

PACIFIC UNION RECORDER

"Then They that Feared the Lord Spake Often One to Another."

VOL. 17

LOMA LINDA, CALIFORNIA, FEBRUARY 21, 1918

No. 29

Pacific Press Publishing Association

Fourteenth Annual Meeting, January 28, 1918

The above meeting was held in the Assembly Hall of the association at Mountain View on the fourth Monday in January, as designated by the By-laws.

Among the many friends of the institution present we recall the following:

Pastor E. E. Andross, President Pacific Union Conference; Pastor H. W. Cottrell, President Western Oregon Conference, and aforetime president of the association; Pastor W. C. White, one of the earlier presidents of the Pacific Press Publishing Company; Pastors J. O. Corliss and E. W. Farnsworth, old pioneers in the message; Prof. C. W. Irwin, President of Pacific Union College; Mr. C. E. Rice, Manager St. Helena Medical and Surgical Sanitarium; Mr. F. E. Painter, Union Field Missionary Secretary; the following presidents of local conferences in the Pacific Union: J. L. McElhany, Clarence Santee, J. Adams Stevens, W. F. Martin, N. P. Neilsen, A. Brorsen, A. E. Place

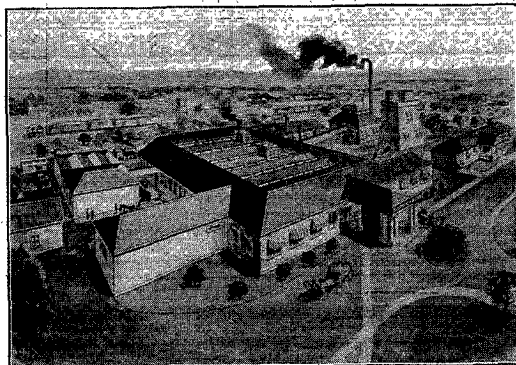
and other ministers; Conference secretaries, committeemen, prominent townsmen, Doctors L. K. Belknap, Sanderson, George Klingerman, E. W. Alsberge, and L. A. Reed.

The attendance was large, nearly 100 members of the constituency being present. The day was ideal and the occasion enjoyable.

At one o'clock, between sessions, 250 invited guests, employees and their families, sat down to the usual annual refreshments of the association.

The lunch was very simple, as befitting the times, and was prepared and served under the skilful and efficient supervision of Mr. E. G. Fulton, of Los Angeles.

Mr. C. H. Jones, presided; the Pacific Press Orchestra furnished music and the afterdinner speeches numbered three, called out by the president, on "Our Time and Its Meaning," by Pastor E. E. Andross, President of the Pacific Union Conference; "Conservation, and Its Practical Application," by Pastor H. W. Cottrell, former president of the association,



Main Office and Factory, Pacific Press, Mountain View, Cal.

now president of the Western Washington Conference; and "What the Pacific Press Stands For," by M. C. Wilcox, for 29 years an editor in the institution.

The meeting was called to order at 10 a. m. by Mr. C. H. Jones, the president. After the song, "Coronation," an appropriate Scripture lesson was read by Pastor H. W. Cottrell. Prayer was offered by J. L. McElhany, President of the California Conference. In appropriate remarks the president

heartily welcomed the assembly. He stated that this was really the forty-third annual meeting of the organization, as the association is but the continuation of the old stock company, organized in 1875. He referred to the growing seriousness of the general world conditions during the last three years as a fulfillment of prophecy, and noted the advancement of our work despite all these seemingly untoward circumstances. He included in the Pacific Press family our colporteurs, tract and missionary society secretaries, conference presidents, and all the faithful laborers in the field among the rank and file. All present were invited to join us in laying plans for the future.

After ascertaining that more than three times the requisite quorum were present, the meeting was declared open for business. Four new members were received.

The annual reports of the treasurer, the president and manager and the departmental and branch office reports then followed, and presented below, greatly abridged.

"We are still amidst the shadows and turmoil of earthly activities. Let us consider most earnestly the blessed hereafter. Let our faith pierce through every cloud of darkness, and behold Him who died for the sins of the world. He has opened the gates of paradise to all who receive and believe on Him."

TREASURER'S REPORT

(Condensed from Report Presented Dec. 31, 1917.)

Assets	
Money on hand and in banks.....	\$ 14,214.92
Liberty Bonds	5,000.00
Notes receivable	1,547.05
Due from Publishing Houses and Tract Societies.....	69,830.72
Commercial and personal accounts.....	2,652.36
Real estate, buildings and equipment at Mountain View, Kansas City, Portland, Brookfield, Calgary, and Cristobal	\$216,531.66
Less reserve for depreciation, 1907-1917.....	62,400.34

Supplies	
Bound books and manufacturing materials.....	\$270,237.76
Mountain View, Cal.....	\$156,003.43
Kansas City, Mo.....	29,829.83
Portland, Ore.....	12,817.60
Brookfield, Ill.....	48,106.71
Calgary, Alta., Canada.....	11,490.45
Central America	11,989.74

Total Assets, Dec. 31, 1917.....	\$517,614.13
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Capital, Surplus, Reserve and Liabilities

Liabilities	
Notes payable (within denomination)	\$125,835.00
Annuities	1,700.00
Personal accounts, royalty, etc.....	9,309.74
Institutions, Tract Societies, etc.....	6,217.39
Branch offices	3,383.73
	\$146,445.86

Reserve Funds

Unexpired subscriptions	\$19,002.83
Reserve for royalty and profits on stock at branches..	18,458.93
Employees' pension and relief fund.....	7,503.72
Special fund	2,670.73
	\$47,636.21
Total liabilities and reserve funds.....	\$194,082.07

Capital and Surplus

Capital	\$96,351.65
Surplus	\$204,303.49
Gain, sale real estate.....	982.93
Net gain 1917.....	25,375.73
	\$230,662.15
Less donations	3,481.74
Surplus, Dec. 31, 1917.....	227,180.41
Present worth, Dec. 31, 1917.....	\$323,532.06
	\$517,614.13

During the year the Assets and Liabilities have been increased as follows:

Assets	
Increase in accounts receivable.....	\$ 17,098.76
Increase in real estate and equipment.....	13,057.82
Increase in supplies at factory and branches.....	76,290.59
Total increase in assets	\$106,447.17
Liabilities	
Increase in notes and accounts payable.....	\$ 55,090.03
Increase in reserve accounts	28,480.22
Total increase in liabilities and reserves.....	\$ 83,570.25
Net increase in assets, this being amount added to surplus	\$ 22,876.92

REPORT FROM MANAGER

To the Members of the Pacific Press Publishing Association for the Year Ending Dec. 31, 1917

Dear Brethren and Sisters, Friends and Fellow-workers:

I take pleasure in presenting to you to-day a brief report of the workings of the Pacific Press Publishing Association for the fiscal year ending Dec. 31, 1917. I shall not attempt to go into details, as these will be covered by the reports that are to be read at this meeting from heads of departments and managers of our branch offices. But I desire to emphasize a few points, and also call attention to some features of general interest.

First, I wish to say that notwithstanding the tremendous obstacles that have stood in the way, our publishing work has forged steadily ahead, and the past year has been the most prosperous in the history of the institution, so far as the volume of business is concerned. All past records have been broken, all goals passed by, and our most sanguine expectations more than realized. Surely "this is the Lord's doing, and it is marvelous in our eyes."

Our Book Department shows a gain of over \$122,000 in sales over last year, or aggregate sales of \$579,952.16; the subscription list of the "Signs of the Times" weekly has increased from 20,000 to nearly 75,000, the highest in all its history; the "Signs Magazine" has had an average circulation of over 42,000 monthly; "Our Little Friend" is steadily growing in favor and circulation, and our total volume of business amounts to over \$821,000—a marked increase over that of any previous year. But on account of the tremendous increase in the cost of material, freight, express, etc., our net gain is not quite as much as that of last year; and yet under the circumstances we think we make a fairly good showing, the net gain amounting to \$25,375.73.

Branch Offices

The Pacific Press Publishing Association is now operating five branch offices, namely:

Kansas City Branch, Kansas City, Mo.

Portland Branch, Portland, Ore.

Canadian Branch, Calgary, Alberta, Canada.

International Office, Brookfield, Ill.

Our investment in land, buildings, equipment and supplies is as follows:
 5 lots on Grand Boulevard.....\$ 3,784.70
 Building (2 story brick and stone)..... 17,753.49
 Machinery 19,277.39
 Office and factory furnishings, type, etc..... 6,854.54
 Supplies—bound books, paper, etc..... 18,855.22

Total investment at Brookfield.....\$66,525.34

The investment at Brookfield was begun during the summer of 1916 and gradually increased until it has reached the figure above mentioned.

The Pacific Press purchased the International Publishing Association at College View in 1915.

During 1916 our loss by fire, after adjustments with insurance companies, was\$ 4,926.71
 And in operating and reorganization..... 9,792.47
 The operating loss during 1917 was..... 4,012.44

Total loss since taking over these foreign publications.....\$18,731.62

The total amount required for investment and operating the International Branch since its purchase is \$85,256.96.

This foreign work has now been placed on a more substantial basis, and we look for a much better showing at the close of 1918.

