



# SOUTH AMERICAN BULLETIN

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## *Without Cost to Us*

A. G. Daniells

THE circulation of literature is the most economical way of announcing the message of God for today; it is the most rapid way of doing it; it is the most effective way of doing it. It can be carried on more extensively than any other phase of work because we can draw so many thousands of people into it. It is the least controversial way of doing it. People can not argue with the message-filled literature. They can read it. They may get angry and throw it down, but it does not get angry nor heated, and does not say anything out of place, or that is disrespectful or discourteous. It gives the same beautiful message all the time. In view of the fact that it is economical we ought to adopt it. Inasmuch as our work is growing we need to conserve our resources to the fullest extent, and any method that has economy in it is worth our study.

Do you realize what this book work is doing—this literature work in the world—without cost to us? Our sales during 1920 as a denomination a-

mounted to over five millions of dollars. I wish we knew how many books of three hundred pages that would make, how many tracts and papers. It means car-loads and car-loads of literature, doesn't it? That literature ought to be—all of it—message filled, inspired. When you send out car-loads and car-loads of message-filled literature something must result.

It is a great providence that God has given us, and I feel free to say we have only begun. We are only touching the borders of it. Our canvassing work should be kept on the high spiritual basis it is now. I do not know what the difference is in heralding the word with literature and heralding it on the platform. It is all giving the gospel to the world. I want to see the rank and file of our people turned in it. Hundreds and thousands can work along these lines in real active evangelistic effort who cannot work in any other line very well.

## *Now is Our Hour*

By C. H. Watson

It is a wonderful word that is reaching us, from every place, of increased literature circulation, and large plans for the literature ministry. Just now when the whole movement is thinking advance, and is purposing to go forward on every front, it is very cheering indeed to find the colporteur forces expecting still to be in the front lines.

There is a fitness to such an arrangement that time and experience have shaped. Were it not for the trail-blazing work of our literature we never could have gone so far, and never could have accomplished so much. We are happy to join hearts and hands with the colporteurs in their work for this year. Now is the hour of appalling need. Now is the time of promised blessing in service. May God make each colporteur brother and sister fruitful beyond anything that mere book sales can measure, and give them understanding of the great importance of their work at such a time as this.

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# PUBLISHING DEPARTMENT SPECIAL

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## *Fruits of the Colporteur Work in Uruguay*

By N. Chaij

ONE of our colporteurs was presenting "*Hacia la Edad de Oro*" in a house without being able to interest the people in the purchase of the book. At last he spoke to them of the Word of God. Among his hearers was a young woman who listened with much attention. She was from another town and had come to visit the family. Before the colporteur left he gave several tracts to the young woman, and seeing her interest in the truth, left her his Bible until he could bring her another. His Bible was well underlined.

She read every underlined passage of the Bible of Brother Saavedra and he brought another Bible to the young woman later, took his own underlined Bible, and did not return to the place until considerable time had passed.

In the meantime this young woman received two or three missionary letters. To the first one she replied in one of the paragraphs: "I had been praying to God that he would free me from falling into the infamous fountains of sin. He heard my prayers and sent Brother Saavedra to me that he might start me and help me to begin the way of Divine truth, rectitude and justice which leads heavenward, where I desire to go even though it cost my life. Blessed is this messenger of God who brought me the first light!"

When she received another missionary letter, it was answered with the following: "In regard to what you tell me as to the commandments which we should keep, especially regarding the observance of the Sabbath, I am keeping it for some time already."

Surely the Spirit of the Lord is working and preparing the hearts to receive His Holy Word. And this soul, reading the Bible, not only began to keep the commandments of God, but also is now preaching the Word and taking subscriptions for *El Ata-*

*laya*, because Christ, the hope of glory, is burning in her sincere heart.

The spirit of God is doing a great work, similar to this one, in all of Uruguay and with all the colporteurs. Hundreds of people are interested in the eternal gospel because of the colporteurs. May God bless His loyal colporteurs here and in all the other fields, so that soon the glorious eternity may begin.

## *Persuading People to Buy Our Books*

By P. E. Wensell

THIS subject requires an entire book, and this article will serve only to present some ideas of the most important details of this art.

Generally we persuade people by two means: reasoning and suggestion. The main difference between persuasion by reasoning and persuasion by suggestion is that the first requires proof and the second insinuates: that the first invokes reason, while the last the sentiments. One succeeds best by combining both reasoning and suggestion.

Show your book, its uses, its advantages, so vividly that the prospect receives a mental picture of the same. But the client needs proof of your statements. It is not enough to give the client an idea of the book you offer him. You must strengthen it by reasoning, proving the advantages of such purchase, the saving it would mean to his home and his business, the increase of efficiency he would get in his work, the pleasure he would get out of the book. The proof can be given, showing the satisfaction the book has given to other buyers, or reading to him a paragraph of the book which in itself shows the value of the book. Possibly the best kind of persuasion is that double suggestion which presents to the client the satisfaction or actual gain the possession of the book would bring to him. The reasoning would give the client the

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## *The Importance of the Canvassing Work*

By W. A. Ernenputsch

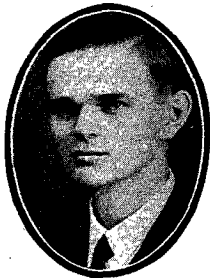
THE excellent material we find among our colporteurs, endowed with special faculties for their arduous work in such a diverse territory as that of the Austral Union, gives evidence of what can be accomplished when self-denial and disinterested love, together with an entire consecration, fill the soul.

The reports of the different fields show a gain of 16.2% over the past year; but what is still more noteworthy—our colporteurs have been able to interest many persons in the truth, and many groups of advent believers are raised as a direct result of spreading the message through the printed page.

