



THE NEW SOUTHERN PUBLISHING ASSOCIATION

by PAULA BECKER, *Public Relations Director,*
Southern Publishing Association.

TOMORROW'S COMMUNICATION TODAY

In commenting on the type of communication we might be experiencing in the coming decade, well-known American author James A. Michener stated recently: "I foresee a pattern in which 70% of our people learn principally from television, with only 30% learning from books." On the surface that's not a very promising prediction for a publishing house that has just invested \$1.5 million in a new facility specifically designed to meet the learning needs of the future.

But Michener goes on to say: "... the basic work of the world — the designing of aircraft, the building of a good sewer system, the editing of newspapers, the running of a good church — will still be done by those men and women who have been trained in books and who know something of the traditions of mankind."

It is that kind of philosophy which prompted the forward-looking leadership of the Southern Publishing Association to design and construct a plant which they felt could meet tomorrow's needs. On March 12, 1974, grand opening ceremonies will celebrate the official beginning of SPA's improved service to the church and the general public. These ceremonies will be a splendid combination of visiting dignitaries, colorful displays, and worshipful celebration. But the grand opening of the new Southern Publishing Association is

only the tip of the iceberg, the part of the whole, which is visible on the surface. What's underneath is considerably more substantial, infinitely more important.

Established by Divine Direction

More than half a century ago, Ellen G. White declared: "In the Southern field, there is need of a printing office for the publication of the truth for this time. . . . And there is no city in the South better suited than Nashville for the carrying forward of publishing work."

Southern Publishing Association has changed considerably since its first publication, *The Gospel Herald*, came off the press around the turn of the century. Today the energy problem, the paper shortage, economic uncertainty, and political disruption must all be taken into consideration as leaders plan for the future. It isn't enough to publish for today. We must also plan for the world of tomorrow. It isn't enough to utilize today's talents, today's capacities. We must plan to grow and work to make growth a reality.

When ground was first broken for the new Southern Publishing Association, back on October 21, 1972, the people who were in on the planning visualized a totally modern, entirely efficient plant. The building itself would be striking in appearance, with clean architectural lines. Inside it would be a model of competent space planning, sparkling with color, producing with some of the most up-to-date equipment available. And it would be ready to roll in less than a year.

Murphy's Law Takes Over

It was at this point that a maxim by some legendary business observer named Murphy came into play. Murphy's Law states that "If anything can go wrong, it will," and for a while it looked as though this law was governing progress on SPA's plant of the future:

The worst winter in Tennessee's history turned landfill on the pub-



(Top left) C. L. Paddock, general manager of Southern Publishing Association, surveys the work being done at the new facility at an earlier date.

(Top right) Workmen prepare to unload one section of the four-color press at the new building.

(Lower left) An issue of MESSAGE MAGAZINE comes through the stitcher-trimmer, a complex piece of machinery that gathers, staples, and trims the finished magazine.

(Center right) "This Press is Dedicated to the Service of God, Tuesday, February 20, 1968," reads the plaque on the four color press.

(Lower right) Eddie Morsette operates the modern, computerized, cold-type machine.



lishing house property into a giant mud puddle. Product shortages and transportation slowdowns interfered with scheduled progress. But in spite of Murphy, the publishing house began to take shape. And in November, 1973, just barely a year after the ground was broken, the first employees moved into the new publishing house and went to work.

The move from the old publishing house location on the north side of Nashville, to the new 6.5-acre site in Metropolitan Industrial Park, near the city's airport, took nearly three months. Production people were concerned about deadlines, and they tried to plan each department's shutdown so that it would not cause serious delays in product delivery. One operation alone — took nearly a month. It required five tractor-trailer rigs to transport it from one side of town to the other, and a driving rainstorm, which descended

just as the trucks were about to pull away from the old plant, nearly halted progress altogether. But movers located some large sheets of plastic and the pieces of the press traveled to their new home wearing giant-sized, custom-made raincoats!

Computers Contribute to Progress

We've all heard the futuristic predictions of men like George Orwell, who feel that in a short time, people will cease to be people and become numbers on a punch card, instead. Southern Publishing Association does not accept this dehumanization philosophy. But any contemporary company that wants to remain current must take advantage of the many contributions of the computer. The publishing house does this in several ways.

A new typesetting system, now in operation, puts words on paper at the rate of 600 per minute. The computer, assisted by a couple of very human operators, makes instantaneous corrections straight from proofreaders' copy. Known as "cold type" (in contrast to the old system which made lines of type out of hot lead) this method has sped up production.

Computers operate telephones throughout the new building. The solid-state, touch-tone system, manufactured by Executone, is pro-



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Those desiring to make wills, trust agreements, and annuities, should make them in favor of the legal association rather than the conference. Write your conference association or Director of Deferred Giving for further information.



Professional movers and SPA pressmen worked side-by-side dismantling, moving, and reassembling the presses.

grammed by magnetic punch cards. Paging and recorded music are available on each individual unit, and it will also be possible to program a complete security system, including fire alarms, into the telephone computer.

There are other present-day wonders that will streamline operations in the factory. An exhaust-type waste disposal system takes all scrap paper as it is trimmed from books and magazines and deposits it in the basement where it is baled and hauled away for recycling. The latest model two-color Miehle press, the first press to be operational in the plant, replaces its obsolete, 13-year-old big brother, now retired from service.

Employees Involved

Since the original contracts on the building were signed, employees have been constantly involved in the building program. A pictorial display in the lobby of the old publishing house kept them up to date on building progress from the time the ground was broken. When moving day arrived, factory employees worked side by side with professional equipment movers in dismantling and reassembling machines in the pressroom and bindery.

Employees also contributed more than \$1,000 toward design and landscaping of the atrium, which is located in the center of the L-shaped office wings. The atrium will be landscaped with grass and trees, along with outdoor furniture, to provide a place where employees can enjoy their lunch breaks and hold various social functions.

When the new Southern Publishing Association officially opens its doors on March 12, this country will be less than two years away from the celebration of its bicentennial. As we look toward this important anniversary, publishing house leaders are aware, not only of the important national heritage we treasure, but also of the religious heritage which is our reason for being.

C. L. Paddock, general manager of the Southern Publishing Association, expresses it this way: "Seventy years ago, the Lord specifically directed in the establishment of this publishing house. Today, we are celebrating a 'first' in Seventh-day Adventist publishing — the first publishing house that is planned to be complete just as it is; planned to meet the needs of tomorrow without being adapted, added to, or remodeled. We are ready to meet the challenge of the future."

Skids of paper, soon to be transformed into truth-filled literature are stored in the receiving and stores area, the first section of the building to be occupied.



Books Are More Powerful Than Radio and Television



by **CYRIL MILLER,**
Secretary,
Southwestern
Union.

Who reads books today anyway? More people than ever before! In spite of radio and TV ratings, books and newspapers still make the greatest impact on the public mind. The power of the press has not lessened and it will not right down to the very end! Ellen White declares, "And in a large degree through our publishing houses is to be accomplished the work of that other angel who comes down from heaven with great power and who lightens the earth with his glory." *Testimonies*, vol. 7 pp. 139, 140.

Now what does this mean to you?

1. Christians who read become stronger in the faith. There is a direct ratio to one's Christian growth and their reading habits. Like the mighty Mississippi, Christians who read expand spiritually as they flow down the river of life.

2. Christian literature not only enriches and encourages spiritual growth, but it holds the reader in the faith. A person who reads is more likely to become a baptized member and the member who reads is more likely to remain in the church. Consequently there is a direct ratio to one's Christian stability and their reading habits.

3. Books mold the character and ideals of our children and youth. Uncle Arthur's *Bedtime Stories* and his *Bible Story* books have done much to help thousands of boys and girls to become Christian men and women. Parents should not overlook the importance of reading to their children during the early developmental years. The knowledge and convictions gained while at mother and father's knee will remain with them throughout life. Such reading will help to fulfill the Bible admonition, "Train up a child in the way he should go; and when he is old,

he will not depart from it." Proverbs 22:6.