Special Donations

During the past year \$1109.75 has been secured through appeals issued in our papers and otherwise, and forwarded to the General Conference at Washington for distribution. These donations added to those previously secured through appeals issued in our papers, and the amounts invested by the institution in mission plants, together with special donations made by the institution, classified as follows:

Through appeals issued in our papers.....\$22,226.94
 Special donations passed to foreign missions through General Conference 3,354.07
 Special donations to various enterprises at home and abroad..... 6,633.23
 One-tenth of net profits to missions..... 25,632.26
 "Signs" weekly gain 1914, 1915, donated to missions through conferences according to business..... 4,568.86

Total amount contributed and solicited for mission work since our reorganization\$62,415.36

These contributions have been sent largely to the great, needy fields of India, China, Japan and Africa.

Sales

The retail value of sales of the Pacific Press Publishing Association, including its branch offices, is as follows:

Subscription books\$458,965.25
 Trade books and Bibles 101,650.20
 Tracts 17,248.70
 Periodicals 241,686.83
 Miscellaneous printing 2,088.01

Total retail value of sales.....\$821,638.99

These sales were made as follows:

By the home office, Mountain View.....\$389,352.63
 By the Kansas City Branch 207,046.45
 By the Portland branch 71,484.55
 By the Calgary branch 50,096.35
 By the Brookfield branch 51,308.06
 By the Cristobal branch 52,350.95

Total\$821,638.99

Comparative Sales Report

	1916	1917	Increase
Book sales in United States and Canada.....	\$374,035.46	\$466,786.41	\$92,750.95
Book sales in foreign countries.....	82,954.40	113,165.75	30,211.35
Periodical sales, English.....	245,896.33	201,001.17	*44,875.16
Periodical sales, Foreign.....	27,202.40	40,635.66	13,483.26
Total	\$730,088.59	\$821,638.99	\$91,550.40

*Decrease.

The net gain on total business of 1917 was \$12,799.10 less than for 1916.

International Branch, Brookfield, Ill.

Central American Branch, Cristobal, Canal Zone.

Our International Branch at Brookfield, 12 miles from Chicago, has a well-equipped factory for the manufacture of books, periodicals, etc., and it is expected that eventually our Central American Branch will have the same. These two branches are mission printing plants in the fullest sense of the word, and have been established solely as missionary enterprises.

Our International Branch has an investment in real estate, machinery and supplies of \$66,500, and is publishing literature in 15 different languages—much of it at an actual loss. But we consider it a good investment, as it is helping to fulfill the Saviour's commission to carry this gospel of the kingdom to every kindred, nation, tongue and people.

Central American Branch

In accepting the responsibility of establishing a branch office in Central America, we were very anxious to have it located in a healthy section and where the field could be served to the best advantage. Brother H. H. Hall did some pioneer work in 1915, and at that time indications seemed to point to the Canal Zone, the gateway of the nations, as the most desirable place, all things considered, to establish this branch. This also seemed to meet the mind of nearly all our leading brethren in that field. Negotiations were entered into with the authorities, and we secured the lease of a small lot adjoining our church property in Cristobal, but the lot was too small for a growing business, and as the church building needed renewing, we offered a bonus of \$2000 to apply on another lot, and to help erect a new church building, if the church would vacate the old lot and turn the lease over to us. The General Conference also offered to assist the church to the extent of \$2000.

This offer has been accepted. The church has secured another location on which to erect a building, giving us a lot 85x105 feet on which to erect our factory.

While waiting to secure a favorable location in Cristobal, we opened a temporary office in New Orleans, and placed it in charge of Brother A. F.

The periodical sales of 1916 include the English Harvest Ingathering "Signs," retail value, \$100,681.30. Making allowance for this, our regular periodical sales for 1917 would show a gain in sales over 1916 of \$55,786.14.

By eliminating the English Harvest Ingathering sales from the 1916 report, the comparison for the two years shows an increase in regular business during 1917 of \$192,231.70.

H. G. Childs, Treasurer.



Main Entrance to Pacific Press Publishing Association's Grounds

Haines who had charge of the publishing work in the West Indies several years, and had returned to this country on furlough. Later on, when we decided to send stock to Cristobal, Brother Haines joined Brother J. M. Rowse, who had been attending the camp-meetings in that field in the interests of our publishing work, and together they rented a small room in Cristobal, and opened up our Central American Branch office. This was in the summer of 1917.

A missionary and bookmen's convention was held in Cristobal August 27 to September 7, 1917, in connection with a general meeting of the leading workers in that field. Representatives from the General Conference, as well as the Pacific Press, attended this meeting, and it was the unanimous opinion of all that Cristobal was the right place to establish our Central American Branch. To meet our growing needs a large room 30x90 in the Masonic Temple—one of the finest buildings on the Zone—was secured where we hope to remain until our factory is built.

That you may know what others think of Cristobal as a center of missionary work, we quote the following from an article which recently appeared in the San Jose (California) "Mercury-Herald," from the pen

of Dr. George A. Miller, a Methodist minister who spent several years on the Zone. He says:

"If a location were to be selected for a new Pentecost as a point from which to send spiritual life and power into the whole Latin-American world, that point should be Panama. Jerusalem was the greatest crossroads of the first Christian century. Panama is the national market-place or human clearing house of the whole mid-American world. On the streets of Panama walk people from every land on earth. Twenty republics are represented in the islands of the Caribbean Empire. Every continent and speech and complexion known on earth are here. These multitudes are in constant motion. They come and go, and with each passing week the human kaleidoscope turns and throws a new combination. North, south, east and west, princes and common people all meet and mix here."

On account of Brother Haines' health, about two months ago we sent Brother W. V. Sample, one of our trusted employees, to Cristobal to relieve Brother Haines, and to take charge of the office until we could secure a permanent manager. This we have been able to do in the person of Brother R. E. Bowles, former tract society secretary of Iowa.

Rents are very high in Cristobal, and besides that it is almost impossible to secure suitable quarters for a family, making it necessary to either buy or build. The General Conference has been facing the same problem for their laborers, and have agreed to join us if we find anything suitable. A new cement cottage, containing six rooms, and two lots 90x140 feet, have just been offered us for \$7500. This house is located in a very desirable neighborhood, and we have instructed Brother Sample to purchase the property. The house is so arranged that with slight changes it will accommodate two families, to which another story may be easily added. Then another house can be built if desired on the vacant lot, and we expect the General Conference will do this.

Changes and Transfer of Workers

Our branch offices are now manned as follows:

S. N. Curtiss, Manager International Branch.

J. C. Holden, Superintendent of Factory.

J. R. Ferren, Manager Kansas City Branch.

E. J. Schmidt, Assistant.

G. C. Hoskin, Manager Portland Branch.

B. L. Grundset, Assistant.

J. B. Giddings, Manager Canadian Branch.

R. E. Bowles, Manager Central American Branch.

W. V. Sample in charge temporarily.

Brother Rowse, former manager of our Canadian Branch, is now connected with the Book Department here at the home office, and Brother A. F. Haines is at work in our type room.

Brother E. R. Johnson, from the North Latin field, takes up work with our Central American Branch.

Foreign Department

Our foreign business is increasing rapidly. Two years ago it had assumed such proportions that we decided to organize a Foreign Department, manned as follows:

H. H. Hall, Manager.

C. F. Jones, Traffic Manager.

G. A. Perrine, Secretary.

The detailed working of this department will be given by Brother Hall, but according to the treasurer's

report our book sales to foreign countries for 1917 amounted to \$113,165.00, a gain of over \$30,000 over 1916.

Change in Prices

The continued high cost of material entering into the making of our publications demanded an increase in the price of our books and periodicals. This question was carefully considered at the Autumn Council of the General and North American Division Conference committees held in Minneapolis last November, and it was recommended that the prices of our large subscription books be increased 50 cents on each style of binding, and that the subscription price of periodicals also be increased. The new prices on our periodicals now stand as follows:

"Signs of the Times" weekly, \$1.50 per year.

In clubs of five or more to one address, \$1.00 per year.

Five or more to separate addresses, \$1.15 per year.

"Signs of the Times Magazine," \$1.50 per year.

Fifteen cents per copy.

To agents, 5 to 40 copies, 8 cents each.

Fifty or more copies, 7 cents each.

These new prices were to go into effect the first of January this year, but by special request of the Home Missionary Department of the North American Division Conference the new rate on the "Signs" weekly will not take effect until February 1.

"Our Little Friend"

This paper is a great favorite with the children, as is evidenced by a substantial increase in the subscription list, which now stands at about 20,000.

On account of failing health, Miss Katherine Blossom Wilcox resigned as editor of this paper about six months ago, and Brother Uthai V. Wilcox was asked to take her place.

"The Watchman"

We inherited this paper when we accepted the responsibility of the publishing work in the West Indies and Central America. It is an eight-page monthly, formerly published at Riversdale, Jamaica. It is now being published here at the home office, and will be until we begin printing at our branch office in Cristobal. Brother M. C. Wilcox is acting as ed-

itor, and the paper has a circulation of about 5000 monthly.

Field Agent

Feeling that something more should be done to help increase the circulation of our pioneer missionary paper, the "Signs of the Times," Brother Ernest Lloyd was appointed field agent. He first visited the conferences in the North Pacific Union, and then went East, visiting churches and attending general meetings in the Lake, Columbia and Atlantic Union Conferences. Everywhere he met with a most hearty reception, and with the help of home missionary secretaries and others, was enabled to materially increase the subscription list of this good paper.

