers have come to look upon the colporteur work as a kind of purgatory. I believe we have come to the time when we should give our literature work first place in all our plans. We should not go on multiplying institutions which will absorb all our man power and leave the colporteur work undeveloped. This line will never be built up until we secure an army of regular colporteurs. In order to do this we may have to restrict expansion in other lines to provide men. We may have to make one school do the work of two or three.

"The accomplishment of a forward movement in our publishing work depends upon the attitude of the leaders,—the Union and local Mission Superintendents. If they are careful to see that a fair proportion of the graduates from our schools are placed in colporteur work this department will advance."

After very full discussion a sub-committee was appointed to draft a resolution for adoption by the convention. The following committee was named: A. W. Cormack, A. H. Williams, T. J. Michael, G. E. Lindquist, F. J. Mainstone.

Is our present selection of vernacular books adequate? If not, what type of new books do we need in the field?

Reference was made to the success which our colporteurs have enjoyed in selling "Health and Longevity." The health feature of our message is important, but in many languages our literature would indicate that it were our whole message. This is not the way it should be.

A statement was presented by Brother J. C. Craven, Manager of the Publishing House, showing just what is available in the vernaculars for sale by colporteurs. In presenting this inventory he told us

that these stocks were tying up approximately Rs.51,000 of the working capital of the Publishing House.

The need of small literature which could be sold by our colporteurs as helps was urged. A study of the inventories revealed that in some languages there are large stocks of books such as "Future of the World" and "Enemies of Health." It was generally agreed, however, that our present selection of literature is not adequate, and after some discussion as to how these stocks might be moved to make the way clear for some new publications, it was

VOTED, That the chair appoint a sub-committee to prepare a recommendation for presentation to the Council.

Named: J. O. Wilson, L. G. Mookerjee, J. C. Craven, L. C. Shepard.

The sub-committee presented the following report which was adopted by the Council:—

Moving Heavy Stocks Vernacular Literature

In view of the fact that the Publishing House is heavily stocked with small books in several of our vernaculars, which are moving very slowly or not at all,

WERECOMMEND, (a) That in the fields concerned we push the sale of this line of literature, (1) by training colporteurs to handle the particular books involved, (2) by selling them in combination with other literature such as magazines, (3) by special campaigns.

(b) That we urge all our workers to co-operate in this special endeavour to move this stock in order that a great forward movement may not be hindered by these books continuing to tie up year after year the working capital of the Publishing House.

(c) That fields desiring new books make request for them of the Publishing House Board only when their stock of the particular class of books, whether health or religious, has been disposed of.

Type of New Book Needed

The discussion regarding the type of new books needed in the field was very lively and centred almost wholly around the need of literature presenting the special truths which have been committed to Seventh-day Adventists. It was urged by some that the message should be adapted to the thinking of the non-Christian peoples among whom we are working. The example was cited of the splendid sale which "Hope of the World" had enjoyed in China.

While some adaptation may be necessary it was pointed out that we should avoid any tendency to change a book so that it fails to give the message. Our message itself has a wonderful appeal in these days. We must be careful not to shape our literature so that its message is concealed or kept in the background, and the Gospel appear out of its proper perspective.

The Bible is a best seller in India. Its sale is increasing every year. In spite of political agitation and depression, 1931 was a banner year for the sale of Bibles. In China where anti-Christian and anti-

foreign propaganda is very violent, more Bibles are being bought than ever before. But there are no adapted Gospels or Bibles.

It was pointed out that some books would have to be adapted even in so-called Christian countries not because they present the Christian religion but because they contain too many Americanisms, or other "isms." Our attention was called to the very wide sale which "Steps to Christ" has enjoyed in Japan.

It was voted that a committee of seven be appointed by the chair to give further study to the type of religious literature needed in the field and to bring back a recommendation to the full Council.

Named: C. E. Weeks, J. O. Wilson, H. Christensen, J. S. James, J. C. Craven, G. E. Lindquist, J. M. Hnatyshyn.

The sub-committee presented the following report which was adopted:—

Literature Programme

WHEREAS, In some of our language areas the only literature available for sale by colporteurs is restricted to our health message, and

WHEREAS, There is great need for religious books in the vernacular for sale by our colporteurs which contain God's special message for this time,

WERECOMMEND, (1) That we reaffirm our previous action which looks forward to the publication of "Our Day" in the various vernaculars as the way opens to do so,

(2) That we favour the preparation of a manuscript to make up a smaller book of approximately 64 pages, using as a model the material in "Wonders of Our Age" published at the Stanborough Press.

Evening After Sabbath

Which of the works of Mrs. E. G. White are most suited for translation and sale to non-Christians?

There was a general consensus of opinion that the Spirit of prophecy contains a message for the peoples of India, and that these books should be circulated. Discussion centred around "Ministry of Healing," "Christ's Object Lessons," "Desire of Ages," and "Great Controversy." Speaking on the point of eliminating certain chapters from "Great Controversy" because of their western setting in order to adapt them to the needs of the country, one speaker said, "This book was written under the guidance of the Holy Spirit, there is in it a chain of thought which we should be careful not to interrupt."

In order to obtain more reliable information upon which to make a decision regarding what book would be most suited for translation into our vernaculars the suggestion came from our Field Missionary Secretaries that each of them spend some time canvassing for Sister White's books to find out which books appeal most to the Indian and Burmese people, and also what methods of approach are most suitable. A large body of educated Indians make such a plan very practicable.

In this connection the following recommendation was presented by the Field Missionary Secretaries and adopted:—

Field Missionary Secretaries Canvassing

In view of the desire of our Field Missionary Secretaries to accept the call to greater evangelism and the statement in the Spirit of prophecy that, "The world is to receive the light of truth through an evangelizing ministry of the word in our books and periodicals,"

WE RECOMMEND, That each Field Missionary Secretary spend at least two consecutive weeks each year in evangelistic canvassing among non-Christians with one of our large religious publications.

The devotional hour was occupied by Pastor J. S. James.

Sunday, February 20

THE devotional hour was occupied by Pastor J. S. James who spoke to us from Isa. 52:7, "How beautiful upon the mountains are the feet of him that bringeth good tidings."

An incident was related by Pastor James, which took place at a camp meeting in a district where he had canvassed many years before. It was at an early

morning meeting when along with others he was giving his testimony. Suddenly he was embraced by what seemed to be an absolute stranger. The man hugged him very vigorously. The meeting closed and again the man came up, embraced him and said, "Don't you remember me?"

"No, I don't believe I ever saw you before."

"Aren't you J. S. James?"

"Yes, I am J. S. James, but I don't remember you."

"Do you remember when you were canvassing in _____ county, coming to a house back in a field and selling a book to a man working on the roof?"

"Yes, I can remember that."

"Well, I am that man. I read the 'Great Controversy' you sold me and it has transformed my life. We are in the truth now. Come and meet my family."

Again he embraced Bro. James saying, "I would rather see you than an angel from heaven."

Said Bro. James: "It is the message they carry which make the feet beautiful."

THE ORIENTAL WATCHMAN

ALTHOUGH the *Oriental Watchman* is printed in English, information from the subscription list reveals that approximately 60 per cent of the subscribers are Indians. It is making contacts which could not be made in any other way. Many Roman Catholics have become very friendly after reading the paper for a year. Often it is easier to secure renewals than to get the initial subscription. It is therefore important that careful thought be given to the kind of articles which appear in the *Watchman*.

The health feature of our message has a powerful appeal for many of our readers. The Field Missionary Secretaries urged that more articles appear adapting our health principles to Indian conditions. Some of the subjects suggested were, Diet, Vegetarianism, Prohibition, Vitamins, seasonal articles on such diseases as Plague, Cholera, Dysentery, Enteric, etc., and a series of articles on Hydrotherapy.

The following recommendation was adopted:—

Health Features of Oriental Watchman

In view of the fact that the readers of the *Oriental Watchman* include all classes and creeds,

WE RECOMMEND, that approximately half of the general articles in the *Oriental Watchman* be devoted to the health feature of the message.

Religious Articles

All felt the need of more religious articles which answer the questions which are agitating the minds of people in these days. The incident was related of a Brahmin gentleman who asked an *Oriental Watchman* colporteur, "Is it reasonable to assume that salvation can come only by one man?" Articles answering such questions as the above, articles on devotional topics, current events in the light of Bible prophecy, spiritualism, etc., are all good selling points. Much depends upon the selection of catchy yet dignified titles for the articles.

What is the Best Way to Maintain a Circulation?

Maintenance of the circulation of the *Oriental Watchman* is dependent in the main upon the selection of suitable persons to canvass for it. There has been an impression that it is dependent upon one or two specialists. All felt that the future is dependent upon the selection of regular colporteurs who will devote their lives to this work, visiting all classes of people in many places. There is no form of literature ministry that is more pleasant to engage in or more remunerative for the time spent at it than work with the *Oriental Watchman*. Given sufficient number of the right kind of colporteurs, 100,000 subscribers would not be too high a goal.

V.P.P. System, Leaving First Copy, Making Good Subscriptions

Some very practical conclusions were arrived at as the result of the discussion on these topics. The following recom-

PROBLEM OF VERNACULAR MAGAZINES

THERE is no form of literature that is richer in soul-winning possibilities than magazine literature. Many examples were related of persons established in the truth through the reading of the vernacular periodicals published in India some years ago.

The great dearth of religious literature in some fields where there is a growing force of colporteurs urges the establishment of magazines in those fields.

In some Divisions the combination of the magazine with a health book has been the means of building up a good subscription list and of directing the attention of many prejudiced people toward the truth. In India we have missed a great opportunity in the past by not having magazines to combine with the thousands of copies of "Health and Longevity" which have been sold.

Well edited magazines exercise the minds of the people afresh every time they come. They also provide an even flow of work through the Publishing House and thus help to keep down costs on all kinds of literature. Their quick turnover makes it possible to get along with a much smaller capital than a large book programme requires. The publication of a number of magazines from one centre also permits of economy in the expense of cuts. The same articles may be translated and used in several languages, thus cutting down editorial expense.

Some expressed the fear that such a plan would make news items so late that they would have no news value. It was pointed out, however, that the big selling point, with news items such as would be appropriate for our magazines, is the fact that they are different from those found in the daily press. In China it is sometimes two months after the magazine is posted before it reaches the subscriber. We are not publishing a newspaper. Others can do that better than

we can, but when an event is a fulfilment of prophecy it has a selling appeal at any time.