4. Soul-winning, evangelistic, and missionary publications are God-ordained instruments to reach the lost. We need more literature evangelists who are willing to be door-to-door ambassadors for the Lord Je-

sus Christ. The Saviour is calling men and women, our academy- and college-age youth, and even boys and girls who are willing to share their faith through the power of the printed page. Perhaps you are one of them! In the future critical paper shortages will exist which may inhibit the church's ability to utilize the power of the press, however, there should never be a dearth of Christian people who will give their lives to the literature ministry.

During these last hours of earth's history, let each of us put forth every effort to read and circulate our God-inspired publications by the multiplied millions. Let us heed the admonition to "... work the works of him that sent me, while it is day: the night cometh, when no man can work." John 9:4.

**YOUR LOCAL ADVENTIST BOOK CENTER IN THE
SOUTHWEST SERVES YOU WITH**

Tomorrow's Communications Today

A Firm Foundation

by **E. FRANK SHERRILL, President,**
Arkansas-Louisiana Conference.

Fuel shortage, food shortage, paper shortage, strikes, corruption in high places, uncertainty of the future —

All of these have their own peculiar effect in "cooling down" the overheated economy of the early '70's. As the economy soared to these unprecedented heights, it brought to the church many challenges. And now, as the brakes are being applied to our economy, new challenges are brought to the members of the remnant church. Many of these we cannot comprehend or understand, but one thing is certain — our faith will be severely tested. The devil "as a roaring lion, seeking whom he may devour" is earnestly seeking to cause us to move in any direction other than the direction God would have us go. He uses circumstances to influence us to react contrary to the will of God and then helps us to rationalize that it will be all right since "under

the circumstances" what else could be done?

This hour calls for Christians who will use circumstances as blocks in building a stairway to heaven and refuse to allow circumstances to become stumbling blocks to their faith.

The church through the aid of the printing press provides a large selection of books and magazines and tracts that serve as mortar in building this stairway to heaven. The member that regularly reads our publications with the Bible is building a solid foundation. The value of reading this literature cannot be overestimated. Sociologists and psychologists tell us that our reaction to the things that happen about us is largely determined by our "frame of reference," our knowledge of the events and how others have reacted under similar circumstances. As we read we develop our "frame of reference." By reading it is our privilege to know how others have gained the victory over sin, how others have met the various circumstances of life; and we prepare our reactions if we should become involved in a similar situation. By



Elder S. G. Sharpe, manager, stands at one of the racks of inexpensive paperbacks that are excellent for missionary use.

(Center) One of the display racks in the showroom. Here may be selected a story of intrigue, an animal or nature book, an experience of a drug addict, instruction in Christian living, or a look at future events, all in perspective of the Seventh-day Adventist church.

(Right) Many Bibles are kept in stock for immediate shipment, including the Gift Bible with lessons.



reading it is our privilege to know what to expect in the future. We may not know the exact details but we can know the general trend of events and how to prepare for them.

The week of March 16-23 has been designated as Firm Foundation Week. During this week special emphasis is being given to the reading material published by our church. Build a strong foundation for your stairway to heaven. Use the Bibles, books, periodicals, and tracts available through the Arkansas-Louisiana Adventist Book Center to prepare for your future.

May heaven's blessing be yours as you continue your study of the world's best literature is my prayer.

Arkansas-Louisiana Adventist Book Center

Box 5548, Shreveport, LA 71105

Welcome to the Arkansas-Louisiana Book and Bible House, now officially known as the Adventist Book Center. Within these doors one suddenly becomes aware of the value of the printing industry to the Seventh-day Adventist Church and the potential it offers in spreading the gospel. The church is not content just to print, but has consistently stressed quality printing that represents the message it carries. The materials printed by Adventist

publishing houses can be used or given away proudly. Many Adventist homes took advantage of the 1973 special prices to complete their library of the Ellen G. White books. Knowledgeable men and women outside the church recognize the value of our publications. One man recently wrote, "I saw in the home of a friend the books, *Triumph of God's Love*, *Bible Readings for the Home*, and *The Golden Treasury of Bible Stories*. I would like to get these for my library." What a blessing God has given His church. All have heard thrilling stories of the results of reading the large message books and often the wide selection of small paperback message books is overlooked. Nearly 200 titles are available in the 30 cent and 50 cent series. These are excellent for missionary purposes. It has been said many times that one who reads himself into the church is a strong member.

After the printed page has witnessed the silent conversion of a reader, it continues to communicate strength. The Adventist Book Center provides the finest character-building medium found anywhere. Every aspect of life is considered in the publication of our books and periodicals. Provision is made for all ages. While serving the conference by mail order, the Arkansas-Louisiana Adventist Book Center maintains a showroom at 339 Southfield Road, Shreveport, Louisiana, and is open Monday - Thursday 8 a.m. to 5 p.m. and Friday 8 a.m. to 12 noon. To mark the beginning of "Firm Foundation Week" the book center will be open Sunday, March 17, from 9 a.m. to 5 p.m. You are invited to use the facilities of the Arkansas-Louisiana Adventist Book Center often.

S. G. Sharpe, Manager,
Arkansas-Louisiana
Adventist Book Center.

Meet Your New Oklahoma Adventist Book Center Manager

by C. W. SKANTZ, President,
Oklahoma Conference.

It is a real pleasure to welcome Brother J. C. Green, Jr., as manager of the Oklahoma Adventist Book Center.



J. C. Green

Brother Green comes to us with a rich experience in the publishing field and will give strong leadership to our Book Centers.

He was born in Arkansas, and educated in our Seventh-day Adventist

school system, graduating from Southern Missionary College in 1962.

To Brother Green, his wife, Mary E., and their children, Debbie Ann, Patty Jo, and Sheri, we extend a hearty Oklahoma welcome.

Oklahoma Adventist Book Center

Box 32188, Oklahoma City, OK 73132

Ardmore Branch

103-W. Main, Ardmore, OK 73401

The Adventist Book Center is a service institution to serve the entire church — the ministry and the church officers as well as the lay members.

One of the best ways to help the new Adventist member adjust and orientate into the church family is through reading. Just as denominational literature will help a new member to take a firm hold on the message, it will help older mem-



Janice Levescy, secretary.



Linda Knutson, secretary.



Joe Green, manager, discusses new ideas with M. E. Culpepper from Southern Publishing Association.



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bers become grounded and remain strong in the message. "In enlightening and confirming souls in the truth the publications will do far greater work than can be accomplished by the ministry of the word alone." *Testimonies* vol. 6, p. 315. This points to the purpose of the Adventist Book Center.

This purpose was illustrated in a personal experience a few weeks ago. I was having a small book display in connection with a Bible evangelistic clinic. I mentioned a new book called *Warning*, which deals with the dangers of smoking and the reasons for quitting. After the meeting a lad of seven or eight years approached me with this book in his hand. He asked me, "How much is this book? I want it for my Daddy." I told him it was 50 cents. He reached into his pocket and pulled out all of his change — it was 38 cents. I told him that I wasn't selling the book today as it was the Sabbath, but he could take the book and give it to his daddy. When I was loading the car with the display cases, Keith was there helping me carry the books out. Just as I was ready to get in my car Keith said, "I hope that book works." I told him I was sure that it would, and we had prayer right there for Keith's father. On my drive back to Oklahoma City, I thought, "This is really what it's all about."

J. C. Green, Manager,
Oklahoma Adventist Book Center.

A Center for Innumerable Benefits

by W. J. CLEVELAND, President,
Southwest Region Conference.

The benefits of our Adventist Book Centers are innumerable. There is not enough space in this journal to name all the blessings that we have had in reading our Adventist books down through the years.

Listed here are a few benefits the Adventist Book Center has offered for years that have been a great source for keeping the members of the church strong in the faith. It has been the place to obtain the finest in good books, missionary literature, records, tapes, and spiritual music.

Our book center provides literature which brings the teachings of Christ into life situations and every-

day tests of faith are met with a positive answer of the sacred, biblical past. The Adventist Book Center provides a choice of literature which makes life take on determination and purpose as the goals of Christian living become dramatically clear.