Rush of Work

At the beginning of last year we

sponded nobly, and there were no serious delays.

When we stop to think that this is all on denominational printing, our hearts rejoice, and we thank our heavenly Father for the great prosperity attending the work. But we know that under God this prosperity is due to the faithful and untiring labors of our noble colporteurs and our people generally. They are out on the firing line, meeting trials and difficulties and gaining victories, while our office force is supplying the ammunition. But it was a rule among ancient Israel that "those who stayed by the stuff" should receive the same reward as those who went out to battle. We esteem it a great privilege to be connected with a movement like this, and feel very thankful for



Chapel and Assembly Hall, Pacific Press

thought we had a stock of books that would last through the year, with what we could produce by running regular hours. But very aggressive campaigns were organized in the various conferences, orders began pouring in. Night shifts were organized. Old hands left their jobs and responded to our call for help, and for several months our presses were run 24 hours a day.

The whole office looked like a veritable beehive. Three carloads of bound books were shipped to our Kansas City Branch, one carload to Portland,—in addition to the regular shipments from time to time as usual. Never before have we had such a long continued rush, involving the whole factory force, but our employees re-

the hearty cooperation of all.

New Machinery

During the year we installed here at the home office another OO Miehle cylinder press, bed 43x56, a Smythe book sewing machine, and several smaller machines for various departments, amounting in all to \$5227.79.

In addition to this, we have changed over our steam heating plant in order to make it more economical and give better service, this at a cost of about \$2000.

Selective Draft

In response to the call from our Government, 17 of our boys at the home office have registered their names as subject to the draft. Up to the present time seven names have

been drawn, but all excused on account of physical disability or having a family dependent upon them. We have reason to think, however, that as the lines are being drawn still closer several of our boys will be taken, as they are now enrolled in Class One.

Training School

Our Training School, under the management of the principal, Elder M. C. Wilcox, has had another successful year. The Lecture Course has been particularly interesting and instructive, we having had the privilege of listening to some of the ablest professors connected with Stanford University and the University of California. Brother Wilcox will tell us more about this.

High Cost of Living

On account of the tremendous increase in the cost of all staple articles of diet, from 40% to 100%, we have been obliged to give serious consideration to the question of wages paid to our employees. To meet this increased cost, in part, the directors decided to add to the wages of our regular employees a war bonus of 20%, to continue as long as the present conditions prevail.

Improvements

To meet the needs of the growing business in our book and periodical departments, three additional rooms have been added to the west end of the building, thus relieving the congestion. Some changes have also been made in the editorial rooms, making them more convenient.

As our work in the factory increases, it will be absolutely necessary to enlarge our book bindery. This can be done by adding to the factory on the east, giving additional space for our type room, and then let the bindery occupy part of the space now occupied by the type room. We also need another fire-proof vault for housing important documents, etc.

High Cost of Stock and Material

While there has been a slight reduction in the price of book paper, yet the cost of other material has advanced so much that conditions remain about the same as they were a year ago, so far as the cost of material entering into the manufacture of books is concerned. Striking an average, the cost of stock is about double

what it was three years ago, and this means an increase of about \$50,000 for stock this year over what we paid three years ago.

Increased Investment in Stock

On account of our rapidly growing business and the uncertain condition of transportation, and in order to protect ourselves and be able to fill orders promptly, we find it necessary to carry a much larger stock of raw material and bound books than ever before. Our inventory shows an increase of nearly \$30,000 in our stock of book paper over that of last year, and our Book Department shows an increase of bound books and signatures of nearly \$40,000. This, together with the heavy investment at our mission printing plants (International and Central American), has necessitated an increase in our interest-bearing debt. We hope that during the coming year this can be materially reduced.

Harvest Ingathering Campaign

The office was closed one day during the Harvest Ingathering campaign, as usual, in order that all the employees might have the privilege of helping in this good work. Besides the experience gained, about \$600 was collected for foreign missions.

General Conference Bulletin

The next General Conference is to be held in San Francisco March 29 to April 14, and the Pacific Press has been asked to publish the "Daily Bulletin" during the time of the conference, working up the subscription list and attending to all the details; also to take charge of the post-office, bookstand, etc., in connection with the conference. This we shall be glad to do, but it means hard work, and when it comes to printing the "Bulletin," this must be done at night in order that copies may be in the hands of the delegates each morning.

General Information

Here at the home office we have about 100 regular employees, but during the rush in the summer we had 130 on our payroll. Our payroll amounts to about \$1500 a week. We use from 40 to 50 carloads of paper per year. This comes in carload lots direct from the mills. All our branch offices, except the one at Cristobal, are housed in good, substantial buildings owned by the as-

sociation. The total investment in real estate, stock and equipment at both home and branch offices amounts to \$517,614.13.

Spiritual Interests

We are glad to say that so far as we know every employee of the Pacific Press is an earnest, devoted Christian. During the Week of Prayer departmental meetings were held every morning, and all took part in these services and experienced rich blessings from the Lord.

We feel very thankful for the devotion and hearty cooperation of all during the past year and for the degree of success that has attended our labors. We also appreciate the hearty cooperation we have had from our leading men, our colporteurs, and our brethren and sisters generally. Without this we would not have been able to make this splendid showing. We trust that the coming year may be still more prosperous, and bring to us still greater blessings.

C. H. Jones,
General Manager.

"The gold and the silver are the Lord's; and He could rain them from heaven if He chose. But instead of this He has made man His steward, entrusting him with means, not to be hoarded, but to be used in benefiting others."

BOOK DEPARTMENT

For the Year 1917.

Sales

Last year when we read our 1916 sales, amounting as they did to \$469,241.85, and told you that it represented a gain of \$100,000 over the sales of 1915, we hazarded a prophecy that we would go to half a million during 1917. But instead of half a million, it stands at \$592,269.85, a gain of \$123,028 over the record-breaking year of 1916! The weight of our shipments for the year has been 311½ tons, more than a ton for each working day.

Current Events Series

One of the surprising phases of our work during the year has been the extremely heavy sale of the Current Events Series. They are as follows:

	1917	1916	1915	Total
Armageddon	14,988	54,292		69,280
Food Question	11,689			11,689
Shadow of the Bottle	3,221	6,264	13,903	23,388
World Problems	49,034			49,034
World War	214,420			214,420
World War, Spanish	19,561			19,561
World's Crisis	3,002	10,008	95,341	108,351
World's Crisis, Spanish	9,113			9,113
Totals	325,028	70,564	109,244	504,836

In addition to the foregoing, all of our branches, as well as our main office, have purchased quantities of such books as "Return of Jesus," etc., published by the Southern Publishing Association. We believe the distribution of this class of books will become more and more important as our lay members become more thoroughly aroused to the importance of our times. When properly handled, they do not interfere with the sale of the larger books.

Earnings

We regret a reduction of \$11,319.85 in our net earnings over those of last year, especially so in view of the heavy investment we must make at Cristobal, Canal Zone. One important factor entering into this decline in earnings has been the increased cost on trade and educational books, on which no change in price has been made for many years. Their sales amount to about \$100,000 for the year. We have fondly hoped that these books selling exclusively to our own people might be held at before-the-war prices, but evidently that hope is not to be realized.

New Books

New books published during 1917 are as follows:

- "Alone with God," by Matilda Erickson.
- "Bible in the Critic's Den," by E. Albert Rowell.
- "Food and Cookery," by H. S. Anderson.
- "The Food Question," symposium.
- "Manual Series—Grammar Manual," by W. E. Howell.
- "Technique of Hydrotherapy," by Dr. G. K. Abbott.
- "True Education Series Primary Speller," by Miss K. B. Hale.
- "World Problems," in English, German, Danish-Norwegian, and Swedish, symposium.
- "The World War," in English and Spanish, by A. G. Daniells.

Books to be Published During 1918

Since the first of the year we have completed "General Science" by

Professor Price; "Old Testament History," by Mrs. McKibbin; and we have in hand here and Brookfield "General Science Manual," by Professor Hoen; "Bible Year," by Mrs. I. H. Evans; "Little Stories," a Reading Course book for the children, by the Young People's Department; "World Problems," Spanish; "Bible Readings," Swedish; "Bible Readings," Dutch; "Coming King," Italian; "The Standard of Attainment Manual," by Elder MacGuire; "Great Controversy," Icelandic and Russian, and several of the "Current Events" series in a variety of languages.

Pacific Section

That we might better serve the Pacific Union Conference, we have organized the Pacific Section of our Book Department, with Brother J. M. Rowse as manager. This separates the correspondence, billing, and statistics from the Book Department, and will enable our department workers to give still closer attention to every section of our great field. We believe the wisdom of this division will become more and more apparent as our work develops.

Our Outlook

I have just completed a round among all our branch offices and union conferences, during which time very careful estimates of books to be required during 1918 were made up. As near as we can tell, from the estimates made, our sales for 1918 will be as follows:

Central American Branch.....	\$ 75,000
Central Union	100,000
North Pacific Union	90,000
Northern Union	110,000
Pacific (Union) Section	75,000
West Canadian Union.....	75,000
International Branch	15,000
To foreign fields and sister publishing houses	185,000

Total\$725,000

If we reach this, and our men are very confident that we will, and the Periodical Department keeps up its record, our united 1918 business

should reach the \$1,000,000 mark! And by 1920 we will reach that goal without their assistance!