Size, make-up and price were all considered very carefully. Specimens of other mission publications were exhibited. One magazine contained approximately the same amount of matter as we would propose to publish, unillustrated and on rough paper, was priced at Rs.3 per year.

The discussion was summarized in the following recommendation which was adopted:—

Magazine Literature

WHEREAS, Magazine literature affords us one of the best ways of keeping the truth of God constantly before the people, and believing that India, Burma, and Ceylon afford us a very fruitful field for the wide circulation of this class of literature,

WE RECOMMEND, (a) That monthly magazines be launched in some of our more developed fields where the constituencies or labouring forces available would encourage us to believe that a circulation could be built up sufficient to warrant such publications.

(b) That these magazines be of uniform size, thus permitting of economies in the use of paper stock, articles, cuts, etc. The size suggested is 16 pages and cover. Information provided by the manager of the Publishing House would lead us to believe that a magazine of this size, similar in make-up to the *Oriental Watchman*, can be placed in the field at a subscription price not exceeding Rs.3.

(c) That magazines thus launched be circulated on the subscription basis, namely 50 per cent commission to colporteurs.

(d) That in harmony with our Division policy the *Oriental Watchman* Publishing House be recognized as the publisher of all magazines thus started.

mentation regarding the taking of magazine subscriptions to be collected by V.P.P. was adopted.

V.P.P. Subscriptions

WE RECOMMEND, (a) That the practice of sending magazine subscriptions by V.P.P. be discouraged as far as possible.

(b) That subscribers be informed that the Publishing House will not accept subscriptions unless a deposit of not less than Rs.1-8 has been paid, exception to this rule being only in the case of a renewal subscription sent directly to the Publishing House by the subscriber, and that the Publishing House insert a notice in the *Oriental Watchman* to this effect.

(c) That colporteurs be required to remit 12 annas cash with each V.P.P. magazine subscription.

(d) That wherever possible colporteurs be instructed to make deliveries in person instead of sending the papers by V.P.P.

The Field Missionary Secretaries in their council recommended that the practice of leaving the first copy of a magazine be discontinued and discouraged. In many cases orders have been lost by leaving copies before an office has been thoroughly canvassed.

Speaking to the point of making good subscriptions to persons who have paid but not received their papers, some recommended that we insist upon the production of a receipt before any adjustment be made. It was, however, pointed out that there is a slogan among many business men, "The customer is always right." Sometimes non-receipt of papers can be traced to faults in our own organization. We should as far as possible give customers the benefit of any doubt. Sometimes the fault lies with the colporteur. To assist in tracing errors the following recommendation was adopted:

Numbered Guarantee Receipt Books

With a view to reducing irregularities which have sometimes arisen in the field,

WE RECOMMEND (a) that the Publishing House number all guarantee receipt books before they are supplied to the field.

(b) That in the Unions a careful record be kept of the persons to whom these books are issued.

How Can We Move the Heavy English Stocks in the Publishing House

This topic was introduced by Brother Craven who presented an inventory of the present accumulated stocks of English books in the Publishing House.

Crisis Series, Rs. 1 Subscription

72, Bible a 20th Century Book; 41, Is the Bible a True Book? 166, Bible Made Plain; 51, Battling the Wolves of Society; 73, Coming Man of Destiny; 660, Coming Conflict; 117, Christian Sabbath; 42, Christianity at the Cross Roads; 83, Civilization's Last Stand; 482, Cure for Crime; 632, Epidemics; 300, Facing the Crisis; 76, Food Question; 37, From Sabbath to Sunday; 696, Gospel in all the World; 210, Great Judgment Day; 868, A Journey to Happy Healthland; 340, Heralds of the King; 131, Hour of God's Judgment; 92, Is the End Near? 234, Lost Day; 72, On the Eve of Armageddon; 232, Other Side of Death; 168, Our Paradise Home; 82, Protestantism Imperilled; 76, Papacy in the Bible Prophecy; 840, Peace or War; 441, Pope King Again; 163, Precipitance of Evolution; 282, Return of the Jews; 243, Satan, His Origin, Work and Destiny; 142, Saviour of the World; 127, Socialism Exposed; 299, Today and Tomorrow; 40, Twelve Great Signs; 189, Way of Life: 94, Way to Christ; 57, What the Bible Teaches; 447, What is Coming? 438, All the World Under One Flag; 256, World's Destiny; 225, World on the March; 277, World in Preparation; 186, World Peace.

These stocks are now tying up over Rs.20,000 of working capital. The sale of these books would release this amount for the production of fresh literature which is so much needed in the field.

Prospectuses were shown which have recently been prepared by the House combining the one rupee "Crisis Books" in sets of six. Four combinations have been prepared thus far. The price per set is only Rs.4-8 with the usual discounts to colporteurs and book depots. We were informed that this plan is beginning to move these books more rapidly.

With a view to moving the larger subscription books the following recommendation was adopted.

Reduction of English Stocks

In view of the heavy inventories of English books in the Publishing House which are tying up the capital to the extent of about Rs.20,000,

WE RECOMMEND, That with a view to reducing the stocks of large subscription books in the Publishing House each Union Mission select at least one person to spend three or four weeks canvassing for these large books.

Monday, February 22

AT the devotional hour Pastor Cormack spoke to us on the importance of having a vision. Elisha and his servant were besieged in a town of Samaria. The servant feared greatly until his eyes were opened and he could see how true were the words of his master, "They that are with us are more than they that be with them." 2 Kings 6:16.

Our vision is clouded, now we see through a glass darkly. Men are needed who can look beyond the immediate surroundings and see possibilities in the material God has placed in our hands.

| No. of Copies | Name | Selling Price |
|---------------|-------------------------------------|----------------------|
| 1273 ... | Armageddon and Millennium | Rs. 0-2 Subscription |
| 79 ... | Bible Readings, Cloth | 15-0 " |
| 23 ... | Back to the Bible, Cloth | 0-8 Trade |
| 738 ... | Back to the Bible, Paper | 0-4 " |
| 35 ... | Bible in the Critic's Den | 0-12 " |
| 122 ... | Christ's Object Lessons | 8-4 Subscription |
| 1134 ... | Desire of All Nations | 1-0 " |
| 37 ... | Daniel and Revelation, leather | 23-0 " |
| 47 ... | Daniel and Revelation, half leather | 19-0 Subscription |
| 234 ... | Daniel and Revelation, cloth | 15-0 " |
| 134 ... | Daniel and Revelation, plain | 15-0 " |
| 11 ... | Daniel and Revelation, city | 11-0 " |
| 44 ... | Desire of Ages, cloth | 18-0 " |
| 6700 ... | Enemies of Health | 0-4 " |
| 40 ... | Ella Simpson | 0-2 " |
| 560 ... | Future of the World | 0-4 " |
| 350 ... | Fundamentals of Geology | 4-0 Trade |
| 136 ... | Great Controversy | 15-0 Subscription |
| 144 ... | Great Controversy, Australian plain | 13-8 " |
| 22 ... | Great Controversy, half leather | 19-0 " |
| 367 ... | God's Two Books | 3-8 Trade |
| 52 ... | Home Physician, keratol | 22-0 Subscription |
| 232 ... | Here and Hereafter | 1-0 Trade |
| 61 ... | Hand of God in History | 1-0 " |
| 44 ... | Isles of Opportunity, cloth | 4-0 " |
| 1769 ... | Jerusalem and the Return of Jews | 0-2 Subscription |
| 110 ... | Lord's Day | 5-0 Trade |
| 60 ... | Making Home Peaceful | 3-8 Subscription |
| 34 ... | Matthew 24 | 5-0 Trade |
| 417 ... | No More War | 0-4 Subscription |
| 13 ... | Practical Guide, cloth | 15-0 " |
| 28 ... | Practical Guide, half leather | 19-0 " |
| 32 ... | Patriarchs and Prophets, cloth | 15-0 " |
| 142 ... | Straightening Out Mrs. Perkins | 0-5 Trade |
| 99 ... | Struggles for Religious Liberty | 0-5 " |
| 216 ... | Thoughts on Daniel | 0-12 " |
| 221 ... | Thoughts on Revelation | 1-0 " |
| 51 ... | Was Peter the First Pope? | 0-3 " |
| 30 ... | Wonderful Father | 0-12 " |
| 18 ... | World's Best Book | 2-12 " |

HOW CAN WE INCREASE OUR FORCE OF REGULAR COLPORTEURS

COMPARE the literature sales in our Division with those of other fields and our sales are very small. This is due in large part to the small force of colporteurs who are at work here.

Many helpful suggestions were made as to how we might increase our force of regular colporteurs. In the past we have looked largely to our schools but they have not supplied us with the many men we need. Students have sold books during the vacation periods, but few have left the school to take up colporteur work as a life work. The following excerpts from the discussion of this topic were noted by our secretaries:—

"Too often we consider our training school graduates as candidates for teaching, preaching or medical work only. We hesitate to place them in the colporteur work for fear they will have a hard time and become discouraged. This is a mistake. We ought to recommend the very best talent we have to this line of work. Many times missionaries see talented young men accept the truth; at once they feel a great burden to put them on the pay roll. It would be much better to suggest the colporteur work to them. We are conducting a colporteur class in our school in order to hold before the students constantly the idea of the colporteur work as a life work."

"It is very easy for us to make our new converts into salaried workers. I believe that those who would become preachers should do so only after sharing the experiences which the colporteur work alone can give to them."

"The kind of men we get in the colporteur work depends in large measure upon the attitude of Mission superintendents toward the work. One conference leader when asked how the colporteur work was progressing in his field answered, "The constituency is small, and most of them are old men and women." There were no colporteurs there. A little later this man was followed by another who saw colporteurs everywhere. The literature work then began to grow and prosper.

"The colporteur work has sometimes been referred to as a stepping stone to other lines of service. It would help much if the men were allowed to stay on the stones a little longer instead of being transferred to other responsibilities at the first opportunity. We should try to direct earnest men, who accept the truth, toward the colporteur work. By holding it up as an evangelizing agency, which has been given to us by the direction of God, much good will be accomplished. If this is done men of mature years will be attracted to the work. It has happened many times that those who seem unlikely to succeed as colporteurs turn out to be the most successful. Some have refused to leave the colporteur work when other inducements were held out to them. We need this class of man in India."

"We should not wait until a person has a burden for the colporteur work before we invite him to it. It may be that God is waiting for us to call him personally. Some will fail and turn back. We must encourage them and send them back to the work again. Satan will do all in his power to discourage them."