Moreover, at a time when the energy crisis has brought us face-to-face with a number of major problems, our Adventist Book Center gives the best service possible regardless of the circumstances. Join the hundreds of thousands of satisfied readers who shop at Adventist Book Centers all around the world.

A Tremendous Storehouse for Excellent Reading

by G. CHARLES DART, President,
Texas Conference.

Someone has said, "between an uncultivated field and an untrained mind there is a striking similarity." How true! And we can rest assured in such untrained minds an "enemy" will sow tares that will spring up to bear their evil fruit. Think of the myriad agencies the devil has today to sow his tares — radio, television, magazines, books of all descriptions, the theater — all of these contain gods many and doctrines many. Many are full of trashy, exciting, soul-destroying stories.

But, this cannot be the case in Christian homes. What an advantage we, as Seventh-day Adventist Christians, have with the good reading materials produced by the publishing houses of our denomination. Ellen White says, "Unceasing care is needed in cultivating the soil of the mind and sowing it with the precious seed of Bible truth. Children should be taught to reject trashy, exciting tales and to turn to sensible reading, which will lead the mind to take an interest in Bible story, history, and argument. Reading that will throw light upon the Sacred Volume and quicken the desire to study is not dangerous, but beneficial." *Adventist Home*, p. 417.

Sin is a disease of the mind. If the mind feeds upon the literature produced by the world it only intensifies the disease. But God has provided for the members of His church food for the mind which can counteract the disease of sin. We can read from books, maga-



Your local conference presidents — Elders Sherrill, Skantz, Cleveland, Dart, and Christman — earnestly appeal to every member to “fortify your mind” with the vital materials available at your Adventist Book Center.

zines, and His precious Word the converting truth of God. Truth transforms the mind. Good reading can arouse an interest in investigating the faith of Jesus. Good reading can give us growth of faith, as well as safeguard the faith which we have already obtained.

By all means let us take advantage of the materials which we have in our Adventist Book Center. Your Texas Adventist Book Center, under the management of Max Trevino, is ever seeking new ways and better methods to serve you. To all the members of the church I urge each to expand the mind in a knowledge of God. To those of us who are parents, let us heed the counsel of God's servant. “Children need proper reading which will afford amusement and recreation and not demoralize the mind or weary the body. . . . Most children and young people will have reading matter; and if it is not selected for them, they will select it for themselves. They can find a ruinous quality of reading anywhere, and they soon learn to love it; but if pure and good reading is furnished them, they will cultivate a taste for that.” *Adventist Home*, p. 411.

Visit your Texas Adventist Book Center soon, and as often as possible.

Texas and Southwest Region Adventist Book Center

Box 673, Keene, TX 76059

Every fall your Adventist Book Center travels thousands of miles and puts up book sales throughout the many churches of our Texas/Southwest Region Conferences. During the fall of 1973 we held 23

book sales. This year as well as the previous year we were able to serve our churches better, because we have a book van that is a great asset in providing transportation for the thousands of dollars worth of our precious books and music to your area. This year our out-of-store holiday sales amounted to \$15,749.94 — a very good increase over the previous year with 16 book sales in the amount of \$9,581.18.

Your Adventist Book Center is a service organization. We are dedicated to supply all your needs to finish the Lord's work. If you haven't visited the center recently, please do so soon. You will find that it is a very attractive and convenient place to shop. We have in stock the most extensive selection of supplies for your church and Sabbath School needs — every department from the cradle roll to the adult division. For your home needs all denominationally published books, that really amount into the thousands are provided; a very complete selection of Bibles, records, tapes, visual aids, educational aids, as well as an abundance of gift items are also available. Remember that you can shop by telephone — and to make it easier, you may call collect on any order of \$15.00 or more and we will ship it to you within 24 hours. Please be specific when you call us long distance collect.

May the Lord bless you and help make 1974 the year you will take more time to read and study.

Max E. Trevino, Manager.
Texas Adventist Book Center.

Que Tanto Vale Su Vida

Un hombre salio de Espana en el barco Bretana. Este hombre era muy pobre. ¡Voy a America! se decia, e hizo planes. Penso en las onzas de oro que traia aquel barco para America. El barco era viejo y a unos

cuantos dias de navegar empezo a zozobrar y a hundirse. De pronto el grito del Capitan: “Saquen el tesoro que llevamos a cubierta”. Empezaron a sacar los barriles mientras el barco se hundia poco a poco. Aquel hombre pobre, ahora podia ver ante si los barriles con las onzas de oro. “Alli esta adentro el oro que brilla”, se decia entre si. “Si yo pudiera tener unas cuantas de esas onzas de oro, cuan feliz seria”. Por fin no resistio la tentacion y consiguio con que romper uno de aquellos barriles. Ahora si podia tener entre sus manos algo de lo que habia anhelado por tanto tiempo; unas onzas de oro. “Que lindo brillan” se decia. El barco ya estaba para hundirse completamente y el Capitan habia luchado tenazmente por salvarlo, pero todo en vano. Se echaron a la mar los salvavidas para salvar la tripulacion y aun habia lugar para que aquel hombre pasara y asi salvase su vida; se le invito en distintas formas, vino el Capitan, pero . . . ahora el estaba sentado en medio de esas onzas de oro que tanto habia deseado. Como dejar ese tesoro, no, no era posible. ¡Ven-gase, hombre!, le insistian, “Brillan tan lindo”, decia el. Prefirio el brillo del oro, prefirio perderse que salvar su vida. El barco se hundio juntamente con el, y que gano? PERDERSE. El brillo del oro le hizo perderse.

Este mundo esta lleno de cosas que nos llevan a la perdicion. Cuanto mejor seria que tomamos tiempo para leer y estudiar los libros y sobre todo la Palabra de Dios. Su CENTRO ADVENTISTA DE LIBROS le ofrece un surtido completo de Biblias, una coleccion completa de los libros del Espiritu de Profecia. Usted solo necesita tomar un poquito de tiempo y venir a visitarnos y descubrir la abundancia de libros, ademas de los utiles necesarios para su Iglesia, desde el Departamento de Cuna hasta los Adultos. Recuerde tambien que tenemos lo mas selecto en musica para piano y organo, tanto en discos como en “tapes” y “cassettes”.

Si no puede visitarnos en persona, escribanos o llamenos por telefono. Aqui en su CENTRO ADVENTISTA DE LIBROS estamos siempre para servirle. Si Usted no se ha suscrito a la REVISTA ADVENTISTA en Espanol todavia, hagalo ahora mismo, su costo es solamente dos dolares, haciendo su pedido por medio de su Iglesia. Max E. Trevino, Gerente.

TEXAS BOOK AND BIBLE HOUSE

ADVENTIST BOOK CENTER



Book van and spacious facilities of the Texas/Southwest Region Adventist Book Center.



Very attractive displays make shopping a real pleasure in the Adventist Book Center.



Max E. Trevino, manager.



A large variety of Bibles is available.

Texas/Southwest Region Adventist Book Center office staff includes, (top row, left to right) Wanda Young, LaVerne Zumbaum, and Dean Bixby; (bottom row, left to right) Cheryl Allgood, Helen Bailey, and Bobbie Oden.



Texico Adventist Book Center

1512 W. 15th Ave., Amarillo, TX 79102

It has been aptly said that "The family that prays together stays together," and we know that the families that "read together stay together" and are well on their way to the heavenly kingdom beside being well-prepared to share their faith with others.

It is with this in mind that our Adventist Book Center has purchased a bookmobile. Our Book Mart on wheels carries a good line of our wonderful truth-filled literature — including books, records, tracts, and games as well as a good supply of health foods.

Our book center has undergone a face lifting! The Lord has really blessed us. We were able to obtain some equipment with beautiful steel, adjustable shelves, at give-away prices. This enables us to display a more complete line of merchandise and to have adequate stock to meet our customers needs.

We are looking forward to seeing each of our members in the office showroom or on the bookmobile.