H. H. Hall,
Manager.

FOREIGN DEPARTMENT

The organization of our Foreign Department was authorized two years ago, and as the manager stated in his report, has been perfected still further during the past year. Its work is two-fold—the development of our overseas trade relations, and the production of foreign literature in this country.

Overseas Work

Early this year we began the classification of a large amount of data which I had been gathering for a number of years. This data includes reports from different lands which have appeared in the "Review," "Signs" and "Instructor" and elsewhere, yearly reports of different union conferences and missions supplied by those in charge, transportation, information, maps, and general statistics, and is all arranged by union conferences and countries.

Next we secured accurate addresses of our English speaking missionaries in foreign lands. This list now contains 718 names, and is kept on metal stencils and arranged by unions and countries. We are endeavoring to keep these missionaries in touch with the progress of our literature work here and at Brookfield, and to especially direct their attention to our trade books, very few of which are sold outside of this country. That this information is greatly appreciated is shown by numerous letters we have received, and the eagerness manifested in furnishing changes in addresses.

The total value of our overseas sales has been \$113,165.75. We think this especially encouraging in view of the war which has practically closed trade relations with the eastern coast of South America and all of Europe.

Our New Foreign Office

As told by the manager and Brother Haines, we are opening up an office in Panama. While this branch will serve the two and a half million English-speaking people in the West Indies and Central America, its great objective is the 35,000,000 Spanish-speaking people. We rejoice in the

fact that Prof. Ernest R. Johnson, who is proficient in Spanish, is now on his way to Cristobal, where he will take charge of the literary side of our work.

The Panama Canal authorities and the Panamanian government have given us free lots for our building in Cristobal, a material concession in rent on the rooms we now occupy, an arrangement by which duty is remitted on books shipped out of the Republic within six months, and an entire exemption of duty on printing paper, binding material, and machinery. These and other providential openings make it all the clearer that God is leading in this new enterprise.

Foreign Book Sales in this Country

Our International Branch at Brookfield has actually distributed through that office 922,604 copies of periodicals in eleven languages. This is almost half as many copies as were circulated of the "Signs of the Times" weekly. The retail value of his sales in foreign languages is \$49,756.66. Our home office sales of books in other languages than English have been \$134,705.90, making a total of foreign literature published and distributed by the two houses of \$184,462.56, or 22% of the whole output of the institution and its branches.

The Future of this Department

The work of this department is bound to develop and develop rapidly. As soon as the new "Bible Readings," Dutch, is completed, the Malaysian Union Conference will undoubtedly use many of them, as they have already begun to do on "Christ Our Saviour" in that language.

Our shipments to South America have been \$32,604.30, nearly all of which has gone into Chile and Peru. Shipments to South Africa alone have amounted to \$8734.50, and other orders are awaiting transportation. Encouraging as these orders are, they but indicate still greater things that may be accomplished as we come into closer touch with our publishing houses abroad and with our people in various mission lands.

In our own country we have a great and needy field before us in twenty millions of people speaking languages other than English. The list of books, recommended at the last council and referred to by Brother Curtis, in Syrian, Italian, Bohemian,

Rumanian, Polish, Yiddish, Russian, and others, is but a beginning. Others must follow, for it must be through the use of literature that these millions of foreign-speaking people on our shores are to be reached.

H. H. Hall,
Manager.

PERIODICAL DEPARTMENT

"Signs of the Times" Weekly

During the year 1917, 2,208,700 copies of the "Signs of the Times" weekly were circulated, or an average circulation of 44,174. This is by far the largest circulation the paper has ever enjoyed. At this time there is a very strong campaign being waged to bring the circulation to 75,000, and it looks as if the goal would be easily reached. The list now stands at about 65,000, and is going up rapidly. The saving truths of this publication have found lodgement in the hearts of many during the year 1918. Scores of letters have come to the publishers from individuals who have accepted the truth from reading the "Signs."

"Signs Magazine"

The average monthly circulation of the "Signs Magazine" for the year 1917 was 41,646. This is the largest of any year, with one exception, since the magazine was started, in 1909. This publication is growing in favor, especially with the business men of the world. It has become one of the strongest mediums we have for placing the truth in the hands of business men. During the vacation period quite a number of the students spent their time in the sale of the "Signs Magazine," and met with most gratifying results. A number of scholarships were earned in a short time.

The increase in price, which went into effect January 1, does not seem to interfere in the least with the circulation. In fact, the opposite is true. It is helping to increase the circulation. More January and February magazines have been sold than any previous corresponding months. Our agents are taking hold of it with greater enthusiasm than before. They have more remuneration for service rendered, hence an added inducement to put forth greater efforts in its sale.

"Our Little Friend"

The "Little Friend" has increased materially in circulation the past

year, having reached an average of almost 20,000 weekly. True to its title, it is a real friend to the children. The editor is working untiringly to make it a first-class child's paper, and parents can be assured of this fact, that the contents of the "Little Friend" will continue to be elevating in tone, pure in style, sound in doctrine, and absolutely free from degrading thoughts and illustrations that would tend to lead the children in the wrong course of action and influence.

"Watchman"

The printing of this paper was transferred temporarily from Kingston, Jamaica, to Mountain View eleven months ago. Its circulation is rather limited, and is wholly in the West Indies and Central American States. It is designed as an aid in building up the missionary work among certain classes residing in the above specified fields. It is a monthly, eight-page paper, edited by Elder M. C. Wilcox. The promotion work of the paper is carried on by those having charge of the field where it is circulated. After our new office is established at Cristobal and machinery installed, it will be transferred to that place.

Results Financially

Beginning the first of January, 1917, the price of the weekly "Signs" was reduced quite materially. This reduction was made at a time when the price of paper and other printing material was increasing. Much of the paper used in the weekly during the year cost from 11 cents to 13 cents a pound, whereas in normal times it would have been about 5 cents. The people generally appreciated the extremely low price of the "Signs," which was indicated by the fact they helped to bring the circulation up to over three times what it had been for many years. The loss was very large,—\$10,925.38. The same is also true of the "Signs Magazine." The loss on this was \$8068.23.

At the General Conference Council in Minneapolis the prices on both of these papers were changed so as to more nearly off-set this large loss. The new price on the weekly "Signs" is still remarkably low. If there is a general rally on the part of the people in maintaining the cir-

culatation of 75,000 or 100,000, it is possible the new prices may remain in effect. The readers of the "Recorder" will of course concur in our position that such losses should not continue.

James Cochran,
Circulation Manager.

PACIFIC PRESS TRAINING SCHOOL

In the beginning of the year seven classes were organized from an enrollment of 78, as follows: Bible, Art, Grammar, Advanced English, World Study, Orchestra and Young People's Society Reading Course. The Art class is conducted by Mr. P. J. Rennings, our artist, and is doing good work. Advanced English, by Mr. F. H. Gage. Grammar in the beginning by R. J. Leo, now by Miss Albertsworth; the orchestra, which speaks well for itself, by Mr. Ernest A. Chapman; the Young People's Reading Course by various ones, and the other two classes by the Principal of the school. The classes in English were small, and the advance class was compelled to discontinue on account of removal and the ill health of some of the members, although a good interest was maintained to the last. Generally the classes have held out well thus far.

I would suggest that examination in certain essentials be given to our younger, later, untested employees, and that needed studies be made a requirement.

A short course on Efficiency is contemplated between now and General Conference, quite broad and general in its scope.

In connection with the school has been given a series of lectures by capable men every two weeks, 13 lectures in the course. Thus far the following have been given: "Over the Apache Trail," by George Wharton James; "The Land of the Midnight Sun," by Prof. M. W. Newton; "Great Poets or Great Poems," by Dr. W. H. Carruth; "Japan, Our Relations with that Nation," by Dr. Payson J. Treat; Music and Reels; "Mere Poetry," by Prof. Lee Emerson Bassett; "What About Mexico?" by Dr. Frederick Monsen; "South America in World Politics," by Prof. Allen M. Kline. The course closes March 16. The price of the entire course has been placed at \$1.00; single ad-

missions for adults, 15 cents. On these lecture evenings the Pacific Press orchestra has very materially helped without money or price, and the music they have rendered has been greatly appreciated. The lectures have been not only entertaining, but highly instructive, and have, we believe, brought us into kindly touch with men of thought and influence.

The tuition to our school is free to those receiving less than \$8.00 a week; those receiving more than that 25 cents a month, regardless of the number of studies.

M. C. Wilcox,
Principal.

INTERNATIONAL BRANCH

For Year Ending Dec. 31, 1917

To the Pacific Press Family.