"If we will lead out and set a good example, earnest men will follow. When these new men begin to see souls accepting the truth from their work, they will gladly stay by it and will not desire to take up another line. We must endeavour to bring our colporteurs on to a higher plane of Christian experience, for as they have the love of God and love of their fellow men in their hearts they will stay by the work."

"Superintendents and other missionaries can do much to help the colporteur work by taking time to canvass occasionally with colporteurs working in their vicinity. Many times the Field Missionary Secretaries are very busy and cannot come immediately to start a new man or give a lift when a colporteur is discouraged. If the missionary would take a day off and canvass with him, it would go far to establish the new recruit in the work and show him that we really believe in the work ourselves."

"Much depends upon the attitude of the school men as to the number of colporteurs we get from the school. Some schools turn out teachers; other schools turn out preachers. The reason is that the head of that school is a teacher or preacher as the case may be. Likewise if the school head be enthusiastic about the colporteur work, colporteurs will be produced in that school. As this topic is very closely related to the first subject discussed in the Council the item was referred to the same sub-committee for further study. They presented the following recommendation which was unanimously adopted by the Council.

Literature Ministry, Forward Movement

WHEREAS, The increasing literacy in all parts of our field, the easy transportation facilities, the general desire of all classes of people for an interpretation of the times in which we are living, and many other factors, show that the time has come for a fuller development of the publishing work; and

WHEREAS, Our statistics show that hitherto we have not given adequate attention to the literature work in proportion to other activities, and

WHEREAS, The development of a strong literature programme is dependent in a large measure upon the attitude which we, as leaders, manifest toward the sale and distribution of our truth-filled literature,

THEREFORE, We, the delegates to this publishing convention, invite all the workers in the Division to join with us

in pledging ourselves to do all in our power by example as well as precept to increase the circulation of literature throughout the whole field.

1. By ourselves using literature at every opportunity.

2. By encouraging the use of literature as a definite feature of all our missionary activities.

3. By constantly keeping before all our church members the importance of the literature ministry.

4. By searching out suitable truth-loving, God-fearing persons who may be recommended to the Field Missionary Secretaries for training as colporteurs, and

5. In view of the comparatively small number of workers now giving full time to our literature work, that in assigning new workers, we, if necessary, restrict expansion in other lines of activity to make possible a definite forward move in our literature ministry, and also in order that a more adequate proportion of our total effort may be directed along literature lines.

How Can We Increase the Individual Efficiency of the Colporteur?

While this topic is a problem primarily of the Field Missionary Secretary, it is of interest to all. Our colporteur force is constantly changing. The same names do not appear in our reports month by month or year after year. This fact constitutes a real barrier to building up the efficiency of the individual worker. Effort expended in behalf of the colporteur is not cumulative. Every time one drops out a new start must be made.

Much has been lost because the colporteur has not always received a proper start at the beginning. At times it has not been possible to give him adequate supervision. Proper supervision is important, for the progress and development of the colporteur depends in large measure upon the personal contact which the Field Missionary Secretary is able to maintain with him.

Their location is also important. Some have been located in territories where they were separated from their families. Under these circumstances they have become discouraged and given up the work. By giving care to locate them in centres where they could live at home many colporteurs have been helped to success.

Attention to the following details are helps to efficiency:—

1. See that the colporteur is given a good start at the beginning.

2. Carefully supervise his work.

3. Provide appropriate territory.

4. Give attention to his spiritual needs.

More attention should be given to the spiritual needs of the colporteur. This can be done by arranging for colporteurs to attend annual meetings, if possible, in company with their families. In some fields the work has greatly benefited by inviting the wives to attend the colporteurs' institute with their husbands. The inspiration which the wives received in these meetings was the means of keeping their husbands of good courage and constant in the work.

How Can We Keep Our Colporteurs Out of Debt?

Debts are the great curse of India. They encumber a large portion of the population. This handicap is no less acute among our colporteurs than other classes. Because they have fallen into debt many otherwise promising men have become discouraged and dropped from the work. Early during the discussion the following recommendation was presented for consideration and study:—

Cash Policy, Colporteurs

WE RECOMMEND, That in the conduct of our colporteur work, we adopt a cash policy in dealing with our regular colporteurs, and this be understood to mean that orders for books must be accompanied with cash or the books sent by V. P. P.

WE FURTHER RECOMMEND, (a) That with a view to enabling our colporteurs to conduct their work on this cash basis, the Field Missionary Secretary plan to stay with the new colporteurs long enough to establish them in the work.

(b) That the commission earned by Field Missionary Secretaries when working with a colporteur be given to him in the form of books or deposited to his credit in the book depot.

(c) It is understood that cash received from the sale of books by the colporteur himself, while with the Field Missionary Secretary, may be retained by the colporteur.

This was one of the most important topics on the agenda and in it the ultimate will be very far reaching in its effect. This recommendation aims at placing the colporteur work throughout the Division upon a cash basis. The plan has worked very successfully in another important field where economic conditions and the general standard of living are fully as low as they are in our Division. A few years ago there were seventy colporteurs in that field and all of them had debts. The Publishing House was at wits end to know how to pull on. When the plan as outlined above was put into force the colporteurs felt that they were being very badly done by and that they could never pull on. But at the end of two years the same men testified that they would never consent to return to the old way. By that time there were only four debts hanging over from the old days. All the others were clear and nearly all the men had either a credit in the office or an account in a savings bank.

The inauguration of this plan places a heavy burden of responsibility upon the Field Missionary Secretary of helping every colporteur build up a capital so that he is able to conduct his work on the cash basis.

The commissions earned by the Field Missionary Secretary while working with new colporteurs will be turned over to them in the form of book stock instead of cash.

Most of our colporteurs are recruited from rural areas and from communities who prior to taking up the colporteur

work have had very little money coming into their hands. Field Missionary Secretaries have gone with them and had good success in the work. The money turned over to them in cash has been a small fortune. This has led to lavish spending and the colporteur himself not being able to match the record has become discouraged and quit in a few days or he has sat quiet and waited for the Field Missionary Secretary to come and repeat the record.

This resolution contemplates that the Field Missionary Secretary spend time with each colporteur, the colporteur himself doing a larger portion of the selling; thus helping to build up his business capital.

The recommendation was adopted unanimously.

Liquidation of Present Indebtedness

The question immediately arose as to how regular colporteurs now in the field would be affected by this plan and what provision might be made to reduce their current indebtedness.

A number of plans were put forward such as holding back child allowances, rent subsidies and similar courtesies and crediting them against the colporteurs' indebtedness. It was felt that such a plan was not in the best interest of the colporteur. It was finally,

VOTED, RECOMMENDING, That colporteurs having debts to the book depots be required to remit at least 10 per cent beyond the billed price of all books supplied to them, thus providing for the steady reduction of the arrears.

Debt Reduction Bonus

The cash policy as outlined above looks forward to placing all the regular colporteurs upon a cash basis and to the steady retirement of current arrears. In order to assist colporteurs who have debts in the book depots to pay them off more rapidly, the following recommendation was moved and adopted:—

Special Debt Reduction Bonus, 1932

To assist colporteurs in clearing their indebtedness more rapidly,

WE RECOMMEND, That a bonus of one rupee be given by the book depot concerned for each rupee paid by a colporteur on his indebtedness during 1932.

Commissions Earned by Field Missionary Secretaries While Working With Colporteurs

In the previous discussion the question arose as to whether the commissions earned by the Field Missionary Secretary while working with the colporteur should accrue to the colporteur or become a part of the revenues of the book depot. It was pointed out that the general practice round the world is for these commissions to accrue to the colporteur. It was therefore

VOTED, RECOMMENDING, That in harmony with the general practice commissions earned by Field Missionary Secretaries while working with the colporteurs accrue to the colporteur concerned.

When a colporteur has no debt with the book depot he may receive this help either in the form of books or actual cash at the discretion of the Field Missionary Secretary. The circumstances prevailing at the time would govern the action of the Field Missionary Secretary.

Tuesday, February 23

THE devotional service was in charge of Pastor Shepard who spoke to us from 2 Chron. 20: 20. "Believe in the Lord your God, so shall ye be established; believe His prophets, so shall ye prosper."

Our greatest need is faith in God. Through the years God has through the Spirit of prophecy spoken very pointedly regarding the place that He designs the publishing work should occupy in our movement. Prosperity is earnestly desired for all departments of our work. It comes through obedience.

In the hour of crisis Johoshaphat did not rely upon his large army, but "feared and set his face to seek the Lord."

The service closed with an earnest season of prayer.

BOOK DEPOT—ITS IMPORTANCE TO THE FIELD

THE book depot is an important link in our literature ministry. It bridges the gap between the Publishing House and the field. It is the medium through which the field receives information regarding new books. Upon the book depot rests the sacred responsibility of seeing that the literature reaches the churches, the colporteurs, and the public.

It was pointed out that owing to lack of duplicating facilities the book depots found it difficult to keep the field informed regarding information supplied by the Publishing House. The suggestion was made that the Publishing House produce the promotion material and supply the same to the book depots in quantity for

distribution to the field. This plan was agreed to.

Care of Stocks

Thousands of rupees have been lost to the cause of God by deterioration of stocks in book depots due to bad handling and wrong methods of storage.

The following points came out of the discussion:—

1. That books should be kept in a place where there is a good circulation of air.
2. That storage in almirahts should be avoided.
3. That shelves should be well away from the wall allowing circulation on all sides.

4. That all bound books should be wrapped separately before being stored on the shelves.

5. That book depot managers should frequently check up their stocks in order that orders from colporteurs might be filled promptly.

There is nothing which does more to break the morale of a colporteur force than to receive damaged unsaleable books, slow service, and partially filled orders, etc. An incident was related of how one colporteur had Rs.200 worth of orders cancelled because his books had not been shipped in time. One book depot manager informed us that he always re-ordered when his stock came down to 75 copies in any one binding. It was agreed, however, that the number adequate to the particular needs of each depot depended upon the number of colporteurs in the field and the distance from the Publishing House.

How Can the Book Depot Manager Help the Colporteurs

Three points were mentioned particularly:—

Friendly correspondence, prompt statements of account and attendance at the colporteurs' institute.

Nothing encourages colporteurs more than letters from their book depot manager. The colporteurs keep the letters that these brethren write to them very carefully and value them highly. These letters help colporteurs to realize that the book depot manager has an interest in their general welfare as well as collecting their accounts. The results amply repay the effort and time expended to write the letter.