The institutes held so far this year distinguish themselves in the increasing number of recruits enrolled in the ranks of our vanguard, as well as in the proven methods successfully used in creative selling, together with spiritual principles that are taught to insure greater efficiency. Thus it is not surprising to see the Austral among the leading unions of the world field.

The selling of our literature offers big opportunities to those who are willing to pay the price of self-denial, study and hard work. Selling our truth-filled books is not play acting; there is nothing artificial about it. What the tongue says, the heart must believe, or our words will not carry conviction. Then canvassing is not just a way to make a living, although the earning of money is important but not nearly so important as the spiritual education and enlightenment it gives to spread healthful instruction, physically and spiritually, that makes better homes, happier families, and this old world of ours a better place in which to live. Few other means are as good or successful in placing before the people the important truths for this time. What other calling, unless it be that of the gospel minister, offers such opportunities to serve humanity?

Our many publishing houses are made possible only by our colporteurs. The money that goes into the pay envelopes of its thousands of workers, is put there by the art of Christian



salesmanship. Nobody who has visited our publishing houses, and has seen their happy employees, will underestimate the influence of the Publishing Department, in finishing the task God gave us. The canvassing work is not only missionary work of the highest order, it is also, as we have seen, a creator of jobs.

And now let us think for a moment of this department as a training school for leadership. A man who has come up through the Publishing Department, who knows the art of creating desires, who knows the spiritual needs of men, and who can touch most sympathetically their hearts, generally is capable of serving in more than one capacity. Is it then surprising that, when positions of responsibility have to be filled, we like to look for men who have the ability of Christian salesmanship as well as administrative capacity? Never before has there been such a need for canvassing-minded executives as today. "The importance of the work of the ministry is unmistakable; but many who are hungry for the bread of life have not the privilege of hearing the word from God's delegated preachers. For this reason it is essential that our publications be widely circulated. Thus the message will go where the living preacher cannot go. . . . Canvassers should be impressed with the importance of bringing before the world as fast as possible the books necessary for their spiritual education and enlightenment. This is the very work the Lord would have His people do at this time." (C. E. page 5) Look about you. What do you find? In practically every Adventist church you find numbers of brethren, brought into this truth through the efforts of a colporteur. Now look some more, and you will find that workers trained in the fundamentals of Christian salesmanship, who have the point of view of this department, and who use the printed page of godly literature in their field of endeavor, are men who invariably make good.

"Christ calls for . . . men of spiritual stamina . . . men who will inspire with fresh zeal the flagging efforts of few laborers . . . men whose hearts are warm with Christian love, and whose hands are eager to go about their Master's work."—C. E., p. 103.

## Perseverance

By E. Gmelin

Holy Writ lays much stress on perseverance as a factor in the final triumph. A Christian can possess much faith, much love, be filled with the Holy Spirit, work many years in the work of God; but if he does not possess perseverance, he will finally fail.

Without perseverance nothing really worth while in this life and in the Christian life can be gained. Only he will be saved who perseveres until the end.

Now, if we permit ourselves to consider this good quality from the viewpoint of the colporteur, it is something indispensable to his true success. The colporteur needs this quality just as much as he needs the air he breathes and the food he eats.

I have seen colporteurs who are very enthusiastic, full of courage and hope while they make good sales, but as soon as they pass several hours in making presentation without taking orders, it is sufficient to have their courage fall into their shoes. In this condition some return to their rooms to take advantage of the time writing letters to their friends and relatives, telling of the fights and struggles through which they must pass in the colporteur work. They also write to the Field Missionary secretary asking him to change the territory because it is terrible, and it has been worked so often. What is the origin of the difficulties? Why does that colporteur have little success? Undoubtedly there are other causes, but in this case we will limit ourselves to saying that it is lack of perseverance in the time when it is most difficult, when the orders are not taken so readily. Here is where many fail.

I maintain that when the territory is very difficult, and it is hard to obtain orders, then it is when we must work with more strength and enthusiasm in order to gain our objective.



The stimulus which we ourselves receive while we fulfil a certain duty, is great. This same perseverance helps us in forming stronger characters and personalities.

In the North Mission of Argentina we have a colporteur who will soon have worked twenty years in this branch and he has demonstrated that by means of perseverance it is possible to obtain many things, and his very presence is a stimulus to many, as well as his words. Would you, dear reader, like to be such a person? Everything is possible with him who desires with sufficient energy.

Let us cultivate perseverance in all our undertakings and resolutions, to the end that we may be found among the overcomers and not among those who have been overcome through despair and failure. God will help us.

## Faith in the Work of the Colporteur

By Alfredo Marin

THE colporteur evangelist is one of heaven's personal messengers here on earth, and as such should be consecrated to the extent that God through His Holy Spirit, may guide him to do a faithful work. But it is necessary that this messenger of God, in order to

have success in his work in the vineyard of the Lord, remain in the faith, pleasing God, for it is necessary that he who would come to God must believe that He *is*, and that He is a rewarder of them that diligently seek him. Let us therefore now preach the Word with decided energy through the judicious use of magazines and books, in order that the world may receive the last message of repentance and the soon coming of our Saviour.

Christ calls young men of faith, as he did Abraham, who being called obeyed without knowing where he was going, but his faith gave him victory. We should know that those who are of faith, are children of Abraham, and for this reason John



tells us in Revelation 14: 12: "Here is the patience of the saints; here are they that keep the commandments of God, and the faith of Jesus."

The colporteur is the minister of the printed page who daily receives answers to his prayers of faith, because faith is the substance of things hoped for, the evidence of things not seen, according to Hebrew 11: 1. So the colporteur goes to an unknown, untried field, to work. He goes as did Abraham, and through his living faith he realizes the goal he has placed for himself, the same as did the Apostle Paul. No matter where he found himself, before the proud pharisees, or before the authorities, before the rich or the poor, the illustrious or the ignorant, he always lifted up Christ, presenting Him as the one who hated sin yet loved the sinner.