D. E. Barrett, Manager,
Texico Adventist Book Center.



(Above) new Texico Adventist Book Center bookmobile; (below) interior of bookmobile where large inventory of books, Bibles, records, tapes, church supplies, and health foods are shelved.



A REPORT TO THE PEOPLE by Your Union Conference President

A GOOD RECORD

- Southwestern Union College has an outstanding Industrial Arts Department, one of the best in the state of Texas. Evidence of this fact is the statement made by Dr. E. V. Tapscott, dean of the College of Education and Behavioral Studies at Houston Baptist University and a man who is well acquainted with our college offerings in the industrial arts area. Doctor Tapscott stated, "In my opinion, the best-prepared teachers in industrial arts in the state of Texas are graduates of Southwestern Union College in Keene." He commented further, "my opinion of your Industrial Arts Department is that you do the best job of coordinating a valuable work experience with instructional methodology teaching industrial arts coupled with a strong commitment to teaching. I would have no reservation in recommending your graduates to any school district in the state of Texas." This is high praise but I feel the Industrial Arts Department of our college is worthy Dr. Melvin Underhill heads this expanding department. We are proud of the work he is doing.



Dr. Underhill

OFF THE RECORD

- Recently Dr. Floyd O. Rittenhouse of Angwin, California, prominent educator among Seventh-day Adventist's, former president of Columbia Union College, Pacific Union College, and Andrews University, wrote President LeRoy J. Leiske offering a gift to our Southwestern Union College Library of his complete file of the **American Historical Review**. This 20-year collection will be very valuable to our library, and we thank you, Dr. Rittenhouse.
There may be other readers of the Southwestern Union RECORD who have books of value, or such collections, who would like to make a similar donation to either our college or one of our academies. If so, just drop me a line.
- Dr. Herbert Westphall has recently undergone surgery. Dr. Westphall has made significant contributions to the work of God. Let us pray for his complete recovery.
- Prospects are that we will break ground for the new Huguley Memorial Medical Center in July or August of this year. Everything is progressing smoothly.
- Heard Here and There —
"Vision separates those who do from those who do not." W. R. Beach, vice-president of the General Conference.
"Every convert is to be a convert maker." W. J. Williams, pastor of the Ephesus Church, New Orleans.
"I don't know of anybody in the world who wants to be saved more than I do." T. S. Parks (in a conversation with me), a 77-year-old layman of Keene.

FOR THE RECORD

- It was my privilege to visit the Valley Grande Academy and the Valley Grande Manor Nursing Home in Weslaco, Texas recently. Both of these institutions are prospering. Many fine improvements have been made at Valley Grande Academy and a good spirit seems to prevail among faculty and students alike. Valley Grande Manor has the reputation for being the finest nursing home facility in south Texas. We are proud of both these institutions.

Courage!
B. E. Leach.

"We have nothing to fear for the future except as we shall forget how the Lord has led us — in the past."

Educational Leaders from Southwest Attend AU Workshop

Among the 55 Seventh-day Adventist educational superintendents and supervisors attending a five-day workshop at Andrews University were three individuals from the Southwestern Union.

They included Wilbur Burton from the Texico Conference, Floyd Eccles from the Arkansas-Louisiana Conference, and Paul Kilgore from the Texas Conference.

Theme of this year's workshop was "Stressing the Human Element in the School System." The four major areas of emphasis were the organizational structure and role of the superintendent, innovations in curriculum and instruction, problems and theories of administration, and evaluation of the school system and its teachers and students.

"A humane school is one which attempts to stress the ideal psychological atmosphere for each student to learn in school," said Dr. Millie Youngberg, associate professor of education and co-director of the workshop. "It is a place where the student can learn to like himself better, to understand himself better, to fit into society, be able to work with others, and be able to learn in diverse ways in different fields."

The workshop was directed by Dr. Youngberg and by Dr. Clifford Jaqua, professor of education at AU. Lecturers and resource persons included nine other AU faculty and a dozen Adventist educational leaders from throughout the country.

The biennial workshop is held alternately at Andrews University and at Loma Linda University. Its main purpose is to provide an in-service type program for practicing superintendents and supervisors plus an opportunity to share ideas.

Among those participating in a workshop for Seventh-day Adventist educational superintendents and supervisors at Andrews University were Victor Hilbert from the Lake Union, left; and Paul Kilgore from the Texas Conference.





arkansas- louisiana

CAMP MEETING PREVIEW

First Call for 1974 Camp Meeting; Ron Halvorsen Is Featured Speaker

Have you ever thought how it would be to attend an old-fashioned eight-day camp meeting. Have you wondered how it might feel to walk among the crowd of Seventh-day Adventist believers and to just feel the evangelistic fervor permeating the campgrounds of yesteryear? To help duplicate this flavor Elder Ron Halvorsen from Faith for Today will be speaking every evening in an evangelistic series. You will not only experience the old-time atmosphere, but you will also hear his personal conversion story from gangland to pulpit.



Ron Halvorsen

Halvorsen was born in New York and walked the metropolitan streets where leather jackets and bicycle chains were a way of life. When fleeing the law one day and taking refuge at a nearby Seventh-day Adventist academy the Lord found him.

Hear Pastor Halvorsen and all of the thrilling adventures with God plus his evangelistic sermons nightly. Also many other guest speakers and events will be featured at the Arkansas-Louisiana Camp Meeting at Gentry, Arkansas, June 7:15.

Pulpit Exchanges Bring Conversions

The Arkansas-Louisiana Conference is experiencing a concerted effort whereby pastors team up to exchange pulpits. This is a series of evangelistic meetings not only designed to revive the Seventh-day Adventist believers, but also to which friends could be brought. According to conference president, E. Frank Sherrill, there were approximately a dozen such meetings

during the latter part of February. The second series began March 2 and will run for two consecutive weeks. Already an influx of new members has been experienced by many local congregations, and thus putting the conference total of baptisms well ahead of this time last year.

Wonderful stories of conversion have reached headquarters. New converts have been gained. Revivals have taken place and backsliders reclaimed. And why shouldn't this all take place when two pastors unite their efforts, their voices, and their prayers together for a common cause.

Your church, too, may experience a new thrill during the March series of Pulpit exchanges. Why not try it when one is announced for your church?



The two pastors standing together at a recent pulpit exchange held at Minden, Louisiana, are William Tucker, left, and Glen Farnsworth. This team is typical of the many who held meetings during the month of February.

FIVE-DAY PLAN

Southern Louisiana Citizens 'Kick the Habit'

"I Choose Not to Smoke" was the goal of 30 people in Slidell, Louisiana, on January 28. They had assembled to try to stop smoking "one more time." A total of 83% of the group had made

their goal a permanent decision at the close of the fifth night.

The group was divided about equally between men and women. There was a dentist, an attorney, two jet pilots, several businessmen, one disc jockey, and many homemakers.

Dr. Ronald Servoss of Ochsner's Clinic in New Orleans, and Dr. Glynn Griffin, optometrist, of Slidell, conducted the program. The principles of better living and will-power development were stressed as a replacement for the old injurious health habits.

The Slidell plan was sponsored by the Slidell Seventh-day Adventist Church and the Cancer Association of Greater New Orleans, St. Tammany Parish Committee. Members of the Slidell church also participated in the program.

We feel that the Five-Day Plan is a very effective tool in helping people to have better health and to know more about the health principles of our church.

Write to your temperance department and ask how you can sponsor a Five-Day Plan in your area.

As Seventh-day Adventists, "We Choose Not to Smoke."

GLYNN E. GRIFFIN, O.D.,
Slidell, Louisiana.

New Iberia Members Send Clothes to Mexican School

In September, 1973, Pastor E. Valencia attended church in New Iberia, Louisiana. After seeing our fine Community Service center he mentioned the need of clothes at the Colegio Vocacional Profesional School in Montemorelos, Mexico. He talked to the chairman of the Bible department, Elder D. Schmidt, who in turn contacted our church.