Out of the discussion regarding the need of prompt statements of account the following recommendation grew, which was presented by the Treasury Department and adopted.

Statement Invoice

WHEREAS, Experience has proved that the Statement Invoice has helped in the handling of colporteurs' accounts,

WE RECOMMEND, That the Statement Invoice be used by all our book depots, and that a Statement Invoice be issued to the colporteur in respect of every transaction which takes place between him and the depot.

Attendance at the colporteurs' institute and occasional field experiences from time to time are also great aids to better understanding of colporteur problems. Personal acquaintance with the colporteurs helps the book depot manager to deal with them on a more intimate personal basis.

The book depot managers were cordially invited to attend the colporteurs' institute as often as possible.

Goals

"It is better to aim at something and miss it than to aim at nothing and hit it," were the opening remarks when this topic was introduced. Goals are very valuable. They give us an object to work for. If there were a goal for the *Oriental Watchman* it would be a great help in promoting this magazine in the

field. There should also be a sales goal and time goal for all our colporteurs. The story was related of a Chinese colporteur who had both a time goal and a sales goal. If he attained his sales goal he would not quit until he had attained his time goal. If he had not come up to his sales goal when the time was up he still kept on until his sales were up to the standard. This man was very successful. The following goals were adopted for 1932:—

Oriental Watchman Subscriptions

| | | | |
|-----------------|-----|-----|--------|
| Burma | ... | ... | 2,000 |
| Bombay | ... | ... | 3,500 |
| Northeast India | ... | ... | 2,500 |
| Northwest India | ... | ... | 1,500 |
| South India | ... | ... | 1,500 |
| | | | 11,000 |

Three year subscriptions count as one subscription but carry over to the following year.

Sales Goal

| | | |
|-----------------|-----|------------|
| Burma | ... | Rs. 20,000 |
| Bombay | ... | " 20,000 |
| Northeast India | ... | " 24,000 |
| Northwest India | ... | " 15,000 |
| South India | ... | " 21,000 |
| | | 100,000 |

This means Rs.100,000 actual deliveries.

The Commission Basis for Colporteurs

Question arose regarding the advisability of employing some colporteurs on a salary basis for special work. It was generally agreed that we should aim at developing all our colporteur effort on a self-supporting basis. Experience has shown that all lines of colporteur work can be made to yield good returns to the worker when the right class of men are recruited. The presence of two classes of colporteurs in the field has led to serious embarrassment in many cases.

Appointment of Colporteurs

The proper method of appointing colporteurs was considered in some detail. Frequently men apply to the Field Missionary Secretaries and others for employment as colporteurs. Persons are also recommended to the Field Missionary Secretaries for training. It was felt that in the interest of the colporteur work itself that it is desirable that all appointments to this line be subject to committee action. Such a plan is a protection to the Field Missionary Secretary and raises the standing and dignity of the colporteur work in the eyes of the applicant. The following recommendation was adopted.

WE RECOMMEND, That the appointment of regular colporteurs be subject to Union Committee action.

Appointment of Territory

The keeping of an accurate territorial record is one of the duties of the Field Missionary Secretary. He is also responsible for the assignment of territory to colporteurs. Care should be exercised in assigning territory so that long journeys from one colporteur to another may be avoided and the maximum supervision be maintained. Those who are more experienced and well established in the work and who will not need much help

should work in the more distant places. Colporteurs should also be impressed that when a territory is assigned to them they must stay put.

Developing Leaders in the Field

The development of efficient leaders within our own field is one of the most pressing responsibilities that we have before us. Well trained indigenous leaders are able to give better help to colporteurs than foreign workers. They are also able to get about more economically than the foreigner.

IT WAS AGREED, (1) That such assistants are needed as soon as any considerable number of believers have been developed in a given area from whom colporteurs may be recruited.

(2) That they should be educated in our own schools and thoroughly grounded in our truths and ideals.

(3) That they should be persons who command the respect of and have the confidence of all classes of workers, including the colporteurs.

(4) That they are themselves successful colporteurs.

Rent Subsidies to Regular Colporteurs.—Indian

The discussion revealed that there is a great diversity of practice in the different sections of our Division regarding this item. After full discussion the following recommendation was adopted:—

WE RECOMMEND, (1) That no rent subsidy shall be given unless an Indian colporteur is already paying Rs.1-8 a month.

(2) When, with the approval of those concerned, he is living in quarters the rent of which exceeds Rs.1-8 he shall be given a subsidy not exceeding 75 per cent of the total rent, and always provided he pays the minimum of Rs.1-8 personally.

(3) When the total rent exceeds Rs.12 a month the case shall be referred to the Union Committee for special consideration.

Help to Colporteurs When Ill

It was pointed out that colporteurs are often ill, and their families suffer in consequence. Committees should give sympathetic consideration to rendering assistance to worthy colporteurs in times of need. The exact amount and form of help which should be given was referred to the Union Committees for further study.

Colporteurs' Licenses

The chairman pointed out that the Division policy governing the granting of licenses to regular colporteurs provides that new colporteurs qualifying for the regular colporteurs' license should be placed on a probationary period from three to six months. No form of permit is available for this class of workers. It was therefore recommended as follows:—

Colporteurs' Permit Card

WE RECOMMEND, That a colporteurs' permit be prepared for the use of probationary colporteurs.

(Continued on page 16)

REPORT OF ORIENTAL WATCHMAN PUBLISHING HOUSE

PERIODICAL SALES

Our periodical sales for the years 1930 and 1931 are as follows:—

| Oriental Watchman | | |
|-------------------|-----------|-------------|
| 1930 | Rs.15,174 | |
| 1931 | Rs.15,039 | Loss Rs.135 |

Tamil Signs:—

| | | |
|------|----------|-------------|
| 1930 | Rs.4,017 | |
| 1931 | Rs.3,456 | Loss Rs.561 |

The number of *Oriental Watchman* subscriptions received from the various Unions were as follows:—

| Union | 1930 | 1931 |
|-------------|-------|--------------|
| Bombay | 990 | 828 |
| Northeast | 224 | 599 |
| Northwest | 302 | 488 |
| Burma | 1,017 | 920 |
| South India | 164 | 370 |
| | 2,697 | 3,163 |
| | | 466 Increase |

IT is with great pleasure that we present a report of the *Oriental Watchman* Publishing House for the year 1931. This year has been unprecedented in history in regard to the severe world-wide financial depression. The depression can be traced back to the tremendous slump in the stock market in America, in October, 1929. Since then, world trade has gradually gone from bad to worse until every country has found itself facing the most trying economic conditions. Earlier this year when it was thought that Germany was on the verge of bankruptcy, Sir George Paysh, who was, during the war, Lloyd George's right-hand man, and is today possibly the world's greatest authority on economics, said that we face not only the wreck of one nation, but of the world as a whole. India, as we all know, has been greatly affected by this financial blizzard and not only has the country suffered as would be the case under ordinary circumstances, but the depression has been greatly augmented by the political situation.

When we consider these things for a brief moment surely we can say from the depths of our hearts that the Lord has been especially good to us and has guided His work and the interests of our Publishing House in a wonderful way. I feel that, although the outlook at the present time might be considered by the world as far from bright, in fact, general opinion is that we cannot hope for any great change during 1932, yet we need not fear because God is with us and as long as our workers and members have their hearts in God's work, endeavouring to promote all its interests to the very best of their ability, we shall see real advancement in our literature ministry during the present year.

The harder the times the more sober minded are the people and they are then more prepared to accept our truth-laden literature.

We show an operating loss for the year of Rs.1,552-11. This loss has been incurred largely as a result of the falling off in book sales and in the circulation of the *Oriental Watchman* during the early part of the year. After adding donations for equipment and initial expense on publications received from the Extension Fund we were able to report a net capital increase of Rs.1,195-2. An operating report of our departments is as follows:—

| | Net Loss | Net Gain |
|-------------------------|-----------------------|-------------|
| Book Department | | Rs.1,022-14 |
| Oriental Watchman Dept. | Rs. 267-0 | |
| Tamil Signs | Rs. 1,195-0 | |
| Job Printing | Rs. 891-6 | |
| | Rs. 2,353 6 | Rs 1,022-14 |
| | Total Department Loss | Rs.1,330-8 |

BOOK SALES

| Union | Year | Amount | Loss | Gain |
|-------------------------|------|--------------|-------------|-------------|
| South India | 1930 | Rs.21,506- 5 | | |
| | 1931 | Rs.15,704- 3 | Rs.5,802- 2 | |
| Northeast | 1930 | Rs.12,383- 6 | | |
| | 1931 | Rs.11,816-10 | Rs. 566-12 | |
| Northwest | 1930 | Rs. 6,864-13 | | |
| | 1931 | Rs. 8,762-11 | | Rs.1,897-14 |
| Burma | 1930 | Rs. 4,047- 5 | | |
| | 1931 | Rs. 3,814-10 | Rs. 232-11 | |
| Bombay and Headquarters | 1930 | Rs.15,116-13 | | |
| | 1931 | Rs.10,596- 2 | Rs.4,520-11 | |
| Total Net Loss | ... | ... | Rs.9,224- 6 | |

We are sorry to have to report a loss of Rs.9,224-6 for the year 1931 as compared with 1930. However, I wish to strike a note of courage as I am confident that as a result of the institutes which have been held throughout the field of recent months we shall see a real forward movement and that the year 1932 will show an increase in our book sales. I have had the privilege of attending two of these recent institutes and have been greatly impressed with the changed outlook on the part of our colporteurs in the realization that they are actually engaged in a work of the highest importance and one which is second to none. In fact, when one colporteur after attending the institute in his section of the field was asked to connect with one of our schools, he begged to be allowed to remain as a colporteur evangelist, as he felt that he could do more thereby in spreading the message.

Early in the year the *Oriental Watchman* circulation dropped to a very alarming extent. In fact, in February the circulation was as low as 2,300. However, a much stronger line-up was inaugurated in the field and the circulation has shown a steady increase since then until at the present time it stands at 3,800, and 4,300 copies are being printed of the March issue, the extra copies to take care of new orders. Miss Fraser has done splendid work in Calcutta since the end of the school year at Vincent Hill School, and Brother Dean is finding that the *Watchman* sells well in the residential districts of Rangoon. Miss Bragan, who has been recently located in Bombay, is also meeting with good success. Brother Emmer is going to work in the large cities in North India and we are hoping that he will be able to turn in a large number of subscriptions taken in cities such as Delhi, Lucknow, Cawnpore, Lahore, Allahabad, etc. I have never felt, though, that we should be content to rely largely upon workers whose salaries are guaranteed, for the taking of *Watchman* subscriptions. The magazine will sell and sells very easily. There is nowhere near the competition here in India that one finds in the home fields and the magazine provides a young man, who is willing to work, with a good living. I feel that there are great possibilities before us in this connection and I think we should encourage as many as possible to take up work on the magazine which will provide them with a good income. If we only had ten self-supporting agents in the field turning in on an average 75 subscriptions (which is a low average), our circulation would be increased by 9,000 within the next twelve months. Surely such a proposition is not impossible and should we not all strive to this end?