Acts 20: 18-21: "And when they were come to him, he said unto them, ye know, from the first day that I came into Asia, after what manner I have been with you at all seasons, serving the Lord with all humility of mind, and with many tears, and temptations, which befell me by the lying in wait of the Jews. And how I kept back nothing that was profitable unto you, but have shewed you, and have taught you publicly, and from house to house. Testifying both to the Jews, and also to the Greeks, repentance toward God, and faith toward our Lord Jesus Christ.

James 2: 20, Faith should go with works. Ex. 20: 9, we should work six days. 2 Tes. 3: 12 and Gen. 3: 19, we should work with the sweat of our brow and in quietness eat our own bread. Eccles. 9: 10, whatever our hands find to do we should do it with all our might, because in the grave whither we are all going, there will be no work to do, no industry, no science, no wisdom.

"THE Lord desires you to be soul-winners. . . . Hearts can not fail to be touched by the story of the atonement. Those who realize the necessity of keeping the heart under the control of the Holy Spirit, will be enabled to sow seed that will spring up unto eternal life. This is the work of the evangelistic canvasser."—"Manual for Canvassers, pp. 34, 35.

## What I Think of the Literature Ministry

By Jose Seabra

IN MY humble opinion the conception which I have of this work is expressed in the words of the Inspired pen, which state: "The canvassing work, properly conducted, is missionary work of the highest order, and it is as good and successful a method as can be employed for placing before the people the important truths for this time."

—C. E. p. 5.

During all times and in all activities of a missionary nature, the printed page has always been a factor in the dissemination of the truth. At the time of Luther and the Reformation, which affected the political and religious world, one of the means which served the great Reformer was the power of the press. Even though Luther was deprived of his liberty, he effected one of the greatest works that has ever been accomplished. He translated the New Testament and other writings as well, into German, which like the sound of a great trumpet reverberated throughout the country, conquering superstition and ignorance. In "Great Controversy" we read: "Luther's writings were welcomed alike in city and in hamlet. 'What Luther and his friends composed, others circulated.'"

The work of Luther is a milestone in the history of the gospel literature. Upon it rests the great monumental beginning of the great plan of salvation whose principles of evangelization will continue to grow with the years until the great day of the Lord!

I do not hesitate to affirm, therefore, that the literature ministry, that integral part of the marvelous plan of evangelization, is an institution divinely and systematically organized to rapidly spread the last message of warning and salvation to those who are perishing in the ways of ignorance, and that the corps of workers thus engaged are truly those who have abandoned the love of gain and a life of

selfishness, forming part of the marvelous plan which characterizes this important department—the Ministry of the Printed Page.

## The Power of the Printed Page in Bahia

By S. M. Oliveira

IN EVERY part of our territory where I visited I observed the marvelous effect of the printed page. In Jequeie we have a group of more than twenty persons baptized as the result of the work of one colporteur, Brother Generoso Oliveira.

During the year 1934 Brother Adelino Meira, one of our colporteurs, set a goal of 100 souls won for the truth and he tells us that between those who are interested and those who have already been baptized, he has reached the goal which he had set for himself.

Near the town of Dois Irmaos we have a group observing the Sabbath, also the result of the colporteur work of Brother Generoso Oliveira.

In Rio Novo I found a family who had been Baptists, but after reading our book "The Great Controversy Between Christ and Satan" they accepted the truth.

I am citing the following from a letter of an interested party: "I am informing you of the fact that the truth came to me through the printed page in the year 1924. In 1927 I became convinced that the Adventist religion is the only true religion. I was visited by various colporteurs and read the following books: 'Hope of the World,' 'Life of Christ,' 'The Coming King,' 'Our Day,' and also have a Bible besides all the Adventist magazines.

"I am asking you to send us Pastor Jose dos Passos, because there are six persons in our house and we want to be baptized in February, and to enter the colporteur work."

Many other incidents could be related, but according to the request I must not lengthen my article more.



## Colporteur Work in East Brazil

By B. Silveira

"IN ENLIGHTENING and confirming souls in the truth, the publications will do a far greater work than can be accomplished by the ministry of the word alone." C. E. p. 10. This has been the experience in our field since 1892 when the first colporteurs came to Brazil.

Today we can see the fulfilment of the truth pronounced by the Spirit of prophecy regarding the colporteur work. Year after year the progress of the literature work is growing. From one end of our territory to the other, in the humble hut and the sumptuous palace, the light of truth is shining, thanks to the intrepid pioneers, the colporteurs. In their heroism and their devoted zeal and love, they consider no sacrifice too great to help those enslaved in sin, offering them liberty through Jesus Christ our Lord.

We cannot tell exactly the number of souls who are month after month receiving the truth regarding the Sabbath, neither can we tell exactly how many are being baptized because of the influence of, and contact with, the faithful colporteur. Nevertheless, no colporteur leaves for his field without setting a voluntary goal of souls won, whether that goal be a hundred, fifty, twenty, ten, five or one soul. Filled with such sentiments, the fullness of the Spirit of God will accompany these workers.

During the colporteur institute in Bahia this year, one colporteur brought in three other colporteurs who had been won by him. In the place where these three colporteurs live we find a church of twenty-nine members, the result of the faithful colporteur work.

One colporteur in the Rio-Espirito Santo Mission has under his care twenty-four people who are definitely interested. In the city of Alagoas another colporteur has interested fifteen persons. Pastor Streithorst baptized this year a group of believers who had been won through the influence of one of our books, "Our Day" in Sao Roque, Minas Geraes. In the Rio-Minas Geraes Mission twenty-two persons were recently baptized out of a group of sixty interested ones who had

had no other worker but the ministers of the printed page, until the visit of the baptizing minister. Caleb, another one of our colporteurs, has six Sabbath schools under his care, which he himself has raised up. In the Lower Amazon Mission it is the colporteur work which breaks down prejudice and it is also a powerful factor in conquering hearts for Jesus.