Our Community Service leader, Mrs. Howard Ferguson, and her husband, with the help of other members of the New Iberia church, prepared 22 boxes of clothes. I mentioned to some neighbors what we were doing and when they saw the U-Haul trailer at my house they began to ask questions. Some of the neighbors brought some more clothes over and we had another box and a half of clothes.

The clothes were transported to San Antonio where Elder Pascual Pena took them the rest of the way to Mexico. Again we are proud of our first-rate Community Service center which is kept in excellent condition by our



Mr. and Mrs. Howard Ferguson load boxes from their church at New Iberia into a U-Haul trailer. Mrs. Ferguson is the Community Service director.

terrific leader, Mrs. Howard Ferguson, and her helpful husband.

The New Iberia church which helped with this project is the only church in the district of five parishes (counties). What a challenge exists for us to open up new parishes to the truth of God. For instance, the city of Lafayette, Louisiana, with a population of 75,000 has just a handful of members, but already a church lot has been secured in a beautiful location. There are tremendous opportunities as well as the adventure of erecting a lighthouse in a dark place. For further information contact the pastor, Keith McNabb, 204 Felecie Drive, Lafayette, LA 70501, telephone 318-234-2581.

KEITH McNABB, *Pastor.*

1973 Claremore Church Highlights

- ▶ The church building was completely remodeled and air-conditioned.
- ▶ A new church school was formed with seventeen students enrolled.
- ▶ Evangelist H. B. Petry and Pastor Bill Sorenson saw twelve precious souls baptized during an Autumn Crusade.
- ▶ Claremore, with Mrs. Charles Reese leading out, raised \$1,875.00 Ingathering which is \$250.00 over their goal.
- ▶ Sabbath School Investment leader, Helen Coulson, reports \$1,098.41 raised in that fund.



oklahoma

"IF I CAN DO IT, YOU CAN DO IT"

Enid Member Finds "Cold Turkey" Ingathering Very Successful

Alvin Heinrich, an Enid farmer, didn't feel much like Ingathering a few years ago. He had just been assigned, by Pastor Earl Cleek, the job of soliciting businessmen with whom he had never been acquainted. Brother Heinrich was working under the assumption that people would not give to our cause unless you did business with them. **HOW WRONG THIS ASSUMPTION WAS!**

Working that first year up and down the streets Brother Heinrich began to realize that non-Adventist businessmen would support our work financially. Donations of \$1.00 to \$5.00 were collected and added up to \$90.00 when totaled.

Over the years, Brother Heinrich has faithfully made his Ingathering calls. Those earlier donations have now turned into \$25.00, \$50.00, and even \$100.00 contributions. The Lord blessed him this past Ingathering season with \$633.00. Brother Heinrich's message to his fellow laymen is "If I can do it, you can do it."



Alvin Heinrich



Pastors Bill Sorenson and H. B. Petry stand with those who were baptized. Gladys Murphy, PR Secretary, Claremore Church.

OKLAHOMA NEWS NOTE

- ▶ A branch Sabbath school is being conducted by the Seminole Seventh-day Adventist Church in Holdenville, Oklahoma, in the home of Mrs. Rouse, who is very active there in the Lord's work. Mr. and Mrs. Martin, Seminole member, have been providing violin and accordion music, and Jerry States began the studies. Jerry has since gone to the Texas Conference as a ministerial intern.



southwest region

Southern Louisiana Members Meet in Joint Session

On a recent tour of the south Louisiana churches, Elder W. J. Cleveland, conference president, met with the members from Hammond and Covington in a joint meeting at Hammond. The church was filled to capacity as the president challenged the congregation to the opportunities of soul winning in the dark parishes of that area.

Elder Joseph Harris reported several names added to the church through personal soul winning and church meetings. Some of the new members are pictured with the group.

A thriving, two-teacher church school is operated in Hammond and some of the students come from long distances to get the benefits of a Christian education. Elder Joseph Harris is doing an excellent work in caring for the flock and directing the church school in Hammond.

C. M. BAILEY,
*Ministerial Secretary,
Southwest Region.*



Large group of members who gathered in Hammond for Joint meeting.



Members of the Clinic Board met January 31 at Richardson, Texas. Elder W. W. Fordham of the General Conference was present.



At the recent meeting the Clinic Board, January 31, three of the four former and present presidents of the Southwest Region were found to be in attendance. Elder W. J. Cleveland, presently serving as president talks with past presidents, Elders W. W. Fordham and V. L. Roberts.



texas

Four New Workers Fill Office Vacancies

R. Bernard Adams, bookkeeper, is a returned missionary from Zaire Union Mission, Zaire, Africa, where he spent three years. Before going overseas he had taught at the South Lancaster Academy.

He obtained his degree in French at

Andrews University and his postgraduate work in Collonges, France. He speaks French fluently and enjoys photography as a pastime.

He calls Fort Worth home with his wife, Nancy, and their three children: Rusty, five; Davy, one and a half and

Andy, one and a half months of age.

George Chudleigh our new youth director, comes from the Oregon Conference where he was associate youth director. Elder Chudleigh was ordained at camp meeting in the summer of 1972. Bellevue and Ferndale, Washington, were a couple of the churches he



R. B. Adams



George Chudleigh

pastored. After graduating at La Sierra College in 1965 with a B.A. he obtained his M.Div. from Andrews University in 1967. His wife, Judy, is a secretary but stays at home with five-year-old Brenda and one-month-old Bryan at their home in Keene.

Travis E. Dennis, accountant, received his B.S. degree at Texas Christian University in 1949 and his M.A. at Andrews University in 1958 and was ordained to the ministry in 1966. He has been a pastor in the Potomac, Oklahoma, and Texas Conferences and has taught accounting and Bible at Shenandoah Valley Academy.

With his wife, Jeannette, and two children, Rebecca Sue, age 16; and Robert Neal, 13, he lives in Keene.

John O. Herr, field representative of the Texas Seventh-day Adventist Association, is a graduate of Union College



Travis E. Dennis



John O. Herr

with a B.A. degree. He has pastored churches in South Dakota, Missouri, and Indiana. He and his wife, Arleen, came from the South Bend, Indiana, church to the Texas Conference.

They have two married children: a son, Gary, teaches at Lancaster Junior Academy in Lancaster, California, and their daughter Mrs. Deanna Scroggs (newly married) is a secretary with the Associates in South Bend.

Mrs. Arleen Herr has been teaching piano and organ before moving to Keene.

THEY OVERCAME — These people are part of a group of 47 that attended a Five Day Plan conducted by the Dallas First church. Dr. Duane Bietz and Elder C. Lee Huff lead out in the program with a group of ladies from the church under the direction of Mrs. Loney Duncan. At the close of the program 37 signed the pledge not to smoke and felt that they had overcome.



SOMETHING NEW!

A Vegetarian Cook-In Every Sunday in March

with Mrs. Lillian Dugger, M.A., is being held at the CPL Auditorium in Weslaco, Texas. If interested call 968-5726.

Chisholm Trail Studies Proposed Closed-Circuit TV

A study has been made for a number of months as to the feasibility of close-circuit TV for Chisholm Trail Academy including a community service program. Max Barton, one of the academy Bible teachers, is negotiating with the Home Study Institute in Washington to rent a series of video tape programs on the Spirit of Prophecy called "God's Way". Hopefully this Spirit of Prophecy series can be used to benefit local Seventh-day Adventist churches as well as the academy. These programs consist of 18 weekly lessons. Each week's work utilizes three 18- to 20-minute video tapes, plus self quizzes, guided study with readings, text assignments, and examinations. Names of those presenting some of the video-taped lessons include such people as Elders Arthur White, George Vandeman, J. R. Spangler, E. E. Cleveland, R. H. Pierson, C. D. Brooks, and others.

In times like these the local churches can reap benefits by taking advantage of such a rich resource. The academy tentatively plans to use this Spirit of Prophecy series as part of the senior Bible class next year.

Spirit of Prophecy tapes will be shown during week of March 18-22 in the Keene, Cleburne, Grandview churches at evening meetings.