The *Tamil Signs* has been tottering along with one foot in the grave but I was glad to hear that at the last South India Union Committee strong plans were laid

for a real forward move in increasing its circulation. Although it has meant a serious loss to the House in printing the *Tamil Signs* with its low circulation, I have never urged that we discontinue it as I have felt ever since connecting up with the work here in India that to a very large degree the getting of our truth before the people of this vast country, will be accomplished through our vernacular magazines. At the present time we are publishing in seventeen vernaculars, and it is impossible for us to concentrate on more than one large subscription book at once, as, of course, to keep the field supplied, it necessitates keeping stocks on our shelves in each of the seventeen languages and we have already found that at the present time we do not have sufficient working capital to even accomplish this feat, let alone attempting to supply more large books in the vernacular. The investment, in the case of a vernacular magazine, is not large, and providing the circulation is pushed by the Union and the local field concerned, there is a quick return. There is also, of course, a fresh message in each issue and I feel that we should address ourselves very definitely to the problem of publishing vernacular magazines in order to place this last message before the millions of this great field.

I was encouraged to learn that the Burma Union had voted to commence printing a Burmese magazine here in Poona and we are looking forward to taking this work in hand as we feel that it will be of great help in furthering the cause of truth in the country of Burma. We should have many more vernacular magazines and I am hoping that each Union will endeavour to lay plans for the publication of similar magazines on a sound basis, having in mind the building up of a large circulation, and maintaining it.

"Health & Longevity"

The total sales of "Health and Longevity" in English and all the vernaculars has now reached the total of 46,750. The number of copies sold in 1930 and 1931 is divided between the different languages as follows:—

| LANGUAGE | YEAR | COPIES |
|----------|------|--------|
| English | 1930 | 2835 |
| " | 1931 | 1784 |
| Burmese | 1930 | 45 |
| " | 1931 | 314 |
| Bengali | 1930 | 933 |
| " | 1931 | 788 |
| Tamil | 1930 | 469 |
| " | 1931 | 56 |
| Telugu | 1930 | 161 |
| " | 1931 | 72 |
| Kanarese | 1930 | 182 |
| " | 1931 | 143 |
| Marathi | 1930 | 425 |
| " | 1931 | 665 |

| | | |
|-----------|------|-------|
| Urdu | 1930 | 89 |
| " | 1931 | 1,159 |
| Hindi | 1930 | 778 |
| " | 1931 | 265 |
| Gujerati | 1930 | 395 |
| " | 1931 | 546 |
| Malayalam | 1931 | 591 |
| Total | 1930 | 6,312 |
| " | 1931 | 6,388 |

Vernacular Tracts

Altogether 1,350,000 vernacular tracts have been placed at the disposal of the field during the year 1930 and 1931. These are not being used as extensively as they should be and I would like to urge that we promote the use of these four-page tracts very extensively. They carry the message of the hour and have been passed by the members of our Literature Committee as appropriate and adaptable to the needs of the people of this field.

Factory

The new equipment that we have received as a result of the generosity of the Extension Fund Committee and the Division Committee is helping us to produce a much better quality product and has also been instrumental in enabling us to reduce our costs considerably. As a matter of fact, we have been able to produce cheaper than other similar mission presses and our prices have, in some cases, been competitive with bazaar rates.

Should the sheets which have passed through our press during the year be placed end on end they would total in length nearly 250 miles and weigh about 25 tons.

During the year 1930, 13,485 subscription books were bound and in 1931, 13,769 were bound, making a total of 27,254. Our bindery has gradually increased in efficiency and in output, and the cost of binding our books has greatly decreased. This has enabled us to put into them more than we have done previously in the way of superior cloth,

better paper, and more attractive gold stamping. We are hoping that these improvements will help our colporteurs to sell the publications more readily. It has also enabled us to keep our prices at exactly the same as they were before the duty on paper was increased. This duty has been increased from As.1 to As.1 $\frac{1}{4}$ per pound, yet we have been able to keep our prices at the same figure as previously.

We have endeavoured throughout the year to cultivate very strongly the institutional spirit amongst the employees and we are finding that this is a great benefit to our work here in the institution. A feeling of pride and real interest in everything pertaining to the well-being of the house is developing and also the spiritual experience of our workers has improved considerably. We have had some disappointments, but nevertheless, we feel very happy as we notice the progress that has been made. I believe that, taking everything into consideration, we have been wonderfully successful in bringing young men from the different countries of India, Burma, and Ceylon, and, despite their national characteristics, weld them into a united working force. There is a wonderfully fine spirit manifested on the part of each one and I feel very happy to be associated with them in this great work of producing our truth-filled literature.

I wish to bear special testimony to the faithful and hearty co-operation of our present staff of workers and I hope and pray that this same spirit of union and harmony will continue.

I wish to express my appreciation of the hearty co-operation that has been given to me by the members of the Division Committee, Field Missionary Secretaries, Book Depot Managers, and our workers and members generally, in the circulation of our literature. I hope and pray that during the eventful year that is ahead of us, the management may still have your hearty co-operation and that we shall see, as a result, a great forward move in our literature work here in Southern Asia.

J. C. CRAVEN.

BURMA

Brother J. O. Wilson presented a brief report of the colporteur work in Burma during the last year. He stated that he felt reticent to give a report as he had only recently returned to the field after an absence of more than two years. The following is a brief report for 1930 and 1931:—

| | No. | | | | No. | | | |
|-----------------|-------|-------|---------|-----|-------|---------------------|--------|----------------------|
| | Colp. | Hours | Rs. | As. | Colp. | Hours | Rs. | As. |
| English | 1 | 1,121 | 4,415- | 8 | 1 | 836 | 3,047- | 0 |
| Union Territory | 3 | 1,514 | 6,720- | 3 | 4 | 3,318 $\frac{1}{2}$ | 5,527- | 13 |
| Total | 4 | 2,635 | 11,135- | 11 | 5 | 4,154 $\frac{1}{2}$ | 8,574- | 13 |
| | | | | | | | | Rs. 2,560-14 Loss |

was impressed with the message contained in the literature and had a desire to know more about it. He first presented his problem to his missionary who warned him against having anything to do with Adventist missionaries or their literature. For a time he was prevented from studying any further regarding the message. However, the seed of truth continued to grow in his heart until he finally decided to attend some meetings conducted by one of our missionaries and find out more about this new belief. He attended a few meetings, accepted the truth, and was baptized. Today he is out canvassing for our truth-filled literature.

Most of our territory has been covered by the medical book. That is, all of the large towns on or near the railway have been visited by our regular or student colporteurs. I have been very much encouraged since returning to know that some of our men are finding that it pays very well to visit the smaller towns. In these smaller places expenses are low and the income is comparatively higher than it was while canvassing in the larger places.

I have been very much encouraged by experiences which I have just received from Brother Knight. Brother Knight came into the colporteur work in direct answer to prayer. His first experiences

in the work were very hard ones, but he stayed on, convinced that it was the work to which God had called him. Now his sales are very good. In a recent letter he says:—

“I am meeting with a good measure of success in my work. In one place I was able to place several of our truth-filled books. Among my customers was the civil surgeon. What greater work can one engage in than in this work of placing the truth of God before the people in these days?”

We are of good courage in Burma and are determined to do our part to spread the truth by the circulation of our literature.

NORTHEAST UNION

Brother G. E. Lindquist, Field Missionary Secretary of the Northeast India Union, also presented his report orally. The following is a month by month summary of the work in Northeast India during 1931.

| Month | Agents. | Hrs. | Orders | | Helps | | Subscriptions | | Total | | Delivery | |
|-------------|---------|--------|--------|-----------|-------|---------|---------------|----------|-----------|---------|-----------|---------|
| | | | No. | Rs. as. | No. | Rs. as. | No. | Rs. as. | Rs. as. | Rs. as. | No. | Rs. as. |
| January | 7 | 445½ | 235 | 1,263- 0 | 79 | 51- 3 | 43 | 193- 8 | 1,057-11 | 205 | 796-15 | |
| February | 6 | 408½ | 147 | 754- 0 | 117 | 125- 0 | 1 | 4- 8 | 883- 8 | 127 | 490-10 | |
| March | 16 | 908 | 226 | 1,164- 0 | 132 | 128- 8 | 114 | 654- 8 | 1,947- 0 | 243 | 1,259- 9 | |
| April | 18 | 1,122½ | 306 | 1,496- 0 | 127 | 131-12 | 68 | 547- 0 | 2,174-12 | 200 | 1,227-12 | |
| May | 4 | 244 | 90 | 442- 0 | 27 | 26- 8 | | | 468- 8 | 61 | 309- 0 | |
| June | 14 | 1,842½ | 444 | 2,294- 8 | 103 | 90- 3 | | | 2,384-11 | 215 | 1,157-14 | |
| July | 9 | 671½ | 280 | 1,472- 0 | 143 | 102-12 | 139 | 643- 0 | 2,217-12 | 355 | 1,388-12 | |
| August | 5 | 335 | 77 | 426- 0 | 87 | 45-13 | 13½ | 132-12 | 604- 9 | 127 | 518- 8 | |
| September | 6 | 771 | 282 | 1,457- 0 | 125 | 35- 8 | 18 | 121- 0 | 1,613- 8 | 223 | 691-10 | |
| October | 5 | 384 | 129 | 653- 0 | 47 | 66- 0 | 36 | 250- 0 | 969- 9 | 83 | 332- 5 | |
| November | 8 | 705 | 267 | 1,430- 0 | 104 | 35-14 | 46 | 351- 0 | 1,816-14 | 231 | 671-13 | |
| December | 12 | 931 | 191 | 1,105- 0 | 196 | 110-14 | 133 | 756- 0 | 1,971-14 | 538 | 1,844-10 | |
| Grand Total | 10 | 8,750½ | 2,674 | 13,956- 8 | 1,287 | 950- 8 | 612 | 3,653- 4 | 18,560- 4 | 2,623 | 10,689- 1 | |

Net Loss over 1930, Rs.676-8.