Space is insufficient to tell of the greatness of the missionary work accomplished by the colporteurs. We give thanks to God for His help in this line.

If we look at the sales we also note progress. In the years 1924 and 1925 we sold 336:000\$000 of books, in 1934 and 1935 the sales amounted to 697:473\$600, more than double those of the decade previous. From 1926 to 1935 the total sales amounted to 3,477:000\$000, in 1935 the sales were 380:800\$000, an increase of 63:000\$000 over 1934. In the first quarter of the present year we sold to the amount of 100:000\$000, or 50:000\$000 more than during the same period of 1935. These miracles of the pages filled with the regenerating message confirm the promise of our God regarding their progress and benefit to humanity. The thousands of men and women who were once leading lives of crime, vice and sin, but today are regenerated, constitute the best testimony to the incalculable benefits of the arduous labors of the faithful colporteurs.

We are ready to continue in this work, confiding in your prayers.

## Results of the Colporteur Work

By Raul C. de Araujo

THE fruits of this blessed branch of the Lord's work are many. A great number of souls are rejoicing today in this truth with us, possessing the surety of a better and happier life, and having been awakened out of their lethargy of sin through the printed page, which has been carried to their homes through the faithful, self-sacrificing



colporteurs who have fulfilled the message of the Spirit of prophecy: "We cannot too highly estimate this work; for were it not for the efforts of the canvasser, many would never hear the warning."—C. E. p. 5. Personally I love this work whole-heartedly because I came into the truth partly through the same. For almost seventeen years I have been dedicating my activities to this work. In our territory we have various groups and Sabbath schools organized, whose members have been called to our communion through the medium of the colporteurs. Recently we had a baptism of 15 persons who had been instructed by the colporteurs. Wherever we visit a group and inquire as to the manner in which they became acquainted with the truth, we find that it was a colporteur who brought them a book. O that more of our young people would dedicate themselves to this noble work of saving souls, and may those who participate in the propagation of the truth through the printed page be a thousand times blessed, is my prayer.

## It Pays to Sell Our Books

By Alcides Parente

IT PAYS to sell our books, because they are a "savor of life unto life;" they are the seeds of truth which we are sowing in every nation, tribe, language and people; whose fruit surely must one day grow, and produce fruit such as our God merits.

Where we leave a book, filled with the last message, we have erected a column of truth, which will always bear a testimony to men of the soon-coming of Christ, in whose presence all humanity must appear to answer for their works.

Where we leave one of the books telling of the advent message, we have placed a friend dedicated to save all those who open its pages. These books are as small lights which through the divine breath shine like  
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## The Supply House

M. V. Tucker

REFERRING to the special work assigned our Seventh-day Adventist publishing houses, Testimonies Volume 9, page 61, presents the following statement:

"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. . . . Let our literature give the message as a witness to all the world."

Believing that God had a special work to perform with Spanish publications in South America, the founders of the Buenos Aires publishing house established this institution some thirty years ago. At that time the institution was small, poorly equipped and naturally was greatly limited in what it could do in the way of providing literature for the millions of Spanish-reading people living on the South American continent. At the present time something like thirty employees are busily engaged throughout the entire year in providing literature for the corps of consecrated colporteurs and church members who are anxious to fulfil that inspired statement from the Testimonies which says that "our publications should go everywhere. Let them be issued in many languages."

In checking over the history of the publishing work in South America, we find that during the years 1913 to

1922 inclusive, literature to the value of \$1,614,501.47 Argentine pesos was shipped from the Buenos Aires publishing house. During the years 1923 to 1932 inclusive, more than twice as much literature was circulated as during the first ten-year period mentioned. The sales for the second period amounted to \$3,613,047.37 Argentine pesos; while the sales for the years 1933, 1934 and 1935 amount to \$986,029.65 Argentine pesos. Thus the reader will see that during the last twenty-three years the total value of literature used by the colporteurs and the church amounts to \$6,213,578.49 Argentine pesos. We thank God for the splendid work done by this publishing house during the last twenty-three years. We believe that the literature sold many years ago is still directing the minds of men to God. It is very possible that a large portion of this literature has been placed on the shelves but when the time comes God will use it to bring people to a decision in favor of the truth.

of books placed in the homes of unbelievers by our faithful colporteurs who take pleasure in proclaiming the truth by means of printed page!

Ample provision is being made for the literature ministry during the years 1936 and 1937. The publishing house expects to sell more than 6,000 copies of "Hacia



F. B. MOORE  
Inca

In checking over the sales of literature made during 1935, we find the following interesting facts: Number of small subscription books shipped to the field, 76,819. Number of "Hacia la Edad de Oro" sold by our colporteurs, 2,512, and number of "Guía Práctica" distributed in our territory, 8,196. Aside from the above literature, hundreds of such books as "Camino a la Salud," "Conflicto de los Siglos" and "Sanidad Moral y Física," were sold. May God bless the thousands



W. A. ERNENPUTSCH  
Austral

la Edad de Oro" during this period in order to make way for the new doctrinal book to be issued in Spanish, the title of which will be, "La Aurora de un Nuevo Día." Between twelve and fifteen thousand copies of this book are being printed and will be ready for distribution December 1, 1936. Also the second edition of "Guía Práctica" is just off the press and paper for a third edition has been ordered and will be received in the publishing house in July of this year.