The video tape recorder also will be used to tape educational programs from regular live TV for later replay in related academy classes. If the community is generous enough in sponsoring this project the academy hopes to include a black-and-white TV camera which can be used in a variety of learning situations.

Anyone who is interested in helping with this community project can send contributions to Chisholm Trail Academy — "VIDEO" and a tax-deductible receipt will be returned upon request.

VALLEY GRANDE MANOR

Administrator Elected Vice-President of Hospital Association

Gary Whitworth, administrator of Valley Grande Manor Nursing Home in Weslaco has been elected to serve as vice-president of the South Texas Chapter of the Hospital Financial Management Association for the coming fiscal year 1974-75. Mr. Whitworth has been a member of the association since 1969 and is a charter member of the South Texas Chapter organized in 1970. He served the chapter as secretary during the past year. In 1972 a paper written by Mr. Whitworth appeared in the associations national journal, *Hospital Financial Management*.

The South Chapter of the association, with headquarters in San Antonio, has some 80 members throughout South Texas. They represent over 60 medical and allied health-care institutions. The chapter's membership meets at least quarterly for the purpose of conducting seminars and educational programs pertinent to financial management in health-care facilities.

VALLEY GRANDE MANOR

New Accountant Joins Office Staff

Mrs. Imogene Kilgore has joined the staff of Valley Grande Manor as accountant. Mrs. Kilgore comes to the Valley from Dallas where she has worked for the past few years as accountant for Dr. Robin E. Simmons.

Originally from Ohio, Mrs. Kilgore has worked in denominational positions previously in several conferences. Her father, Arthur Workman, has for many years served in the Ohio Conference.

"We are indeed pleased to have Mrs. Kilgore associated with us in the Valley. We know she will be a real asset to the growing and prosperous work at Valley Grande Manor," said the home's administrator, Gary C. Whitworth.

Keene Students Direct Alvarado Story Hour

A Story hour for lower and middle elementary children is being conducted Sabbath afternoons by Chisholm Trail Academy students at the Alvarado,



Chisholm Trail Academy students and children at Alvarado story hour.

Texas First Methodist Church Friendship Hall. Many children from the surrounding community have enjoyed the songs, stories, and crafts which have been skillfully directed by happy, experienced young people who really care about others.

Sammie Capps and Ronda Richardson are much appreciated by all the children for the value-packed stories they tell with such vivid expression. Karen Sadau, who has had extensive piano and organ experience, accompanies Donna Owens in the joyful, inspirational, active children's songs. Sam-

mie Capps and Linda McCluskey are working effectively together with the over-all planning and producing of these story hour programs. Among their other duties, Terry Tubbs, Dan Arthur, and David Bunker assist in public relations co-ordination. Likewise, the following girls direct the crafts and actively participate in all other phases of the program: Marcia Montane, Carol Campbell, Linda Ponce, Tina Thompsen, Cecelia Melton. Mr. Max Barton, Bible and government teacher at CTA, is the sponsor.



Sandra Dicken has been named Sandia View Academy 1973-74 Betty Crocker Family Leader of Tomorrow. She won this honor by competing with other seniors in the written knowledge and attitude examination. Congratulations, Sandra! We wish you the best in the state competition!



Three Sandia View Academy students have been selected as Outstanding Teenagers of America for 1974. Selection for this awards program automatically qualifies these students for further state, regional, and national honors and scholarships. Nominees are Rodney Draggon, Alane Hinkle, and Harry Weis. These youth were nominated by Principal Franklin Moore for their excellence in academic achievement and community service. We're proud of these youth and wish them success in the succeeding competition.



texico

1974 Spotlights SVA and 30th Anniversary of First Graduating Class

The Texico Conference committee voted to declare 1974 as "Sandia View Academy Year." 1974 is an important year for Sandia View Academy not only because it is the 30th anniversary of the first graduation, but also because it marks the beginning of a new era of improvements.

One of the most important accomplishments is accreditation of our school. Today SVA enjoys full accreditation without advisement, from the General Conference Board of Regents and the State of New Mexico. All the teaching staff have been certified in their respective areas of instruction. The curriculum is strong, and

plans are underway to bring new personnel in to complete the program in industrial arts.

One of the least attractive features of the Academy in the past has been the lack of adequate facilities for physical education instruction and music, but that is something of the past, too. This week work has begun in the construction of the new building. This building is designed to provide adequate facilities for —

1. The Physical Education Department;
2. The Music Department, with teaching studios, individual practice rooms, and rehearsal rooms;

3. The recreational activities of the young people;
4. An auditorium to accommodate the Texico camp meeting and large regional conventions.

Perhaps it is in order to say something here about the older buildings on the campus. Prior to 1969, the state fire marshall advised our administration of the needs to correct certain features in the buildings that did not meet the current building codes. The administration took immediate steps and by the summer of 1970 all the changes had been completed and the buildings declared safe.

In the area of physical improvements, we shall list the most important ones:

1. The plumbing and fixtures in both dormitories were replaced since last summer.
2. The carpets in both dormitories will be replaced by the end of this school year.
3. The cafeteria will be redecorated in a beautiful style that will inspire

Evangelistic Meetings Coming to Albuquerque

at the
Heights Church

4832 Wyoming Boulevard NE

March 16 - April 13
Sunday, Wednesday, Friday, and
Saturday Nights at 7:30

Please send names of interests to
Harold Friesen, P.O. Box 1399,
Amarillo, Texas 79105



Harold Friesen
Texico Conference
Evangelist, Speaker
and Organist



Herman Griffin
Pastor, Albuquerque
Heights Church



Kenneth McFarland
Pastor, Albuquerque
Central Church



Jose Fuentes
Pastor, Albuquerque
Spanish Church



Sammy Anaya
Associate Pastor
Albuquerque
Spanish Church

proper dining-room attitude and decorum. (The preliminary arrangements for projects 2 and 3 have already taken place.)

4. In the Business Education Department, IBM electric typewriters (already ordered) will replace the old, worn-out and slow manual typewriters.

The splendid support of the constituency for all the programs is a powerful testimony of their confidence in the academy. Sandia View Academy looks to the future with optimism. Many students will continue to graduate from our academy to make contributions to society and be inspired to become leaders in God's church.

FRANKLIN MOORE, *Principal*.

Many Mourn Death of Amarillo Dentist, Dr. Bruce W. Hume, Jr.

Friday, February 22, we in Amarillo received word that at 2:00 that morning, Dr. Bruce W. Hume, Jr., after two weeks in the Loma Linda University Hospital, had passed to his rest. Dr. Hume began his dental practice in Amarillo in December, 1945. For 27 years he faithfully witnessed for the Lord in his profession. Six years ago he was struck with cancer but he bravely carried on, with the Lord's help. It was finally necessary for him to terminate his practice in December, 1972.

Last Christmas, realizing that he didn't have much time left, he decided to write a letter to all his former patients and give them the book, *The Great Controversy*. A band of Amarillo church members, with six or eight names and addresses apiece, personally visited these patients and left the book and letter with each one. Everyone who was visited expressed their deep concern about his health and had only words of praise for this fine, Christian dentist. One patient remarked, "If this book is from Dr. Hume I am going to read it from cover to cover because I really respect that man."

One day, before Dr. Hume became ill, a postman delivered a parcel at the Texico Conference office. He noticed the sign on our door, designating us as Seventh-day Adventists. Upon delivering the package, he said, "My dentist is a Seventh-day Adventist. You know Dr. Hume?" Of course we did. The postman went on to say, "I wouldn't trust my teeth care to anyone else because I really know I can depend on him. I get the feeling that he believes he won't get to heaven unless he does a good job in my mouth!"

For many years Dr. Hume was the first elder at the Olsen Park Seventh-day Adventist Church in Amarillo. He was born in San Fernando, California. He graduated from La Sierra College and was class president in 1941. His dental training was taken at Emory University in Atlanta, Georgia, where he graduated in 1944. During World War II he was a captain in the Medical Corps of the Air Transport Command.