We are very grateful to God for this accomplishment in the face of floods, and the financial depression which has been felt very severely in all parts of our field. In many places vakils and other men of this class have been hit very hard. Formerly they were very good purchasers of our books. Even yet they are still willing to buy, but many of them have absolutely no money. Some are suffering for necessities.

The following report shows our sales by classes of colporteurs:—

| | Hours | Orders | | Helps | | Subscriptions | | Total | Delivery | |
|----------------------|--------|--------|----------|-------|---------|---------------|----------|-----------|----------|----------|
| | | No. | Rs. as. | No. | Rs. as. | No. | Rs. as. | | No. | Rs. as. |
| Europeans ... | 3,153½ | 1,301 | 6,861-0 | 770 | 992- 4 | 616½ | 3,721- 4 | 11,504- 8 | 1,487 | 7,699-7 |
| Indian Regulars ... | 3,809½ | 1,017 | 5,109-0 | 569 | 90- 4 | | | 5,199- 4 | 897 | 1,962-2 |
| Bengali Students ... | 627 | 191 | 1,018-0 | 1 | 0- 4 | | | 998- 4 | 108 | 467-0 |
| Santali Students ... | 1,140 | 156 | 849-8 | 47 | 21-12 | | | 871-12 | 117 | 458-8 |
| Grand Total ... | 8,750½ | 2,674 | 13,956-8 | 1,287 | 950- 8 | 616½ | 3,721- 4 | 18,560- 4 | 2,622 | 10,689-1 |

At the present time we have 10 regular colporteurs in the field. We have been very much encouraged during the last year by seeing some of our colporteurs develop in a very encouraging manner both in selling ability and in Christian growth. One man whom we have been trying to help for many years and who has always said that he could never memorise a canvass has since our recent

institute succeeded in memorising the canvass better than some of the others. The measure of success which has come to this brother as a result has brought joy to our hearts. There was a time when he was the leading seller in our field. That was in the days when all the sales were made with small literature. I am glad to report that several good men have recently joined our colporteur force and

are meeting with a fair measure of success.

We feel very grateful to the Publishing House for the new edition of “Health and Longevity” in Bengali. We are very proud of this book and the colporteurs take a great delight in introducing it to the people. It is the finest book we have ever seen in the Bengali language.

BOMBAY UNION

It will in the beginning of this report be both interesting and instructive to compare a few figures for the years 1930 and 1931.

| | 1930 | 1931 |
|---|-------------|------------|
| Sales (Deliveries) | Rs.3,291-11 | Rs.7,047-5 |
| Average number of colporteurs | 7 | 7 |
| Average number hours worker per week per colporteur | 18 | 20½ |
| Average sales (deliveries) per hour | Rs.0-8-0 | Rs.1-0-8 |

It can be seen that the sales for 1931 were double the sales for 1930, yet the average number of colporteurs over each of the years is the same. There is only a slight increase in the number of working hours per week. At a time when all the world is suffering from the worst business "slump" the world has ever known and the sales of all business houses are going downward, our sales have doubled. What are the reasons for this increase? In 1931 the class of men we had as colporteurs were intellectually above the men who were colporteurs in 1930. This, together with their increased consecration to the work accounts for the increase in sales. Other factors such as business, industry and politics were all deterrents to an increase in sales. In spite of these adverse circumstances which are calculated to keep sales down, our sales went up. Those two reasons alone—intelligent colporteurs and their consecration to the work of God—are responsible for this increase.

We have had a poor constituency from which to draw colporteurs—poor in this world's goods, and poor in mental attainments. We cannot be blamed altogether if we have not been able to develop "self-starting," "self-propelling" and successful colporteurs. Sister White has said, "We cannot too highly estimate their work."—"Colporteur Evangelist," p. 5. "The intelligent God-fearing, truth-loving canvasser should be respected; for he occupies a position equal to that of the gospel minister."—*Id.*, p. 15. "In all parts of the field canvassers should be selected *not* from the floating element in society, *not* from among men and women who are good for nothing, but from among those who have good address, tact, keen foresight and ability. Such are needed to make a success as colporteurs, canvassers, and agents."—*Id.*, p. 79. The canvassing work is more important than many have regarded it, and as much care and wisdom must be used in selecting the workers as in selecting men for the ministry."—*Id.*, p. 56, 57. The instruction given here is clear. We consent to it with our minds, but we must see to it that it is followed out in our choice of colporteurs.

Now may I ask a question? Who finds workers for God? Who fits them for their work? Who calls men years before they commence their work for God? God Himself does. Let me tell you a few experiences of how God has

recently found colporteurs for this great message of His.

An Indian Christian, of good education, of keen intellect and of sincere character hears that a Seventh-day Adventist missionary is holding meetings in the town where he has gone for a holiday. He attends. He is persuaded. He is baptized. He loses his job. He does not ask the mission to find him one. The Field Missionary Secretary asks him to take up the colporteur work, but he turns it down and begins to look for something else where he can keep the Sabbath. During the days of this search he has a dream, and dreams that he went out canvassing and that he secured two orders. Shortly after the assistant Field Missionary Secretary calls on him again and asks him to consider the question again. He replies that a few days ago he would never have thought of taking up this line of work but that his dream had so impressed him that he felt that he must do this work. He was trained and has done very well. He gives promise of developing into a good worker in this phase of our evangelistic work.

The providences of God direct our lives even when we think that we are in hard circumstances. He moves in a mysterious way His wonders to perform. I think of one of our most faithful colporteurs in the Bombay Union and of how God led him till he came to the place in his experience where he was willing to take up our colporteur work. He was employed on the railway when the message came to him. It reformed his life and that of his wife. For a time he was able to get leave on Sabbaths, but he had eventually to give up his work just five years prior to the date of his retirement. This meant that he was severing his connection with the railway at the time of his service when he would receive the largest wage and when he would become entitled to all sorts of bonuses and gratuities. But he gave it all up in order to be obedient to the commands of God. He took the money he had saved through more than twenty years of service and started in business with his brother-in-law as partner. No one would go and offer him the colporteur work. He was too unlikely a prospect, too slow of speech and too backward of manner. So he seeks to find himself a living in the motor-bus business but the business fails, and he loses all his hard-earned savings. He comes to us and asks to be permitted to sell our books. Again he was thought so poor a candidate for this work that he was told that he could do this work only if he paid in advance for all books that he wanted (this was before a cash system was started in the Bombay Union.) He did, and with no knowledge of how to sell he started and sold a few books. Soon the Field Missionary Secretary visited him and gave him some instruction. Today he is making a fair living at the colporteur work and is enjoying his experience and part in the great work of God. When asked by one who knew him in the days of his former prosperity what he was

doing, he replied, "I am working for the King of kings!" Truly, God's ways are past searching out.

Jesus said, "Pray ye therefore the Lord of the harvest that he will send forth labourers into his harvest." I believe that the Scripture reading of our first meeting had a message for us: "Lift up thine eyes round about and see they all gather themselves together, they come to thee: thy sons shall come from afar, and thy daughters shall be carried in the arms. Then shalt thou see, and be lightened." Here is the promise of an abundance of workers for the cause of God. And, when God sends men He fits them for their work.

The colporteur work has also been likened to the wings of the message which give it speed. It is a matter of common knowledge that the majority of our members are won to the cause through one of other of the many forms of our literature ministry. It is also common knowledge that those who "read themselves into the truth" are the most steadfast in it. Knowing these things we are convinced that we ought to have the best men for our colporteur work; but the evangelists and school men and medical men, also want the best men. We desire to help them to get the best. Since the quality of the men we can select for colporteurs, teachers, or evangelists will always depend on the quality available among our constituency it behooves us to raise the quality of our constituency. This can only be done by taking the message to the more intelligent, more progressive peoples of the country. The literature ministry is the best means of doing this. But, very rarely can a man of inferior intelligence persuade one with intelligence superior to his own. If the constituency is built up through selecting from among those already available, the men and women with the best intellects and abilities (other considerations being favourable) for the work of colporteur evangelists, in a little while a constituency of a higher quality may be developed and there will be better men available to carry this last message of warning, through all its varied channels, to the millions of Southern Asia.

F. A. MASEYK.

"THE great and wonderful work of the last gospel message is to be carried on now as it has never been before. The world is to receive the light of truth through an evangelizing ministry of the Word in our books and periodicals. Our publications are to show that the end of all things is at hand."

"We have been asleep, as it were, regarding the work that may be accomplished by the circulation of well-prepared literature. Let us now, by the wise use of periodicals and books, preach the Word with determined energy."

"Our books and papers are to be brought before the notice of the people; the gospel of present truth is to be given to our cities without delay. Shall we not arouse to our duties?"—"Testimonies," Vol. IX, pp. 61, 62, 63.

NORTHWEST INDIA

THE word "colporteur" suggests to the mind at once the common meaning of the word, namely, One who distributes or sells. My curiosity led me to look up the origin of the word in Webster's New International Dictionary and I found that the word "colporteur" is derived from two latin words, *collum*—neck, and *portare* (porter)—to carry. Thus meaning "one who carries on the neck; or a burden bearer." This is just what our God-fearing, self-supporting missionaries are, who take the truth-filled gospel literature into the homes of the people.

The colporteur who has the right conception of his work, really carries on his neck the burden of the salvation of souls, and the finishing of the Lord's work on the earth. This has been the aim in our field and I wish it were possible for me to give you a detailed statement of what has been and is being accomplished in the salvation of souls in the Northwest Union through the sales of our religious literature; but we all know that this is one of the secrets which will be revealed by eternity alone. To my mind this is the most interesting part of a report of this nature. What a pity it must be omitted.

In 1930 I had my introduction to the colporteur work in India, and its problems.

Of course I have had much to learn which was very different to any previous experience. I am glad to say that the Lord has been with me, and 1931 shows progress over 1930 in several features. The total sales for the year 1931 are Rs.8,912-4 as compared with Rs.7,570-4 in 1930, a net gain of Rs.1,342.

The average number of men in the field for 1930 was 4.16 per month compared with 5.41 in 1931. Our sales average per hour was: 1930, Rs.1-9; 1931, Rs.1-7.