Dear Brethren and Sisters:

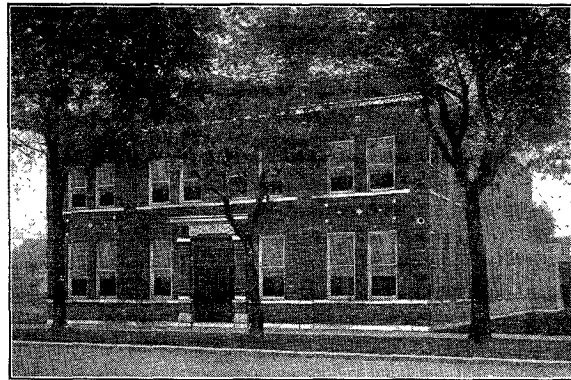
When our last annual report was

ish-Norwegian, and one in Swedish; two monthlies, one in Swedish and one in Russian; six quarterly magazines, one in each of the following languages: German, Italian, French, Bohemian, Hungarian, and Yiddish.

Harvest Ingathering editions of 32 pages, with cover in four colors, were gotten out in German, Danish-Norwegian and Swedish, the total number printed being 61,000 copies. A Russian edition of 16 pages, with four-color cover, and 6000 copies printed, as well as editions in magazine size in the French, Italian, Bohemian and Hungarian, were issued, aggregating 16,000 copies.

Special Week of Prayer numbers with 24 to 32 pages each were also gotten out in the German, Danish-Norwegian and Swedish languages.

In March we printed the Danish-Norwegian "World on Fire" special of



International Branch, Brookfield, Ill.

presented, the International Branch family was just beginning to "find" itself in its new home at Brookfield, Illinois.

At that time there were 26 persons, representing six different nationalities on the payroll.

At the close of 1917, we had 35 persons on the payroll, representing seven different nationalities. While we speak of only seven nationalities, this does not comprise all the languages understood by our workers, nor all in which we have issued publications, for one of our American linotype operators has set type in seven languages, and we have actually done a portion or all the mechanical work on publications in 15 languages.

We are now printing four weekly papers; two in German, one in Dan-

the "Evangeliets Sendebud." It had a circulation of 20,000 copies. In April we printed 20,000 copies of the Swedish "World's Drama" number of the "Sions Vektare." In July a special "What Do These Things Mean" number of the German "Christlicher Hausfreund" was printed. Edition after other edition of this splendid number has been called for until at the end of the year we had sold 90,000 copies, and the paper was still in demand. Our German people have paid for these by the thousand to use in New York City and Chicago. So notwithstanding the unfavorable conditions for work among the Germans, the largest circulation ever accorded to one of our German papers in America has thus been made possible.

In addition to the splendid support given to this special edition, our

German people have also donated more than \$1500 to pay for clubs of the "Hausfreund" and "Zeichen Der Zeit" to be used in the large cities. We are receiving most encouraging letters regarding the contents of these papers, and we believe they are exerting a great influence in these troublesome times when people are looking for something which speaks with authority and brings comfort to sin-burdened hearts.

Our Swedish and Danish-Norwegian people have helped nobly with donations to furnish literature in those languages for use in the large cities. Our Russian people have also donated money for subscriptions to the Russian "Signs" to be sent to many of that nationality, and words of enthusiastic commendation and appreciation of that paper are frequently received.

Several changes were made in the sizes and prices of our periodicals at the beginning of 1917. In some cases, these changes have worked out very satisfactorily, except that the circulation is not yet large enough to prevent a loss. On the Danish-Norwegian paper another change was found necessary beginning with 1918, and the "Evangeliets Sendebud" was then made a 16-page weekly, size of page 8x11 inches. This change has brought new life to this publication, and it greatly pleases our Danish-Norwegian people now, so we are expecting they will give it such a large circulation that it will not be necessary to record a loss on it at the end of the year.

Our cost sheets during the first nine months of the year also demonstrated that we could not maintain the subscription rates established on the Swedish "Sions Vaktare" and the German "Deutscher Arbeiter," so the price was raised from \$1.25 to \$1.50 a year.

There is a good demand for the Italian magazine and the entire edition is always used, the circulation being about 3500 copies per quarter. The Yiddish "Messenger" has been gotten out under great difficulties, Elder F. C. Gilbert arranging for the typesetting and plate-making to be done in the East, and we completing the rest of the work here. Immediate arrangements ought to be made by which we can handle all the mechanical work on this magazine. It has

had a good circulation, and wherever our people have wisely offered it to the Jews, excellent results have followed.

The total circulation of periodicals and magazines in all languages amounts to almost a million copies for the year. The value of periodicals circulated was \$19,652.40, and the sales from the book department \$11,572.69. These figures seem small when compared with the enormous book sales of our Kansas City Branch, but when it is remembered that the principal item sold from our book department is tracts, it will be apparent that it takes a large number of these to amount to \$1000.

At the last General Conference Council in October, 1917, it was voted that the General Conference and North American Division conferences unite in raising a fund of \$10,000 during 1918 to pay for the translation, typesetting and plate-making of a series of books similar to the "Current Events Series" in several different languages, such as Syrian, Italian, Bohemian, Rumanian, Polish, Yiddish and others. The manuscript for the first book has already been prepared, and is an adaptation of the "Return of Jesus." This is the book recommended by our foreign editors when called into council, and as soon as this manuscript has been accepted by our publishing committee, it will be translated into Polish, Bohemian, and Italian, and possibly other languages.

In March, 1917, the board instructed us to buy another 25-foot lot adjoining our property on the north, so we now have 100 feet of frontage on Grand Boulevard. On this new lot was a two-story building, which we are using for storing signatures, binders' board, waste paper, etc. It was just what we needed, and has helped temporarily to solve the question of extra room for storage.

We are fitting up Editorial Room No. 1—our largest editorial room—as a library, and have subscribed for several of the most helpful magazines and periodicals for the use of our office family, and we hope to make this an attractive and homelike place for our young people to spend their evenings.

During the year, the board has kindly permitted us to purchase and

add to our equipment the following machinery: A No. 14 linotype, a double sixteen Dexter folder, a No. 3 Smythe book sewing machine, and an Ellis roller backer.

Even with this additional equipment we have found it almost impossible to keep up with the demands made upon us, and to always get our publications out on time, notwithstanding our employees in the factory have put in many hours of overtime. Our linotypes run 65 or 70 hours a week practically all the time, and the press room and bindery have often run until 9 o'clock at night.

During the summer, we set the type for the new edition of Danish-Norwegian "Bible Readings," printed an edition of 3000 copies and bound all of them before the end of the year. We also translated German "Heralds of the Morning," printed 5000 copies and bound over 2000 copies. The new German "Hymns and Tunes" has met with a favorable reception from our German people, and about 1700 copies were sold. A second edition of 3000 copies is being printed. A word edition of Danish "Hymns and Tunes" has been printed during the summer, and is meeting with a fair sale.

Another notable achievement of the International Branch during 1917 was the translation and publication of the new book "World Problems" in German, Danish-Norwegian and Swedish. We hope and expect that this up-to-date book will give a new impetus to the circulation of all our small literature in these languages.

We now have the regular series of standard tracts in German, Danish-Norwegian and Swedish practically completed, and the stock cupboards begin to look a little more unlike "old Mother Hubbard's." The total number of tracts printed in these languages during the year was 593,000 copies. We have printed tracts in other languages as follows during the year: Holland, four; Greek, two; Hungarian, two; Rumanian, one; Servian, four; Russian, eight; and we have the plates ready to print five tracts in Icelandic, and several in preparation in Bohemian, Polish, Rumanian and Hungarian.

"Great Controversy" in Icelandic is being translated and set for us in

Winnipeg, and we are now setting the Russian edition at our office. "Bible Readings" is being translated into Swedish, and we shall undoubtedly have to print an edition of this book before the end of the year. Italian "Coming King" is now all in type.

Since all our standard publications are issued in a foreign language, we have the usual publishing house difficulties and perplexities multiplied many times. Including our Sabbath School lesson quarterlies, we have 21 regular publications in 12 languages, and it keeps us on a continual tension to get all these out on time. The past year has been experimental to some extent, but we have learned many things by the experiences passed through, and hope and expect to approach much nearer to our ideal, especially in being on time, during the present year.

At inventory time, our stock in the book department has increased over \$2000 above that of 1916, and this does not include the stock of German "Heralds" and Danish "Bible Readings" which are on hand, but which belongs to the home office. Our paper stock, binders' material, etc., is larger than last year by over \$4600, and the total investment at this branch is \$47,291.61, or \$17,000 more than it was at the end of 1916.

The missionary investment of Pacific Press Publishing Association for the year, insofar as the work of the International Branch is concerned, amounts to \$4012.44, which represents the loss in operating the branch for the year. We are glad to have a part in such an important missionary undertaking, and as a class our employees partake very fully of the missionary spirit. But we are hoping that a greater volume of profitable or at least self-supporting work can be done at this office, so that we may have a little margin on the right side of the ledger after the missionary operations of the year are all paid.

We have a great message, which is now due to every nation, kindred, tongue and people. May the Lord give us wisdom to do our part in such a way that we be able to continue this work without interruption till the final warning has been given, and the Master says to His faithful children, "well done."