Survivors are his wife, Merrill; his mother, Vera Hume, R.N.; two daughters; Mrs. Beverly Jean Reed of Newbury Park, California, and Mrs. Alicia Robertson of Boston, Massachusetts; two sons; Bruce, III, and Gary, both of

Jefferson, Texas; and six grandchildren.

A graveside service was held at Oakwood Memorial Park in Chatsworth, California. In lieu of flowers, the family preferred memorial gifts to famine relief or Adventist World Radio. Mrs. Hume will be residing at 3160 Gerald Drive, Newbury Park, California 91320, for the time being.

Camp Meeting Is Coming in Three Months

Make your plans now to attend our Texico Camp Meeting at Sandia View Academy, June 14-22, 1974. Guest speakers will include Elder M. S. Nigri, vice president of the General Conference; Elder L. A. Shipowick, associate secretary of the Lay Activities Department of the General Conference; and Curtis Barger, associate secretary of the General Conference Sabbath School Department. Mrs. Thelma Jean Voss of the Nebraska Conference will present a daily program of special interest to all of our ladies. These and many others will make our 1974 camp meeting the greatest ever.

DON CHRISTMAN, *President*.

Roswell Spanish Church Is Organized

Sabbath, January 26, was a very important day for the members of our Roswell Spanish church which was organized with 25 charter members.

Eleven years ago our Spanish church in this important city began with about 12 members who met in one of the homes — the Ledesma, Pña, Mendoza, and Nuñez families.

In 1965 a small lot was purchased on Mulberry Street and the members



Roswell Spanish church organized January 26, 1974.

united in building the present structure.

Pastor G. G. Brown was the first to work among the Spanish-speaking people in Roswell, giving Bible studies to several Spanish families. Brother Mike Gonzalez commuted from Albuquerque for a year to pastor the group, then Elder Pascual Pena, while living in El Paso, also served as pastor.

Two successful evangelistic meetings were conducted by Elder Isaac Lara — one in 1971 and another in early 1973. A total of 26 converts accepted the message as a result.

It was just a year ago that the members were able to purchase the large corner lot next to the present site. Pastor Manuel Cabral, who now shepherds the flock there states that a new building is being planned to accommodate the large number of members and visitors that are meeting regularly.

With more than 20,000 Spanish-speaking people in the city of Roswell, we are certain that God will richly bless the enthusiastic missionary endeavors of this church.

TEXICO NEWS NOTES

- ▶ **GROUND BREAKING** for the new camp meeting auditorium-gym-music facility for Sandia View Academy happened at 4:00 p.m. February 27. Architectural drawings are now completed and plans call for having this building ready for use for Texico's 1974 Camp Meeting.
- ▶ **A TOTAL OF \$25,831.19** was received for evangelism in the conference during 1973. This generous offering made it possible for the conducting of many large meetings in 1973 when 435 souls were brought into the churches in Texico. Please remember evangelism as you return your tithes and offerings regularly to the Lord.
- ▶ **THE 1974 INGATHERING PROGRAM** officially closed with the returns received in the January reports from all our churches. The Texico Conference shows a total of \$97,460.37, making a per capita of \$30. How thankful we are to you for your wonderful cooperation in raising this large amount of money for building up God's work at home and abroad.
- ▶ **NINE ALREADY BAPTIZED** midway through the Friesen-Bridges meetings in El Paso.

BARRON BUILDING

New Religion and Speech Complex Nears Completion

It's moving time at Southwestern Union College. The Religion and Speech Departments have just recently moved into the four brand-new classrooms and the four new offices of the Barron Evangelism and Communications Center. The chapel is also nearly completed. The carpeting has been purchased and the pews will soon be ready. The completion of this facility, named for Evangelist Dick Barron, adds much-needed space on the campus for classrooms and offices.

Dedication of this new building will be in the very near future. Pictures and scenes from the dedication will be featured in an early issue of the RECORD.

This Sunday Is Visitation Day for Prospective Students

This weekend on Sunday, March 10, will be College Day at Southwestern Union College. Prospective students from all over the union are invited, even urged, to look over the campus and the school program on that day. Pastors and interested laymen are invited to fill their cars with students who should be considering a Christian education and be on campus by 10 a.m. where they will receive a cheerful welcome and introduction to the college. Compensation will be made for travel expenses and the college will furnish the noon meal for the visitors.

SUC Gymnasium Has New Maple Hardwood Floor

The Pulter camp meeting pavilion now the SUC gymnasium, has a new hardwood floor. Beautiful maple squares, sealed, striped, and finished have made a very serviceable gymnasium out of the pavilion. Basketball, tennis, badminton, and volleyball are only a few of the sports now available in this facility. In combination with the student center, the swimming pool and the student park, the gymnasium nearly completes the college goal of having recreational facilities for all of its students.



**southwestern
union college**

KSUC-FM Soon to Begin Broadcasting

Radio station KSUC, the new FM facility soon to be broadcasting from the campus of Southwestern Union College, is nearing completion. Housed in four rooms on the second floor of Heritage Hall, the station will operate on 1000 watts of power beamed to an area some 30 miles around the college.

Heritage Hall used to be the women's residence hall on the campus. But alumni who were residents of those rooms where the station is located would not recognize them now. They have been completely refinished, made sound-proof, and are beautiful. They have become delightful components of the lovely new facilities being provided for the youth of the Southwestern Union.

If you live close enough, or when you are traveling in the area, you are invited to tune to KSUC, 88.3 on your FM dial, soon after the first of April.

Outstanding Summer Work Opportunities

For most college students, summer is the time to earn money. Once again Southwestern Union College is making it easy for prospective students to work on campus. Full-time summer employees who are students during the following school year will be refunded the entire cost of their dormitory room. Not only will the room be free, but each summer employee may also take up to four hours of college credit free.

Thus, as he is working during the summer, the college student can earn in wages and benefits some \$1,250.00 if he works a minimum of 14 weeks. This is a wonderful plan for all who are interested in earning a large portion of their tuition for the school year.



IN THE SOUTHWESTERN UNION CONFERENCE

TOP 10 LITERATURE EVANGELISTS IN UNION FOR JANUARY, 1974

Rayburn Smith — Arkansas-Louisiana	\$2,905.40
Harold Lynch — Texas	1,946.00
Ron Bryant — Texas	1,833.55
Walter Erickson — Arkansas-Louisiana	1,432.80
Danny Gwinn — Arkansas-Louisiana	1,238.20
Paul Shahan — Arkansas-Louisiana	1,180.25
Dave Hollen — Oklahoma	1,025.05
Jane Greenough — Texas	1,015.70
James Rogers — Oklahoma	1,011.70
Ben Richards — Texico	773.10

TOP LITERATURE EVANGELISTS IN EACH CONFERENCE

Aransas-Louisiana — Rayburn Smith	\$2,905.40
Oklahoma — Dave Hollen	1,025.05
Southwest Region — Annie W. Hanson	750.00
Texas — Harold Lynch	1,946.00
Texico — Ben Richardson	773.10



AT REST

GRIMES, Mrs. Edith May, was a widow and had been residing in Houston, where she died on Feb. 1, 1974. She was born on July 30, 1893, in Oak Hill, Tex., and was baptized by Elder Hempton in 1921.

Survivors are five daughters: Mrs. David W. McSwain, Mrs. Lester B. Hunt, Mrs. Richard Barker, Mrs. Don Boyd, Mrs. B. W. Baker; one son, Thomas Charles Grimes, Jr.; one sister and two brothers. R. G. Gomez.

GROVES, Aljier, A., was born Dec. 27, 1889, and passed to his rest Dec. 25, 1973, in Jonesboro, Ark.

He leaves to mourn his wife, Mrs. Orenia Groves; two daughters: Mrs. Florence Larsen, Mrs. Nettie Yates; one brother, Holbert Groves; three grandchildren, and one great grandchild.

Services were conducted by Elder Merlyn W. Chambers and Pastor Larry Dittberner. Interment was in the Pine Hill Cemetery, Jonesboro, Ark.

Larry D. Dittberner.