Special attention is being given to *El Atalaya*. We are very happy to report that the average monthly circulation of *El Atalaya* during 1935 amounted to 25,888 copies, the average number of subscriptions sent out from the publishing house during 1935 amounted to 8,898 per month. This periodical is winning souls. Those who take subscriptions to *El Atalaya* are doing a work of the highest missionary order. Beginning with 1936 a new periodical is being issued for our



M. V. TUCKER  
Buenos Aires Publishing House

Spanish youth. This new youth's paper called *La Juventud* had a circulation of about 2,500 copies per month during the first quarter of 1936. We hope to see the circulation of this periodical increase to at least 4,000 per month within the coming year. Our Seventh-day Adventist youth merit the

powerful factor available for the execution of this commission is the literature prepared in the Brazil Publishing House. Our nearly 10,000 church members in Brazil direct their eyes toward this institution as they make their plans for evangelizing their neighbors and friends. The books and magazines printed here preach the message more efficiently and more convincingly than most of our members can do it by word of mouth. Were we to deprive our church members of this mighty weapon in their warfare against the powers of darkness and superstition, we would do them an irreparable damage.

Scattered over Brazil are more than 100 evangelistic colporteurs going from door to door, visiting thousands of individuals yearly. Many of those visited are destined to be heirs of salvation through the acceptance of the message left with them by these colporteurs. Should we shut up the Brazil Publishing House, this phalanx of God-fearing, zealous ministers of

as a whole would receive a set-back of at least a score of years. Hundreds of our members who now rejoice in the truth because someone gave them or sold them some of our literature, would know nothing about the message that makes us a distinct people. Scores of groups and churches that today flourish over the land would not exist at all.

If Brazil is ever to be illuminated with the glory of God by that "other angel" of Revelation 18, we firmly believe it will have to be in a large degree by means of the Brazil Publishing House and its representatives in the canvassing field and in the churches throughout Brazil who are using the literature prepared here.

This fact gives us courage to press on, giving wings to the speeding on of the good news that is to gather out a people ready to meet their Lord.

### Results are Assured

By J. A. P. Green

WHILE in charge of our Casa Publicadora book and periodical department demonstration on the Exposition Grounds at Porto Alegre, Rio Grande do Sul, Brazil, Brother Raphael Butler found time to launch out and attack some of the biggest men in the city. He proved that the statement of the Spirit of prophecy is true: "The greatest men of this earth are not beyond the power of a wonder-working God."

The following is a list of the prominent men in the city who have placed

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M. MARGARIDO  
South Brazil



B. SILVEIRA  
East Brazil

highest class of reading matter to be obtained and we believed that *Juventud* will fill the great need that exists at the present time.

The administration of the Buenos Aires publishing house desires above all things that the literature going out from this institution may be the means of bringing thousands of souls to a knowledge of the truth before probation closes.

### Why We Need the Brazil Publishing House

By J. Berger Johnson, Manager

ACCORDING to a recent census, Brazil has approximately 45,000,000 souls within her borders. We have one publishing house located in Brazil, printing literature in the Portuguese language, the language of Brazil's millions.

To the church of God in Brazil has been committed a definite commission to evangelize these millions. The most

the printed page would be forced to seek other employment, and this fruitful branch of soul-saving effort paralyzed completely. Thousands of persons who now receive our publications yearly, would never see a single line of reading matter that has to do with their soul's salvation.

Were it possible to blot out completely all the influence set in motion by the literature printed here and scattered over this vast republic during the last thirty years, surely our work



J. B. JOHNSON  
Brazil Publishing House



## *The Influence of the Colporteur Work*

By Walter Schubert

I do not know what we would do without our colporteurs. They bring us in contact with many souls.

During the past week I visited Punta Alta, a city of 25,000 inhabitants. Brother Francisco Piro worked there during the past year and while giving demonstrations with "Practical Guide" found a person who very much enjoyed *El Atalaya*. Because of this magazine he had bought a Bible so that he might read the texts mentioned in the articles. Because of the interest which this person manifested, Brother Piro gave the name to Pastor Juan Pidoux of Bahia Blanca. The latter went to visit the man and has continued giving him Bible studies. Last week I was there and visited the family on two different occasions, and also gave both the man and his wife Bible studies. For the past three weeks they have been keeping the Sabbath.

Three weeks ago I received a letter from Brother Gigliotti who has two persons interested in Madariaga. I asked Brother Sittner to go by this place on his way to Mar del Plata. He found this couple very much interested in the truth through Brother Gigliotti. While conversing with Brother Sittner the man told him that he had spoken to a friend of his, a photographer, telling him of the true Sabbath according to the Scriptures. The photographer answered: "It is impossible. I have also read the Bible twice all the way through and never have found such a thing." "Yes," answered the interested party, "there are many passages in the Bible which tell us so." "No," replied the photographer, "you are mistaken." The believer said, "I will show you in the Bible and convince you." But he was unable to find a single passage of Scripture at that moment, and seeing him in his difficulty, the photographer laughed at him and said: "Wasn't I correct?" At last the man remembered having bought among others the book "The Bible Made Plain," and said to the photographer that he was going home to look for a book where all the texts regarding Sabbath observance were written down. He opened it to the page on the Sabbath

and they read the Bible texts. This impressed the photographer deeply, and at this stage of the conversation Brother Sittner exclaimed: "Take me to that photographer immediately."

So the man and his wife and the photographer decided to observe the



W. SCHUBERT, president  
Buenos Aires Conference

Sabbath, and we have there three new people keeping the truth because of the work of the colporteur, through the efforts of a faithful son of God.

May God bless the colporteurs and multiply them in our territory.

## *Outlook in the Inca Union*

By F. B. Moore

I COUNT it a privilege as well as a pleasure to take a part in the proclamation of the gospel through the printed page in the Inca Union. Soon after my wife and I landed in Peru, the union committee set goals for the Publishing Department of each mission in this union, and it is interesting to see reports coming in that show advancement in the work.

At the end of the month of April the Peru Mission had almost reached one half of its delivery goal for the entire year, which shows a gain of 46 per cent over the same period of last year.