I may mention here that Sisters Cormack and Bragan assisted considerably with the sales of 1930, but during 1931 the work was almost entirely done by students from Roorkee, Chuharkhana, and Vincent Hill Schools. In 1930 we had only two regular colporteurs, in 1931 we had four. We are glad to see the Indian students from the boys' schools at Roorkee and Chuharkhana take a definite hold of this line of work. Everyone that went out, went with the definite idea of being a burden bearer. As a direct result of work done by these young men several inquiries regarding our truth have been received.

In 1931 we held the first colporteurs' institute at Chuharkana Boys' School, Punjab. Seven boys went into the work for the summer vacation and returned with five scholarships and no debts at the Northwest Book Depot. Two student colporteurs of the seven had a credit of Rs.25 after paying all debts and purchasing needed clothing. We are greatly encouraged over this and look for greater results during 1932.

In 1930 there was only one full scholarship taken out for Vincent Hill

School and three-quarters of a scholarship for the Training School. This last year we again issued one full scholarship for Vincent Hill School and seven full scholarships to boys from the two vernacular training schools.

We are pleased to report that *not one* of the student colporteurs from the vernacular training schools left a debt at the book depot. In 1930 several had left small debts which were cleared up this year, besides receiving full or part scholarships. This was accomplished by placing men in territories near enough to each other that I could visit them frequently and obtain the cash before it was spent for other things.

A few district maps have aided me in assigning territory and I have experienced that such places as "District Headquarters," "Tahsils" and "Kozbah" are ideal places for our literature. They furnish better territory than big cities or main railway centres, for these cities have been worked a great deal in the past and the small towns and villages have been neglected.

At present I have two European colporteurs who in the past have insisted on

European territory, but after working among the Indian people they have found that it is far the better territory.

As a result of our regular colporteurs' work in the Northwest Union there are several who had already taken their stand for the message and been baptized in the church. This may not mean much as compared with the thousands of unsaved, but it is a ray of encouragement. The task seems great but God has His plan to finish His work through His own people in His own time. Someone has said that, "God takes ages to prepare His work, but when the hour comes, He accomplishes it by the feeblest instruments." "To do great things by small means is the law of God." In "Great Controversy," page 606, we read as follows: "As the time comes for the message to be given with greatest power, the Lord will work through humble instruments."

By God's help I am resolved to do my best, that my life may be a right example to the few men that God entrusts to me, and that we, together, may be used as humble instruments in His hand, to bear the burdens, and be colporteurs in every sense of the word.

J. M. HNATYSHYN.

SOUTH INDIA

BROTHER C. A. Boykin, Field Missionary of the South India Union, in presenting his report mentioned that he was very new to the field and that he was only now finding his footing and learning how to take up his work under the new

with Brother L. C. Shepard in canvassing among non-Christians in South India for our truth-filled book, "Our Day." God blessed us in a wonderful way as we went to the people with this book. The first day we had no success

| | 1930 | | | 1931 | | | |
|-----------------|-----------|---------|----------|-----------|--------|----------|-------------|
| | No. Colp. | Hours | Rs. As. | No. Colp. | Hours | Rs. As. | |
| Ceylon | 2 | 1,791½ | 2,354-15 | 1 | 466 | 152-0 | |
| Malayalam | 5 | 7,518 | 4,273-0 | 8 | 12,746 | 7,430-1 | |
| Tamil | 4 | 6,003 | 1,958-12 | 4 | 5,631 | 1,837-7 | |
| Telegu | 5 | 6,723½ | 4,953-13 | 6 | 9,253 | 2,414-14 | |
| Union Territory | 1 | 819 | 2,896-9 | 1 | 39 | 15-0 | |
| | 17 | 22,853½ | 16,437-1 | 20 | 28,135 | 11,849-6 | Rs.4,587-11 |
| | | | | | | | Loss |

conditions which he found in this country. While it is necessary to report loss in sales for this year, the prospects are bright for the future. Given above is a brief summary showing our sales by Missions during 1931 and 1930.

In some sections of our field the prospects are very bright for a strong forward movement in the literature ministry during 1932. We have just closed the largest institute we have ever had at Krishnarajapuram.

The greatest joy that can come to any colporteur leader is to see people becoming interested in the truth through the circulation of our literature. It was my privilege to spend some time in company

at all, but after earnest prayer we went out again and the Lord rewarded us with many orders. In two days we were able to secure the names of 27 of the best people in the city for the good book, "Our Day." It was my privilege a little later to visit some of the people who purchased this book, and I found in them a very active interest in our truths.

During the last year the Lord has brought us in contact with a good class of people, some of whom today are found serving in the colporteur work and some who are looking forward to taking up this line of work some time in the future. The prospects are bright and our courage is good.

RECOMMENDATIONS ADOPTED BY THE COUNCIL

I

WHEREAS, The increasing literacy in all parts of our field, the easy transportation facilities, the general desire of all classes of people for an interpretation of the times in which we are living, and many other factors, show that the time has come for a fuller development of the publishing work; and

WHEREAS, Our statistics show that hitherto we have not given adequate attention to the literature work in proportion to other activities; and

WHEREAS, The development of a strong literature programme is dependent in a large measure upon the attitude which we, as leaders, manifest toward the sale and distribution of our truth-filled literature, therefore

WE RECOMMEND, That we the delegates to this Publishing Convention invite all the workers in the Division to join with us in pledging ourselves to do all in our power by example as well as precept to increase the circulation of literature throughout the whole field.

1. By ourselves using literature at every opportunity.

2. By encouraging the use of literature as a definite feature of all our missionary activities.

3. By constantly keeping before all our church members the importance of the literature ministry.

4. By searching out suitable truth-loving, God-fearing persons who may be recommended to the Field Missionary Secretaries for training as colporteurs, and

5. In view of the comparatively small number of workers now giving full time to our literature work, that in assigning new workers, we, if necessary, restrict expansion in other lines of activity to make possible a definite forward move in our literature ministry, and also in order that a more adequate proportion of our total effort may be directed along literature lines.

Magazine Literature

II

WHEREAS, Magazine literature affords us one of the best ways of keeping the truth of God constantly before the people, and believing that India, Burma, and Ceylon afford us a very fruitful field for the wide circulation of this class of literature,

WE RECOMMEND, (a) That monthly magazines be launched in some of our more developed fields where the constituencies or labouring forces available would encourage us to believe that a circulation could be built up sufficient to warrant such publications.

(b) That these magazines be of uniform size, thus permitting of economies in the use of paper stock, articles, cuts, etc. The size suggested is sixteen pages and cover. Information provided by the manager of the Publishing House would lead us to believe that a magazine of this size similar in make-up to the *Oriental Watchman* can be placed in the field at a sub-

scription price not exceeding three rupees.

(c) That magazines thus launched be circulated on the subscription basis, namely 50 per cent commission to colporteurs.

(d) That in harmony with our Division policy the *Oriental Watchman* Publishing House be recognized as the publisher of all magazines thus started.

V. P. P. Subscriptions

III

WE RECOMMEND, (a) That the practice of sending magazine subscriptions by V.P.P. be discouraged as far as possible.

(b) That subscribers be informed that the Publishing House will not accept subscriptions unless a deposit of not less than Rs.1-8 has been paid, exception to this rule being only in the case of renewal subscriptions sent directly to the Publishing House by the subscriber, and that the Publishing House insert a notice in the *Oriental Watchman* to this effect.

(c) That colporteurs be required to remit 12 annas cash with each V.P.P. magazine subscription.

(d) That wherever possible colporteurs be instructed to make deliveries in person instead of sending the papers by V.P.P.

Numbered Guarantee Receipt Books

IV

With a view to reducing irregularities which have sometimes arisen in the field.

WE RECOMMEND, (a) That the Publishing House number all guarantee receipt books before they are supplied to the field,

(b) That in the Unions a careful record be kept of the persons to whom these books are issued.

Reduction of English Stocks

V

In view of the heavy inventories of English books in the Publishing House which are tying up the capital to the extent of about Rs.20,000,

WE RECOMMEND, That with a view to reducing the stocks of large subscription books in the Publishing House each Union Mission select at least one person to spend three to four weeks canvassing for these large books.

Cash Policy, Colporteurs

VI

WE RECOMMEND, That in the conduct of our colporteur work, we adopt a cash policy in dealing with our regular colporteurs, and this be understood to mean that orders for books must be accompanied with cash or the books sent V.P.P. We further,

RECOMMEND, (a) That with a view to enabling our colporteurs to conduct their work on this cash basis, the Field Missionary Secretary plan to stay with the new colporteurs long enough to establish them in the work.

(b) That the commission earned by Field Missionary Secretaries when working with a colporteur be given to him in

the form of books or deposited to his credit in the book depot.

(c) It is understood that cash received from the sale of books by the colporteur himself while with the Field Missionary Secretary may be retained by the colporteur.

Reduction of Colporteur Indebtedness

VII

WE RECOMMEND, That colporteurs having debts in the book depots be required to remit at least 10 per cent beyond the billed price of all books supplied to them, thus providing for the steady reduction of their arrears.

Special Debt Reduction Bonus, 1932

VIII

To assist colporteurs in clearing their indebtedness more rapidly,

WE RECOMMEND, That a bonus of one rupee be given by the book depot concerned for each rupee paid by a colporteur on his indebtedness during 1932.

Commissions Earned by F. M. S.

IX

WE RECOMMEND, That in harmony with the general practice, commissions earned by Field Missionary Secretaries while working with the colporteurs accrue to the colporteur concerned.

Statement Invoice

X

WHEREAS, Experience has proved that the Statement Invoice has helped in the handling of colporteurs' accounts,

WE RECOMMEND, That the Statement Invoice be used by all our book depots, and that a Statement Invoice be issued to the colporteur in respect of every transaction which takes place between him and the depot.

Moving Vernacular Literature

XI

In view of the fact that the Publishing House is heavily stocked with small books in several of our vernaculars, which are moving very slowly or not at all,

WE RECOMMEND, (a) That in the fields concerned we push the sale of this line of literature, (1) by training colporteurs to handle the particular books involved, (2) by selling them in combination with other literature such as magazines, (3) by special campaigns.

(b) That we urge all our workers to co-operate in this special endeavour to move this stock in order that a great forward movement may not be hindered by those books continuing to tie up year after year the working capital of the Publishing House.

(c) That fields desiring new books make request for them of the Publishing House Board only when their stock of the particular class of books, whether health or religious, has been disposed of.

Literature Programme

XII

WHEREAS, In some of our language areas the only literature available for sale by colporteurs is restricted to our health message and,

WHEREAS, There is great need for religious books in the vernacular for sale by our colporteurs, and is God's special message for this time,

WE RECOMMEND, (a) That we reaffirm our previous action which looks forward to the publication of "Our Day" in the various vernaculars as the way opens to do so.