S. N. Curtiss,
Manager.

KANSAS CITY BRANCH

For Year Ending Dec. 31, 1917

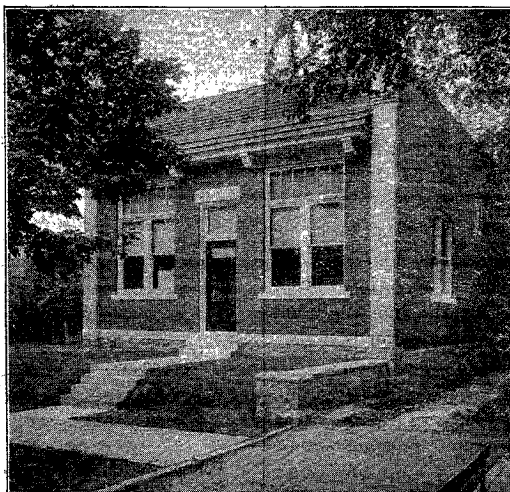
The providence of God has been clearly felt during another year's work with our literature in the territory supplied by the Kansas City Branch.

At the beginning of the recruiting season, it wasn't known to what extent the draft would effect our subscription book work. But the boys in our schools said "We'll go, and if the draft comes, it will find us working for the Lord. This spirit brought confidence and helped many hesitating ones to decide to go.

The results were that the largest and most successful student colporteur campaign in the history of the Central and Northern Union confer-

Friday afternoon, in order to reach a few more homes, refused two car rides to town. She said her feet were sore, and it meant seven miles to walk, but she felt greatly repaid because that afternoon she had found a Catholic lady without even a Bible, who took her book in the best binding. Her sales for that week amounted to \$88.00. Later at the beginning of their "Big Week," this same girl set her goal for 50 hours \$100 in sales, and at least two souls for the kingdom. She reached the goal in sales, and was very happy in writing that she had "found three precious souls interested in the truth, and had a Bible study with one dear Lutheran lady."

In such a spirit, accompanied by



Kansas City Branch, Kansas City, Mo.

ences was carried forward from the first of June until September and October.

During the busy season which followed there were from 150 to 175 colporteurs in our field, taking orders for from \$10,000 to \$14,000 worth of large subscription books a week. Our field men were pressed to the limit, and the offices humming in caring for reports and orders and planning for stock.

I wish I could convey something of the spirit which characterized the work in the field among the homes. There was a seriousness about it, a responsibility for souls at this critical time, quite in harmony with the intense longing for light expressed by hundreds visited. One of our young women student colporteurs on one

such experiences, our student colporteurs in the Central and Northern unions sold and delivered more than \$80,000 worth of subscription books this year.

The student campaign has only supplemented the year-round work of our regular colporteurs. To build up a strong, permanent work is the ambition of every conference president and field secretary in our territory. They are succeeding. Regular workers in the Central Union sold and delivered over \$8000 worth of large subscription books during the month of December.

The entire subscription book sales in our two unions amounted to a little more than \$173,000. We credit \$80,000 of this to student colporteurs, and at least \$71,000 worth of subscription

books by regular colporteurs. Many interesting experiences could be given.

While the subscription book work has been going strongly, our conferences and churches have been handling large quantities of smaller literature. Camp-meeting sales were unusually good. 63,500 copies of "World War," 14,000 "World Crisis," 7200 "Return of Jesus," and several thousands of other books in the Crisis series have been sold. There has been an increase of almost \$3000 in trade book sales, \$700 in educational books, and a slight gain on tracts.

Our entire sales of literature for the year 1917 have been \$217,057.45. Of this \$207,047.06 represents books and tracts; \$10,010.40 the "Signs of the Times Magazine." The gain as a whole over the sales for 1916 is \$35,558.05, of which \$32,553.55 represents books and tracts, and the balance increase in sales of magazines. The Northern Union has increased its subscription book sales from \$69,071.65 in 1916, to \$91,510.85 for 1917; while the Central Union gained from \$75,043.50 to \$81,489.45. To supply the demands, we have had to bring in three full cars of books from Mountain View, besides scores of other shipments. Outgoing freight has included more than 40,000 subscription books.

In reviewing the growth of the business of the Kansas City Branch, it seems significant to note that the business has almost doubled since the close of 1914. That year the sales were \$109,683.

The financial statement of the office, as given in the treasurer's report, shows a gain of \$10,560. Increased freight rates and other expenses have materially enlarged our losses this year.

The outlook for 1918 is most encouraging. The work in each of our conferences is well organized; school institutes have already begun with a good attendance and splendid spirit. Our field secretaries and home missionary secretaries are of good courage, and are strongly supported by their conference and union conference presidents and leaders of other departments.

Our only desire here at the Kansas City Branch is to so faithfully cooperate with the union conference and conference organizations as to assist in reaching the still higher goals that

we believe the Lord has set for the circulation of our literature in this great field.

J. R. Ferren,
Manager.

PORTLAND BRANCH

For Year Ending Dec. 31, 1917

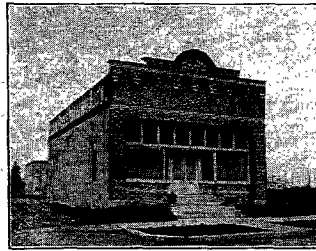
To the Home Office:

Your Portland Branch is glad to greet you in annual meeting again, and render its report for another year's work,—a year of opportunity and increased business.

The sales increased from \$49,488.14 in 1916 to \$71,484.55 in 1917, a gain of \$21,996.41, which is an increase of 45%. Every conference showed good gains.

Field

The year opened with a vacancy in our union field secretaryship, which was not supplied until the first of March, and two local conferences were without secretaries. Our field



Portland Branch, Pacific Press, Portland, Oregon

men have all worked hard, really crowding a year's work into ten months, and we rejoice with them at the success that has attended their efforts. The field has suffered considerably from industrial strife. Continuous strikes in the ship-building and affiliated lines, which includes lumber and iron industries, have affected the sales in the coast conferences.

Institutes

This field situation delayed our institute work, but by holding six-day sessions, we were able to conduct institutes in Portland, Seattle, Laurelwood Academy, Walla Walla College, Boise and Mt. Ellis Academy. These were well attended, and a large number of trained workers entered the field, many of whom completed a successful season's work.

Subscription Books

About 10,000 copies of our large books, at a valuation of \$34,500, were placed in the homes of the people this year. This shows a gain over last year of \$7800. "Heralds of the Morning" was our leading seller, with "Daniel and the Revelation" second, and "Great Controversy" third.

Home Workers

In the home workers' class the sales were \$18,400 as against \$10,400 for 1916. This includes the World's Crisis series of pamphlets, which made up the greater portion.

Trade Books

Our trade book sales were \$12,800 for this year and \$8200 for 1916.

Educational

The sales in educational books are \$3200 for 1917 and \$2200 for 1916.

Tracts

These silent little workers have had their part in the good records for the year. Their sales increased from \$1900 in 1916 to \$2500 in 1917.

World's Crisis Series

Of these small books, 56,800 copies were sold this year. "World War" took the lead, with 48,627 copies. This is one-thirteenth of the entire production of this book, and they were all placed in the North Pacific territory, one conference using 10,700 copies.

Camp-meetings

Camp-meetings, with well conducted book tents, were held in each conference this year, and the plan of public sales was followed in all these meetings. This accounts, in part, for the good sales of "World War," Testimonies and tracts.

Outlook

Goals for 1918 are being set in each local conference which total \$100,000 for the union, and at an institute now being conducted in Portland, with an attendance of 12, goal cards to the amount of \$11,000 have been signed up. The year finds the workers confident and hopeful. The sales for the first week of 1918 were greater than for the first month of 1917.

The work is not ours, but the Lord's, and we look to Him for His verifying of promises.

G. C. Hoskin,
Manager.

CANADIAN BRANCH

For Year Ending Dec. 31, 1917

To the Members of the Pacific Press Publishing Association.

Dear Brethren and Sisters and Fellow-workers:

General

What changes the past three years have wrought in the world's affairs! Wars, earthquakes, disasters by land and sea, tumults and perplexities have multiplied, yet the work with which we are connected has not even been checked, but has steadily advanced.

During the past year we were pleased to have visit us Brethren H. H. Hall and T. F. Culhane, from the main office. Brother Culhane visited us in March, audited the books and gave valuable advice and counsel concerning the work for the year. At the time of Brother Hall's visit in December, arrangements had been made for a meeting to be held at Calgary of conference presidents, field and tract society secretaries in the Western Canadian Union Conference. At these meetings questions of importance concerning the literature work were considered in detail, and as a result the leaders of our work in each of the provinces of western Canada returned to their fields of labor with renewed determination and enthusiasm.

Territory

The territory of the Canadian Branch consists of the provinces of Alberta, British Columbia, Manitoba and Saskatchewan, with a population of 1,725,000. There are 2500 Seventh-day Adventists in our territory.

Our Schools

We have three schools from which to secure student colporteurs. They are located at Lacombe, Alberta, Armstrong, British Columbia and Battleford, Saskatchewan.

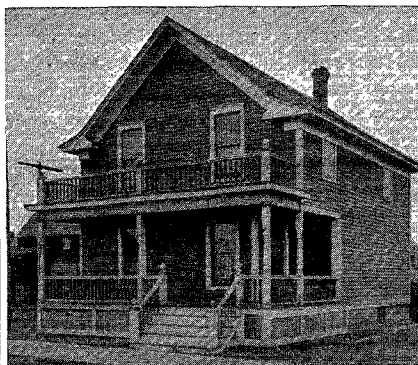
The union field secretary, Brother W. L. Manfull, and the field secretaries of the provinces where these schools are located keep the canvassing work prominently before those in attendance, and the interest among the students is very satisfactory. Scholarships were earned during 1917 as follows: Alberta 8, Manitoba 2, Saskatchewan 11, total of 21. Altogether our colporteurs in the field numbered 41.