The deliveries for Ecuador at this same time showed a gain of more than 500 per cent over the first four months of 1935. In one of the reports earlier in the year I noticed that

one of our Ecuadorian colporteurs had sold our books to twenty-three Catholic priests. Ecuador is above its goal in colporteurs too. The work there is onward in an interesting way.

Brother Replogle, the superintendent for the Bolivian Mission, tells me that calls are coming from the ends of the field up there for our literature, and one man, who is a government official, told him that this message is Bolivia's only hope. Certainly the harvest is ripe with an opportunity for the consecrated colporteur to do a good work there in answering these calls.

At the close of the month of April of this year, the Inca Union showed a delivery of nearly twice as many books as it did in the same period of last year, and was 28 per cent above its delivery goal for that date of this year. Elder J. A. P. Green is soon to be with us in this field for a period of about two and one half months, during which time we will be recruiting colporteurs and holding institutes in various parts of this union.

The outlook for advancement is good in "The Land of the Incas."

## *Results of the Colporteur Work in the Peru Mission*

By C. Castellano

POSSIBLY our brethren would like to know something of the work that has been realized during the year 1935 in the different parts where our valiant colporteurs have worked in the cities and towns. I am sorry that it is impossible for me to express in a few words the result of this work in the Peru Mission. Nevertheless, the statistics at the close of this article will give you an idea of the effort put forth by our colporteurs and the missionary spirit with which they accomplished their work.

During the above-mentioned year we have been able to see the guiding hand of God with each colporteur in the work that has been given him.

In the hills of Peru we find one of our self-denying colporteurs working from house to house for the past two years. He has shown a complete surrender to the service of the Lord. Brother Ruiz has interested various persons in the truth; praying with and



for them and bringing them our papers and books in order that they may receive a better knowledge of the plan of salvation. The same is true of the work of other young men, but as I mentioned above, I must confine myself to few words, and it is impossible to tell in detail the good propaganda being made for the gospel.

Thirteen colporteurs enlisted for service this past year and they accomplished the following:

Sales during 1935 in books and papers: S/ 19,608.10

Persons who are now observing the Sabbath: 18

Those who have already been baptized: 3

Interested: 40 (who do not as yet keep the Sabbath).

The work of the ministers of the printed page has resulted not only in persons becoming interested here and there and observing the Sabbath, but they have also raised up a small group in quite an important city, Chiclayo. And this is the object of their work: "To win souls for Christ."

This is the result experienced by the Peru Mission in 1935, but with the help of our God the blessings which we will receive in the future will be greater than those we have received. My prayer is that God will help every faithful colporteur.

## Trying for Fifteen Years

By M. Soares Coelho

"THOSE who are in the ways of error were bought by the blood of Christ. They are the fruits of His suffering and we should work for them."

Experience has demonstrated that those who champion error accept the truth with gratitude when it is once presented to them. Jesus said: "Go out into the highways and hedges." I am glad to say that the colporteurs are fulfilling this command, they are happy to go out. A short time ago I was talking to one of my fellow workers, Jose Pellegrino, who told me

an interesting experience. He presented "O Raiar de um Novo Dia" to a certain man. This man felt he could not purchase the book because of the price. At the same time he asked: "Could you tell me where I



H. G. STOEHR, president  
Central Argentine Conference

could purchase a book called 'The Life of Christ,' because for fifteen years I have tried to obtain this book." Our brother promptly assured him that he would get the book for the man. When he went to bring the book to the gentleman the latter did not find himself in very good financial circumstances, so he went around the neighborhood until he had gotten together sufficient money to pay for the book.

He took the bread of life with joy and is desirous of obtaining more of the heavenly manna. Here was a person who for fifteen long years had been waiting for a colporteur, for a holy messenger. Here was a soul anxiously waiting for the light to illuminate these dark days.

Yes, in all parts of the country we find men and women who are praying and with tears seeking for the light and the grace of God.

## Work and Prayer in the Ministry of the Printed Page in Central Argentine

By H. G. Stoehr

"Now that the experience comes to my mind, I will tell you that some days ago in one of the *estancias* I met

a man so 'good' that he threatened me first with the whip and then told me that if I did not retire immediately 'I will shoot you, then you will not bother anyone any more.' These people seem dominated by a diabolic spirit, which wants to terminate with the colporteurs, for satan knows well that we are warring against him." These are the words one of our faithful colporteurs sent us as he directed his steps with a true spirit of prayer, toward his work. Yes, satan is angry because he knows he has but a short time.

"Last week the pain was so sharp that I was at the point of returning home. It is satan who tempts us to return to our homes, and if I had done this, I would have lost the blessing which God was waiting to give me.

That night I arrived in the home of a farmer where I stayed and had a good Bible study with the family. We began to talk regarding the actual situation of the world and I showed them how the prophecies were being fulfilled, in which they manifested much interest. Thus we talked until 11 o'clock that night. It is unnecessary to say that we touched on the points of our doctrines. This family was much impressed with the truths which we profess, and I saw them all very much moved when I proved to them that we were living in the last days of this world's history."

That is how our colporteurs work. During the day they take to the people from home to home the books filled with solemn truths and at night in the family circles they study the Bible with interested ones, and accompanied by the blessing of God they sow the seeds of truth in the hearts of those who search for it with sincerity. I say: Lord, bless this self-denying colporteur, bless this family!

"These are the best books and magazines published in all of Argentina." One of our part-time colporteurs, a sister, was standing before the owner of an important commercial house with a small book and a copy of *El Atalaya*. He looked at the sister in surprise and said, "The best publications? That is saying a lot." Nevertheless he bought the book and read it. The Lord impressed his heart. Oh, how many times does some heart long-



for that which the world cannot offer it. And the heart of this man longed for more of these publications. After a time our sister again appeared in the same house. The gentleman received her with these words: "You did not exaggerate, madam, they are truly good publications. Let me have the *Atalaya* for this month." When the sister left to go on her way he called her back and asked, "Do you not have other publications, books or magazines? Bring me other examples of the same class."