(b) That we favour the preparation of a manuscript to make up a smaller book of approximately 64 pages, using as a model the material in "Wonders of Our Age" published at the Stanborough Press.

Rent Subsidy

XIII

WE RECOMMEND, (1) That no rent subsidy shall be given unless an Indian colporteur is already paying Rs.1-8 a month.

(2) When, with the approval of those concerned, he is living in quarters the rent of which exceeds Rs.1-8, he shall be given a subsidy not exceeding 75 per cent of the total rent, and always provided he pays the minimum of Rs.1-8 personally.

(3) When the total rent exceeds Rs.12 a month the case shall be referred to the Union Committee for special consideration.

Colporteurs' Permit Card

XIV

WE RECOMMEND, That a colporteurs' permit be prepared for the use of probationary colporteurs.

Appointment of Colporteurs

XV

WE RECOMMEND, That the appointment of colporteurs be subject to Union Committee action.

Field Missionary Secretaries Canvassing

XVI

In view of the desire of our Field Missionary Secretaries to accept the call to greater evangelism and the statement in the Spirit of prophecy that, "The world is to receive the light of truth through an evangelizing ministry of the word in our books and periodicals."

WE RECOMMEND, That each Field Missionary Secretary spend at least two consecutive weeks each year in evangelistic canvassing among non-Christians with one of our large religious publications.

Health Features of Oriental Watchman

XVII

In view of the fact that the readers of the *Oriental Watchman* include all classes and creeds,

WE RECOMMEND, That approximately half of the general articles in the *Oriental Watchman* be devoted to the health feature of our message.

Division Literature Sales Goal

XVIII

WE RECOMMEND, That our sales goal for 1932 be as follows:—

| | | |
|-----------------|-----|-----------|
| Burma | ... | Rs.20,000 |
| South India | ... | " 21,000 |
| Northeast India | ... | " 24,000 |
| Northwest India | ... | " 15,000 |
| Bombay | ... | " 20,000 |
| | | 100,000 |

This means Rs.100,000 actual deliveries as shown by Book Depot reports.

Oriental Watchman Goal

XIX

WE RECOMMEND, That the following goal be set for *Oriental Watchman* subscriptions in 1932:—

| | | |
|-----------------|-----|--------|
| Burma | ... | 2,000 |
| Bombay | ... | 3,500 |
| Northeast India | ... | 2,500 |
| Northwest India | ... | 1,500 |
| South India | ... | 1,500 |
| | | 11,000 |

Resolution of Gratitude

XX

RESOLVED, That we hereby express our deep appreciation of the brotherly co-operation and counsel given us by Brother C. E. Weeks during the time he has been with us and also by the generosity of the General Conference in sanctioning his visit despite the financial stringency.

FURTHER, that we ask Brother Weeks to convey our Christian greetings to the church in Africa, assuring them of our interest in their labours and our prayers in their behalf.

ENLIST TODAY

"ONE of the principal agencies God has ordained for our use is the printed page."—"Testimonies," Vol. IX, p. 187.

Seventh-day Adventists are under a solemn obligation to prepare, publish, and distribute literature which will counteract the influence of the fallacies and falsities which permeate much of the literature of the present age. We need to spread the truth as it is in Jesus even more diligently than in times past and in this way provide the world with one of its greatest needs, a literature of righteousness.

For this purpose, our 57 publishing houses throughout the world field have been established, and they are equipped to turn out much more than they are now doing. This is true of our Division institution, the *Oriental Watchman* Publishing House, and yet we have Rs.23,000 worth of English literature and Rs. 57,000 worth of vernacular literature lying on our shelves practically idle.

In Europe about half the working force are colporteurs whereas in Southern Asia we have only 20 regular colporteurs as compared with 550 salaried workers. We must have more distributors of tracts, papers, and books in order to place the truth before the millions of this great field.

Dear friends, should we not earnestly seek the Lord as to the part He would have us take in placing the Truth for this time before those who know it not? We should not be satisfied with any small or meagre effort but should, in our missionary activities, be sowing the pages of truth everywhere and seeking to encourage others to take up permanently this most important work.

On page 5 of this issue of the EASTERN TIDINGS you will find a list of the English books we have on our shelves. Your book depot manager will only too gladly supply you with these wonderful books which contain the message of the hour. Enlist today for active service in distributing God's saving message through our truth-filled publications.

J. C. CRAVEN.

Vernacular Books and Signatures Referred to on Page 3

| Name of Book | Bengali | Burmese | Gujerati | Hindi | Kanarese | Malayalam | Marathi | Tamil | Telugu | Urdu |
|---------------------|---------|---------|----------|-------|----------|-----------|---------|-------|--------|-------|
| Health & Longevity | 606 | 587 | 472 | 1 296 | 626 | 326 | 1,006 | 1,263 | 563 | 952 |
| H. & L. Signatures | 4,047 | 1,378 | 1,549 | 4,671 | 275 | 1,083 | 3,175 | 4,026 | 1,648 | 4,995 |
| Enemies of Health | 6,962 | 5,946 | ... | 26 | ... | 11 | 5,880 | ... | 10 | ... |
| Future of the World | 2,640 | 499 | 933 | 8 | ... | 10 | .. | 1,200 | 10 | ... |
| Steps to Christ | ... | ... | ... | ... | ... | ... | 1,852 | 1,750 | ... | ... |
| Our Day | ... | ... | ... | ... | ... | ... | ... | 424 | ... | ... |
| Our Day Signatures | ... | ... | ... | ... | ... | ... | ... | 2,283 | ... | ... |

Eastern Tidings

Organ of the

Southern Asia Division of the General Conference of Seventh-day Adventists

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A. W. CORMACK President.
C. L. TORREY Secy. Treas.

SECRETARIES

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J. F. ASHLOCK Home Missionary & Y.P.M.V.
Office Address: Post Box 15, Poona, India.

(Continued from page 8)

Resolution of Gratitude

The time having come to adjourn so that Pastor Weaks could get away to his next appointment in South Africa, the following resolution was moved from the floor:—

RESOLVED, that we hereby express our deep appreciation of the brotherly co-operation and counsel given us by Brother C. E. Weaks during the time he has been with us and also of the generosity of the General Conference in sanctioning his visit despite the financial stringency.

FURTHER, that we ask Brother Weaks to convey our Christian greetings to the church in Africa assuring them of our interest in their labours and our prayers in their behalf. It was adopted by a standing vote.

After a motion to adjourn *sine die* the benediction was pronounced by Elder A. W. Cormack.

L. C. Shepard, Chairman.
G. E. Lindquist } Secretaries.
F. J. Mainstone }

THE ORIENTAL WATCHMAN FOR APRIL

Will contain a feast of good things. Just the thing to give to your neighbours and friends and get them interested. I will mention a few dishes on the menu: "Anvils of Geneva"—up to the minute reports from the Disarmament Conference, by A. S. Maxwell; "The Depression" by J. Phillips; "Freedom from Constipation," by George E. Cornforth; "How is Your Heart?" by D. A. R. Aufranc; "A Radio Message for the World of 1932," by J. L. Schuler; "Why Finland gave up Prohibition;" "When is Hell,"—and many others.

No mother or home worker can afford to miss reading "These be the Potters," by Agnes Lewis Caviness. Why not send an order now through your book depot for a club of five (Rs.10 per year) or ten (Rs.18-8) to one address? Help your Union to reach its goal. Who will go over the top first? R.A.B.

SEND THE MERCURY UP

"ORIENTAL WATCHMAN" SUBSCRIPTION GOALS FOR 1932

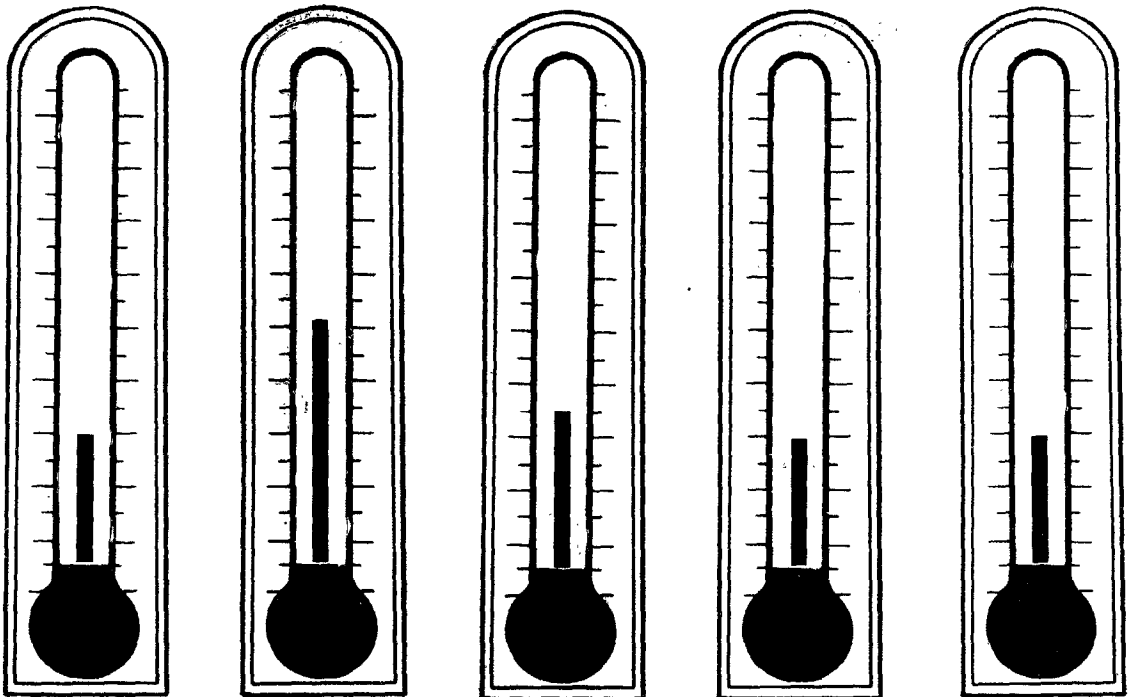
BOMBAY
3,500

BURMA
2,000

NORTHEAST
2,500

NORTHWEST
1,500

SOUTH INDIA
1,500



Number of Subscriptions Feb. 29/32

997

1,025

866

401

430

DIVISION GOAL 11,000

TOTAL SUBSCRIPTIONS Feb. 29/32 3,717