Sales

The sales for 1917 have been most gratifying, the faithful and untiring efforts of colporteurs and lay members resulting in the sale of \$50,096.35 worth of literature. Examining the work of the year more closely, we find that 37,983 books were sent out from the branch office,—7937 subscription; 1507 books of the Home Circle Library; 3285 trade; 826 educational; 806 song; 23,622 books of the "Current Events" Series and 56,930 tracts.

Home Missionary

The increased interest along home missionary lines is evidence of an awakening among our people to the importance of that kind of work. Thorough organization, proper instruction and encouragement were the fundamental reasons why more of our church members entered this line



Canadian Branch, Calgary, Canada

of work last year than ever before. The results were astonishing, and demonstrated what can be done when our people get started. The Western Canadian Union Conference have now appointed a home missionary secretary, who will give his entire time and attention to the upbuilding and strengthening of this department, and we look for wonderful results when all our churches are thoroughly organized and instructed along definite lines of work.

Camp-meetings

At our camp-meetings last year, the book tents were suitably located and well arranged, and the sales at all four meetings were large.

Interest of Conference and Church School Officials

This report would be incomplete if we did not mention the earnest ef-

forts of our union and local conference and school officials to encourage students and lay members to circulate our message-filled literature. These men and women believe with all their hearts in the value of our literature as an evangelizing agency. They realize that the colporteurs are indeed the advance guard of the Lord's army, and are doing all in their power to encourage permanent men to enter this work.

Our Outlook and Purpose

The work of this new year has been entered upon with good prospects of a busy, prosperous season. Our field was never before so strongly organized as it is to-day. Your fellow-laborers in the Canadian Northwest are fully pledged that it shall be their constant determination and their controlling purpose to aid in realizing the fulfillment of the Word of God which declares: "The gospel must first be published among all nations, . . . and then shall they see the Son of Man coming in the clouds with great power and glory."

John B. Giddings,
Manager.

CENTRAL AMERICAN BRANCH

In the summer of 1916 it was decided that the Pacific Press should open a branch office for purpose of serving the North Latin American and West Indian Union conferences with our literature, and it was planned that we should be ready to begin business Jan. 1, 1917, in New Orleans, temporary headquarters.

At first we rented space in a large warehouse and began to fill the orders that were coming in. The response from the fields was hearty, and all seemed to appreciate that we were there to help in giving the message to the people of this widely scattered field.

April 25 found our stock and equipment aboard the United Fruit Company's steamer, Heredia, and bound for Cristobal, Canal Zone, where Brother Rowse and I together arranged our temporary quarters in Colon.

To me this was quite an event. In the spring of 1909 I left the Press to go to Cristobal and take charge of the factory of the Watch-

man Press, a small plant operated by the West Indian Union Conference. In 1911 this plant was destroyed by fire. Under the circumstances, it seemed necessary to remove from this center and to reestablish in Jamaica. To my mind the Canal Zone has been the place where we should have a strong work established. It is an important center from which radiates commerce and travel. And now I was back on the old stamping ground again, and the Pacific Press was back of the enterprise with all their experience and influence. Then, too, the whole field had their eyes on the Press as being their helper in a manner they had never looked to the local establishment during the years of its existence.

August 27 to September 5 our Bookmen's Convention was held. It was attended by delegates from all the fields represented in the two unions but one. This convention, the first of its kind to be held in this field, was a great help in uniting the varied interests of so large and so scattered a field. It also proved a source of courage, strength, enthusiasm, consecration and determination.

After the convention, Brother Hall took charge of the office while I went over to Jamaica, where I was enabled to dispose of most of the equipment of the old Watchman Press, taken over by the Pacific Press.

During the year we have been greatly hampered by the irregularity of shipping, and freight rates have been abnormally high. Then, too, the ingenious ways the Central American governments have of extracting fees from importers and business interest are legion. These little courtesies of the Latin Americans are destructive of both time and money.

Thousands of dollars' worth of books, papers and tracts have been placed among the people in the English-speaking portion of the field, yet even here we have only begun, and there will be a great expansion of business as proper persons are trained for the work. The great, close-locked Spanish fields are opening. The unseen hand of God has swung back the doors of Venezuela and Colombia, and the people are inviting the colporteur to enter and bring them the truth. These fields are now

ready and waiting for the truth to enter. Five colporteurs have been working in Columbia during the past summer and fall with good success. Last July Brother Garnett, a colored brother, went over to Buena Ventura, Colombia, and the first ten hours of canvassing netted him \$250 worth of orders for "Practical Guide."

In Venezuela two of our workers were detained in a port for a few days, and they improved the time by selling "Coming King" and "World's Crisis" in Spanish. A number of the business men of the town got together and invited these brethren to send them someone to teach them the truth taught in these books more fully, stating to them that they were ready to receive such doctrine.

During the convention a fine large office room 30x90 feet was secured in the Masonic Temple in Cristobal, and we removed our office from under the flag of the Republic of Panama back under the Stars and Stripes.

The kinds and amount of stock to carry has been quite a problem during the past year. But a good beginning has been made, and the results of the year's work have quite exceeded our expectations. Over \$52,000 worth of books and tracts were sold during the year. The faith and courage of the workers has been greatly strengthened, and we see a new vision of the publishing work in the territory of the Central American Branch of the Pacific Press Publishing Association.

To me it is a matter of regret that it was necessary that I should have to seek a change of climate, for during my stay of nearly eight years in this field I have learned to love its people, and the work is very dear to my heart.

A. F. Haines,
Former Manager.

"Those who give their lives to Christlike ministry know the meaning of true happiness. Their interests and their prayers reach far beyond self. They themselves are growing as they try to help others. They become familiar with the largest plans, the most stirring enterprises, and how can they but grow when they place themselves in the divine channel of light and blessing? Such ones receive wisdom from heaven."

PLANS AND RESOLUTIONS

The committee on plans, appointed at the forenoon session, consisting of James Cochran, E. E. Andross, J. L. McElhany, M. C. Wilcox, C. H. Jones, A. O. Tait, H. H. Hall, H. G. Childs, and F. E. Painter, reported as follows:

1. Gratitude

In a year of nearest-to-universal strife the sin-wracked earth has ever known, in which the brain and brawn, the wealth and resources, the best of the world's manhood, the old-time aristocracy and the new-time democracy, are all engaged in fearful warfare and awful carnage to the death, resulting in conditions never before known of great doubt and uncertainty, in multiplied perplexity, in colossal disturbance and revolution in finance, manufacturers, trade, transportation, and commerce generally; and with all these and more there has never been such an era of fraud and treason, of crime and cruelty, of suspicion and superstition, of demonism, defeat, and disaster, of fanciful interpretation of Scripture, of unparalleled devotion to worthy and unworthy ideals, of honest searching and feeling for some lasting, dependable foundation-rock,—yet notwithstanding, in and under and through, all these indicated conditions God has prospered our work in giving large circulation to His soul-saving truth, in preserving life and liberty and ability to serve humanity, for which we hereby wish to express our heartfelt gratitude, and to pledge an unstinted devotion and clearer-visioned loyalty to His compelling calls to service in the year to come.

2. Apprentices

Whereas, Our publishing houses are designated as "God's appointed centers" and among the most important agencies for giving this last gospel message to the world, and—

Whereas, Instruction has come to us through the testimonies of His Spirit that they should be "training schools for workers" and that great care should be exercised in the selection of apprentices, therefore

Resolved:

(a) That all apprentices be taken on trial for six months before action is taken by the board to employ

them for the full term of apprenticeship.

(b) That the girls be taken on an apprenticeship of two years and boys on three years, and that only such persons be employed permanently as apprentices as shall have proved themselves adaptable, thrifty, industrious, studious, and exemplary on all points that pertain to the moral and spiritual standing of the institution.

(c) That we endeavor to secure apprentices that have taken at least 10 grades of school work, and are not under 16 years of age, nor over 22, and in case these grades have not been completed on entering, that they be required to improve such opportunities as may be offered in our training school, better to fit them for usefulness in the work of God.

(d) That as far as consistent with the interests of the office and the ability of the apprentices, they be given an all-round training which will prepare them to bear responsibilities in smaller printing plants, especially in foreign fields.

(e) That in choosing apprentices preference be given those whose plans and qualifications give promise of becoming available for foreign fields.

3. "Signs of the Times" Weekly

Whereas, The "Signs of the Times" weekly is now, and has during all its history been recognized as the denominational pioneer missionary paper, and its value as a soul-winning agency tested over and over again, and—

Whereas, Its circulation at the present time, even though the largest in its history, is not in keeping with the times and the great message it bears to the world; therefore,

Resolved, That we earnestly solicit the cooperation of conference officials and workers and every church member in the denomination in bringing up the circulation of the "Signs" during the year 1918 to 150,000 copies.