God, bless the seeds of Thy truth, bless the readers, and bless Thy servants, the colporteurs!

### *I Believe in the Power of Prayer*

By E. Doehnert

PRAYER is the key which opens heaven's storehouse, and we receive through this storehouse abundant blessings for all our necessities, both material and spiritual. It is in the hour of prayer that men of God obtain their greatest victories over all the cir-



cumstances. I know of colporteurs and other workers who failed because they did not experience, or failed to live through the power of prayer, and others made much progress in their experience because they were men of prayer. Speaking of my own experience, I know that I would have failed many times if it had not been for the power of prayer to conquer in the fight. I have seen and experienced the power of prayer in my own family and in my own life. When there seemed to be almost no hope, God worked in our behalf and listened to our supplication. Yes, God hears the cries of His faithful children and grants our petitions. Through prayer we take hold of the arm of the Omnipotent and in this attitude no power on earth can discourage us or cause us to vacillate in our Christian experience. Workers, colporteur evangelists, you will only make a success of your

career if you know how to pray and maintain the intimate communion with heaven.

As the end of all things comes upon us, and the difficulties and provocations increase all around us, we should learn to confide and believe more and more in the promises of the Lord, and maintain a more intimate communion with our God. We will be saved by faith, living in the experiences of Enoch.

May God help us all to spend more time in prayer, and thus we will be made ready to effect a greater work for Him.

### *Preparation of the Colporteur*

By J. M. Zeroth

THEY that sow in tears shall reap in joy. He that goeth forth and weepeth, bearing precious seed, shall doubtless come again with rejoicing, bringing his sheaves with him." Ps. 126: 5, 6. A sowing time and a reaping time. A going forth with precious seed and a returning with precious sheaves.



This is a pen picture of the colporteur evangelist. He, as a soul winner, goes out over the highways and byways seeking the lost and bringing them back to the fold; for he has a message that lifts men from despair, misery and woe, and assures pardon, peace, and power to overcome the human frailties. He has a message of salvation from sin and hope of life eternal.

An army never enters into battle without having had the training that is so essential in warfare. Neither should one enter God's army of colporteurs without a thorough preparation spiritually, mentally and physically. A colporteur must above all things else be a Christian; have a knowledge of the message and live it; be governed by the principles laid down in the Spirit of prophecy. Study to show himself approved unto God, "a workman that needeth not to be ashamed." 2 Tim. 2: 15.

"Behold the days come, saith the Lord, that the plowman shall overtake the reaper, and the treader of grapes him that soweth seed; and the mountains shall drop sweet wine and all the hills shall melt." Amos 9: 13. The successful colporteur may be called the "plowman" overtaking the reaper. Before him the rough places are made straight, obstacles removed, the walls of difficulty broken down, and all the seeming hindrances disappear before the onward march of the prepared messenger of God.

A successful colporteur must know his book so as to be able to sell its ideas. He must study, think, meditate and pray over his book until he seems to live and breathe its very thoughts. This will help him to make his heart appeals and gain the confidence of his listener.

Courage is absolutely essential to success. Discouragement sells nothing. Stay on your knees until faith drives it away. It was courage that entered into the promised land and won such great victories. "Have not I commanded thee? Be strong and of a good courage; be not afraid, neither be thou dismayed; for the Lord thy God is with thee whithersoever thou goest." Josh. 1: 9.

Wise and careful financing is necessary. "Economy is needed in every department of the Lord's work." C. E. p. 48. Undue expenditure of money, extravagance, has many times turned gain into loss, success into failure. This is the detour that many otherwise successful colporteurs take, and thereby lose their way from the main highway to success. "Wherefore do ye spend money for that which is not bread? and your labor for that which satisfieth not?" Isa. 55: 2.

Then last but not least I would mention work. "Rise early and work industriously." C. E. p. 89. An optimistic, praying, hard working, economical colporteur, ever listening to that "still small voice," and obeying its "This is the way, walk ye in it," will never know failure. "Seest thou a man diligent in his business? he shall stand before kings." Prov. 22: 29.

"Let every one do his best to improve his talents, that God may use him either as a sower or as a reaper." G. W. p. 410. Let us, dear colporteurs, be prepared to sow the seed of truth.

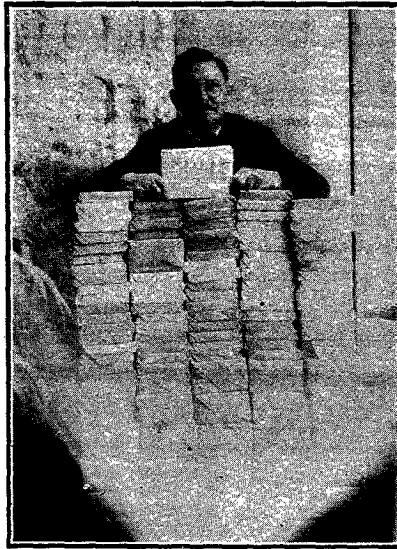
(Continued from page 7)

a message-filled book in their libraries:  
 Governor of the State  
 Secretary of the Interior  
 Secretary of Agriculture  
 Secretary of Public Works  
 Chief of Police  
 Secretary of Education  
 Customs Inspector  
 Mayor of the City  
 Director of Telegraph and Communications  
 Three officers of the cabinet of Public Works  
 Official in the office of the Chief of Police  
 Official in the militia.