4. "Signs Magazine"

Whereas, The last year, and previous years, has made evident the fact that the "Signs Magazine" meets a special need within our own denominational ranks, and is also peculiarly fitted to supply an important field, the great business world, with the truth for this time, and—

Whereas, The new prices which went into effect January 1, 1918, are proving to be very beneficial financially to our workers, and tend to bring into the forces a more mature and representative class of agents; therefore,

Resolved, That a vigorous effort be put forth early in the year to greatly increase the number of workers for this paper in the various conferences, and we suggest the following ways:

(a) By selecting and training suit-

able men and women to give all their time to this work;

(b) By organizing magazine bands in our colleges and academies;

(c) By encouraging individuals to enter the work who can give only a part of their time;

(d) By concerted action on the part of all our church members.

5. "Our Little Friend"

Whereas, "Our Little Friend," "The childrens' own paper," is endeavoring by the introduction of new features and ideas to become a vital molding factor in the character of the child; and—

Whereas, Instructive pastimes are provided and suggested for the occupation of the child, thus lightening the burden and assisting the busy mothers; and—

Whereas, The truths of the Sabbath school lessons are interpreted and developed in stories and incidents, that the minds of the children can easily grasp and understand, thus laying the necessary foundation for a future life of service in the message; therefore,

Resolved, That these features and aims be continually held before the parents that they may obtain "Our Little Friend" for their children, and that a greater effort be made to secure the cooperation of the Sabbath school secretaries, church school teachers and conference workers, in order that the benefits and help to be found in each weekly copy may find its place with each child and mother in the denomination, that they may enjoy the helpful, spiritual entertainment of "Our Little Friend."

6. Foreign Books

Whereas, In harmony with the request of the Foreign Mission Department of the North American Division Conference, made at the last council, that body took action asking the Pacific Press to publish a series of small books in Syrian, Italian, Bohemian, Rumanian, Polish, Yiddish and others, and—

Whereas, These books must be held to approximately the same price as the English in order to be sold successfully, and—

Whereas, To meet this necessity the council authorized the raising of a fund with which to pay the necessary translations, typesetting, proof reading and making of plates, therefore,

Resolved, That we do all in our power to cooperate with the Foreign Department of the North American Division in quickly raising such a portion of this fund, as will enable our International Branch to produce at least two or three of these books in the languages required before the spring season opens.

7. Price Changes

Whereas, A number of periodicals and books published at Brookfield

and Mountain View are being sold at a loss,

Resolved, That a careful study of all such items be made, and that where the cost of production can not be decreased, that prices be increased to a point that will insure self-support, and that such price changes take effect July 1, 1918.

By the vote of the members in the morning session the chair appointed the following as a committee on nominations: H. W. Cottrell, C. E. Rice, H. S. Shaw, W. C. White, W. F. Martin, C. N. Lake, L. E. Froom, who reported as follows:

Board of Directors

C. H. Jones, H. H. Hall, H. G. Childs, M. C. Wilcox, James Cochran, B. M. Shull, J. L. McElhany.

Advisory Committee

The presidents of Pacific Union Conference, Central Union Conference, Northern Union Conference, North Pacific Union Conference, West Canadian Union Conference, West Indian Union Conference, North Latin American Missions, Central California Conference, Northern California Conference, Northwestern California Conference, Southeastern California Conference, Southern California Conference, and H. S. Shaw, from the California Conference.

The board of directors organized as follows: C. H. Jones, president; H. H. Hall, vice president; H. G. Childs, secretary and treasurer.

The auditor of the General Conference was selected as the auditor of the association.

Managers and Department Heads

General manager, C. H. Jones; first assistant general manager, H. G. Childs; second assistant manager, James Cochran; manager book department, H. H. Hall; assistant manager book department, C. F. Jones; manager periodical department, James Cochran; assistant manager periodical department, C. N. Lake; manager foreign department, H. H. Hall; cashier, T. F. Culhane; superintendent, E. F. Counter; Principal of Training School, M. C. Wilcox.

Branch Office Managers

Manager International Branch, S. N. Curtiss; manager Kansas City Branch, J. R. Ferren; manager Portland Branch, G. C. Hoskin; manager Calgary Branch, J. B. Giddings; manager Central American Branch, R. E. Bowles.

Editors

Book editor, M. C. Wilcox; "Signs of the Times" weekly, A. O. Tait, L. E. Froom; "Signs of the Times Magazine," A. O. Tait, L. E. Froom; "Our Little Friend," U. V. Wilcox; Central American "Watchman," M. C. Wilcox.

Pacific Union Recorder

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B. M. EMERSON - - - - - EDITOR
E. E. ANDROSS { - - - ASSOCIATE EDITORS
F. A. COFFIN {

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THURSDAY, FEBRUARY 21, 1918

Have you ordered your General Conference Bulletin? Remember the conference begins March 29. All orders should be in the hands of the publishers early to enable them to have a completed list prior to the opening date. Order of your tract society. Price, 50 cents.

A number of requests have come to the publishers for the next General Conference Bulletin in bound form. All who wish it thus can secure it, but the order must be placed in advance of issuing the first number. We will bind in cloth only, and just the number that are arranged for. Price, postpaid, \$1.75.

Pacific Press Publishing Assn.

In this number of the "Recorder" we pass on to our readers a report of the annual meeting of the Pacific Press Publishing Association, held at Mountain View, Cal., Jan. 28, 1918. Neither pains nor effort have been spared to make this report complete and accurate, so that our people who could not attend may learn of the rapid strides made during the past year by our publishing work in the West, and of the plans for the future. Doubtless many will wish to preserve this number for future reference.

George Washington, the father of the American republic, was born Feb. 22, 1732, 186 years ago. One of his principles was that "every man who conducts himself as a good citizen is accountable alone to God for his religious faith, and should be protected in worshipping God according to the dictates of his own conscience." It is, therefore, especially fitting that on February 23, the Sabbath nearest

Washington's birthday, we should again consider the noble principles of religious freedom, and give of our means to help perpetuate them. Let us heed the exhortation of 1 Peter 5:8 to vigilance; in every way possible showing those about us the true meaning of religious laws, and their despotic character when fully developed.

General Meeting at Salt Lake City

We have just received word of the good meeting held at Salt Lake City, February 7 to 10, for our people in that section of the Inter-Mountain Conference. The meeting was in charge of Elder H. E. Lysinger, the president of the conference. Elders E. E. Andross and B. E. Beddoe were in attendance from the union conference office.

Elder J. G. Gjording and Brethren J. H. Weeks, H. B. Meeker and J. L. Humbert, of the local conference office, assisted in the work. We regret that Elder W. M. Address, who is in charge of the work in Salt Lake City, was under quarantine and could not attend. Elder Address, however, is getting on well, and will soon be in usual health.

Our people in the Inter-Mountain Conference heartily endorse the plan of the assignment of territory to our churches, and the organization of our churches for action. We believe this meeting has been a blessing.

Another general meeting of the same character is being held in the eastern part of the conference at Montrose, Colo.

Northern California

A home missionary convention will be held at Hughson, Sabbath, February 23. Meetings will be held forenoon and afternoon, followed by a lecture in the evening, based upon some of the fields where our missionary offerings are going. This will be made more real by views thrown upon a screen, which have been sent direct from those fields.

A Sabbath school convention was held at Oakdale, Sabbath, February 16. Many attended, bringing their lunches and staying for both the forenoon and afternoon services. A stereopticon lecture was given in the evening, the subject being, "Our Mission Fields."

Mrs. Pearl MacPherson, our conference Sabbath school secretary, conducted the convention at Oakdale, and Mrs. Belle Hall, secretary of the missionary department, will conduct the convention at Hughson. Other conference laborers will assist.

Clarence Santee.

(Continued from Page 15)

Editors Foreign Periodicals German

"Christlicher Hausfreund"—editor, G. W. Erfurth; assistant editor, B. E. Miller; "Deutsche Arbiter," editor, G. W. Erfurth; assistant editor, B. E. Miller; "Zeichen der Zeit," editor, G. W. Erfurth; assistant editor, B. E. Miller.

Danish-Norwegian

"Evangelists Sendebud," editor, C. A. Thorp; assistant editor, M. L. Andreasen; "Missionaeren," editor, C. A. Thorp; assistant editor, W. H. Sherrig.

Swedish

"Sions Vaktare," editor, A. Vermeilin; assistant editor, J. M. Erikson; "Tidens Tecken," editor, A. Vermeilin; assistant editor, J. M. Erikson.

Russian

"Signs of the Times," editor, Steen Rasmussen; assistant editor, A. G. Yakovenko.

Italian

"Signs of the Times," editor, Rosario Calderone.

Bohemian

"Signs of the Times," editor, A. Kucera.

French

"Signs of the Times," editor, Miss Roth.

Hungarian

"Signs of the Times," editor, Steen Rasmussen.

Polish

"Signs of the Times," editor, Steen Rasmussen.

Yiddish

"The Messenger," editor, F. C. Gilbert.

To save space, names of corresponding editors are omitted. These will be found in the papers.

Publishing Committee

M. C. Wilcox, C. H. Jones, H. H. Hall, James Cochran, J. L. McElhany, L. E. Froom, F. H. Gage, H. G. Childs, A. O. Tait, C. F. Jones, C. N. Lake, J. M. Rowse.