(Continued from page 5)

the light of the aurora, always more and more unto the perfect day. So they turn into true lighthouses, capable of saving the lives of thousands of travelers who are perishing in the tempestuous sea of sin. Our books are truly ambassadors of God to men, advising them of the happenings which will soon take place in this world, and bringing those who consider the warnings of God and turn from their sinful ways, to the arms of a loving Saviour.

These books are true messengers of peace transforming many homes full of anguish into paradises of happiness. The rivers of tears change to seas of smiles, many despairing receive hope and courage to live, not a life of sin, but rather one of purity consecrated to the honor and glory of God. Our



Brother A. Gedrath, for the past 22 years one of our faithful canvassers.

books are mute witnesses speaking to the hearts of the readers.

(Continued from page 2)

evidence which would make him act by his own impulse. Persuasion is the influence which added to the personality of the colporteur takes to action when the client himself hesitates.

The main object of the colporteur is to awaken ignored or benumbed needs, and this he will do best and with greater facility by being himself full of the message which the book carries. The book may have one thou-

sand different items; but perhaps only a few will impress the client. The wisdom of the colporteur is—and it is here where he needs most especially the help of God—to get to the item that will interest the client right at the first glance, in order to increase his interest and curiosity; but he must be careful not to satisfy it. Make it evident to him that the money invested in the book will augment his happiness or avoid distress to those he loves most, and you will have given him a motive by which he will see the need of buying. The motive is the lever which persuades the client.

(Continued from page 12)

aged ones to the word of God, and take the sick to the Lord in prayer. As you pray, speak to Christ as you would to a trusted, much-loved friend. Maintain a sweet, free, pleasant dignity, as a child of God. This will be recognized."

"The Lord desires you to be soul-winners; therefore, while you should not force doctrinal points upon the people, you should 'be ready always to give an answer to every man that asketh you a reason of the hope that is in you with meekness and fear.' . . . Those who realize the necessity of keeping the heart under the control of the Holy Spirit, will be enabled to sow seed that will spring up unto eternal life. This is the work of the evangelistic canvasser."

"God has His workmen in every age. The call of the hour is answered by the coming of the man. Thus when the divine voice cries, 'Whom shall I send, and who will go for us?' the response will come, 'Here am I; send me.' Isa. 6: 8. Let all who labor effectually in the canvassing field feel in their hearts that they are doing the work of the Lord in ministering to souls who know not the truth for this time. They are sounding the note of warning in the highways and byways to prepare a people for the great day of the Lord, which is so soon to break upon the world. We have no time to lose. We must encourage this work. Who will go forth now with our publications? The Lord imparts a fitness for the work to every man and woman who will cooperate with divine power.



With our colporteurs in Uruguay.

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## Testimonies on the Work of the Colporteur

"THE canvassing work is God's means of reaching many that would not otherwise be impressed with the truth. The work is a good one, the object high and elevating; and there should be a corresponding dignity of deportment. . . . 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. . . . Lift up the standard; and let the self-sacrificing, the lovers of God and of humanity, join the army of workers. Let them come, not expecting ease, but to be brave and of good courage under rebuffs and hardships. . . . We should not labor with the expectation of receiving our reward in this life, but with our eyes fixed steadfastly upon the prize at the end of the race. Men and women are wanted now who are as true to duty as the needle to the pole,—men and women who will work without having their way smoothed and every obstacle removed."

"Very much more efficient work can be done in the canvassing field than has yet been done. The canvasser should not rest satisfied unless he is constantly improving. He should make thorough preparation, but should not be content with a set form of words; he should give the Lord a chance to work with his efforts and impress his mind. The love of Jesus abiding in his heart will enable him to devise means to gain access to individuals and families. . . . Jesus made an infinite sacrifice to

With great sorrow we received the news that death has taken away another prince in Israel. Our beloved Elder N. Z. Town passed away June 27. He was well known to all the workers in South America, and also throughout the world. He loved the printed page and its messengers. Experiences like this make us realize how joyful it will be when the last scene is enacted and Jesus has rescued us from this land of sorrow. May our faithful colporteurs do more to hasten on that day.

place them in right relations to God and to their fellow-men, and divine aid combined with human effort will enable them to reach a high standard of excellence. The canvasser should be chaste like Joseph, meek like Moses, and temperate like Daniel; then a power will attend him wherever he goes."

"There are many, who, because of

prejudice, will never know the truth unless it is brought to their homes. The canvasser may find these souls and minister to them. There is a line of work in house-to-house labor which he can accomplish more successfully than others. He can become acquainted with the people, and understand their true necessities; he can pray with them, and can point them to the Lamb of God that taketh away the sin of the world. . . . Much responsibility rests upon the canvasser. He should go to his work prepared to explain the Scriptures. If he puts his trust in the Lord as he travels from place to place, angels of God will be round about him, giving him words to speak that will bring light and hope and courage to many souls."

"Our books should be handled by consecrated workers, whom the Holy Spirit can use as His instrumentalities. . . . Humble, fervent prayer would do more in behalf of the circulation of our books than all the expensive embellishments in the world. . . . To our canvassers, to all whom God has entrusted with talents, that they may cooperate with Him, I would say, Pray, O pray for a deeper experience. Go forth with your hearts softened and subdued by a study of the precious truths that God has given us for this time. . . . God will then give wisdom to enable you to impart aright. He will make you channels for communicating His blessings."

"The intelligent, God-fearing, truth-loving canvasser should be respected; for he occupies a position equal to that of the gospel minister. . . . If you are pressing close to the side of Christ, wearing His yoke, you will daily learn of Him how to carry messages of peace and comfort to the sorrowing and disappointed, the sad and broken-hearted. You can point the discour-

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## SOUTH AMERICAN DIVISION PUBLISHING HOUSE SALES

### Four Years of Progress

1932	\$ 228,667.20
1933	\$ 187,698.12
1934	\$ 205,759.21
1935	\$ 247,622.86