PENNER, Mrs. Helen Ethel, was born in Oklahoma on Sept. 7, 1895, and passed away in Cleburne, Tex., on Jan. 25, 1974. She had been a faithful member of the Keene Seventh-day Adventist Church since 1950 serving as a Sabbath school teacher and deaconess, and took an active part in the Dorcas Society. She was well loved and had many friends in Keene.

Those left to mourn are two brothers: Aaron, and Henry Gaede; one sister, Mrs. Flora Wonenberry; two daughters: Mrs. Betty Phillips and Mrs. Darlene Reagor, and five grandchildren.

Services were conducted by George Petty and Stanley Steiner in the Keene church. Interment was in the Keene Cemetery where she awaits her Saviour. Stanley J. Steiner.

WINN, Samuel Monroe, was born near Marthaville, La., on Jan. 2, 1894. He passed to his rest Feb. 4, 1974, in Dallas, Tex. Monroe attended church school and academy in Keene. He was employed for a period of time in the Fort Worth branch

of the Southern Publishing Association, and he also worked at Oakwood College.

He leaves to mourn four brothers: Joe, Lloyd, Avery, and Robert; two sisters: Miss Lizzie Winn and Mrs. Ella Hart; and a number of nieces and nephews.

Services were conducted by Elders Lee Huff and Stanley Steiner in the Keene church, with interment in the Keene Cemetery. Stanley J. Steiner.



BUSINESS NOTICES

Send all business notices to your local conference office for approval. Rate: fifty words or less, one insertion, \$5.00. Each additional word, including names and addresses, 5c per word. Payment must accompany copy. No refund on cancellations.

FOR SALE: '68 Winnebago Motor Home, 22 ft., on Dodge chassis, 25,000 miles, self-contained, air-conditioned, auxiliary gas tank, furnished with dishes and bedding, sleeps 5, \$5,000.00 cash. Contact L. J. Bull, M.D., Box 217, Plainview, AR 72857. Telephone 501 272-4236. p24-6

PROTECT YOUR FAMILY with a sound, low-cost Burial Assistance Plan. Seventh-day Adventists in good health, may enroll up to 70 years. No medical examination needed. Enrolling between the ages of 5 and 45 insures the maximum benefit of \$700. Write today for full schedule of benefits and costs to GOOD SAMARITAN SOCIETY, P.O. Box 182, Noblesville, IN 46060. slb, 19-21-23-1-3-5

ATTENTION — MISSIONARY-MINDED RETIREES! Be where the action is! Within the last three years three new churches have been started in the Keene area. In 1975 another new church is to start in a growing resort town 30 miles from Keene. Move to beautiful smog-free north Texas, and help in this new missionary venture. Write for details to Box 47, Keene, TX 76059.

Keene Co., Realtors Offers—EXCLUSIVE SERVICE FOR KEENE AREA — Real Estate, Developers, Builders, Insurance Office Phone: 817-645-3988

Almost New! 3-bedroom home, with 2 baths, over 2,000 sq. ft. living area. Hillcrest. \$32,000.

A Steal! Hillcrest, 4-bedroom, brick and frame, 2-bath, fenced yard, new CA & CH. Redecorated. Assumption! ONLY 19,000.00!

Five Acres. 4-bedroom, 2-bath, lovely country home. Pay equity and assume loan. \$39,900.00.

Large Home on two acres, fireplace; fruit trees and horse barn. \$42,500.00.

New home! 3-bedroom brick home. Just finished. Will sell for \$29,750.

Nice Spanish home in Rolling Hills addition. Need a good down payment and you can move into this 3-bedroom, 2-bath home. Only \$25,975.

Get out of the city and enjoy real country living. 20 acres on paved farm-to-market road six miles from Keene. \$21,250.00.

Would you like a small acreage in a nice neighborhood? We have just what you need. Nearly four acres with co-op water and fruit trees plus a 17-50 mobile home. \$11,150.00.

7.3 acres only three miles off Interstate 35. Owner financed. 12% down will carry the rest at 8% for 10 years.

74.8 acres close to Keene.

Excellent 2-bedroom home. It has everything imaginable! Lights on reostat, humidity control, stainless-steel dishwasher, and built-in vacuum. Sells for \$37,100.00.

Pauline Stone Marvin 645-9237
Marita Richardson 645-2618
Herschel Cottrell 645-3522

COPY DEADLINES

Announcement for Events on Weekend of	Should Be in Local Conference Office by
Mar. 30, Apr. 6 and 13	Mar. 7
Apr. 20 and 27	Mar. 21
May 4 and 11	Apr. 11
May 18 and 25	Apr. 25



	Mar. 8	Mar. 15	Mar. 22	Mar. 29
Abilene, Texas	7:42	7:47	7:52	7:57
Amarillo, Texas	7:49	7:54	8:00	8:06
Brownsville, Texas	7:35	7:38	7:42	7:45
Dallas, Texas	7:29	7:35	7:40	7:45
El Paso, Texas	7:09	7:14	7:19	7:24
Fort Worth, Texas	7:31	7:37	7:42	7:47
Galveston, Texas	7:23	7:28	7:32	7:36
Gentry, Arkansas	7:20	7:26	7:31	7:37
Keene, Texas	7:31	7:37	7:42	7:47
Little Rock, Arkansas	7:11	7:16	7:22	7:28
Muskogee, Oklahoma	7:23	7:28	7:34	7:40
New Orleans, Louisiana	7:04	7:08	7:13	7:17
Oklahoma City, Oklahoma	7:32	7:37	7:43	7:49
San Antonio, Texas	7:38	7:42	7:46	7:50
Santa Fe, New Mexico	7:05	7:11	7:17	7:23
Shreveport, Louisiana	7:17	7:23	7:28	7:33
Tulsa, Oklahoma	7:25	7:31	7:37	7:43



on the record

a heart-to-heart chat with your union conference president

The World's Best

Someone has observed that the most powerful invention God has committed to man is the ALPHABET. The most magnificent monument to the alphabet is the Bible and other great books of knowledge and truth. What would we do — where would we be, if we did not possess "The word of God, which liveth and abideth forever?" 1 Peter 1:23.

God has not left this world in darkness. He has shown us His will. He has provided a candle of understanding. He has given to His people the very best literature in the world today. There is none better — anywhere.

First, He has given to us the word of truth — the Bible — the sacred Scripture, the blessed Holy Bible, sharper than any two-edged sword, cutting in order to cure, hurting in order to heal, slaying in order to make alive.

There is no book anywhere that can ever begin to compare with the Bible. It is the word of life. It was written by inspiration of God. It meets human needs. The Bible provides just the help these poor, human hearts of ours need.

To know and understand the power of the Bible, it must be carefully read and studied. The best reading comes after earnest prayer, asking that God lead you into all truth. Led by the Spirit, not only will you find life's answers, but you will also find great riches in God — the way of salvation, kernels of truth — the road of life. No other book provides such great wisdom and understanding. The Bible is the authentic source of all true knowledge. It leads you straight to the fountain of all truth. It leads you to the Lamb of God, which taketh away the sins of the world. It shows you Jesus and, through Him, everlasting life. The Bible is the only complete source book of truth that meets the needs of all men in all ages. It stands at the very pinnacle of all writing. It is the living word of a living God; it bringing life and hope to a dying and doomed planet. The Bible is beyond compare. Read it. Devour its message. "Oh taste and see that the Lord is good." Let its truth enter your heart. "The entrance of thy words giveth light; it giveth understanding unto the simple." Psalm 119:130.

Our church is greatly blessed — blessed beyond any other people in the world today — in the beautiful literature God has given to us. Not only do we have the Bible, but, *in addition*, we also have the inspired writings of God's prophet for these last days, Ellen White. Her beautiful writings add a new dimension to the Word of truth. Like a telescope it adds no new stars to the heavens, but it shows more clearly the ones that are already there. If you had the time and the ability to search through the entire Library of Congress, you wouldn't find anywhere more beautiful writing. There are no finer books, *The Desire of Ages*, *Christ's Object Lessons*, *Patriarchs and Prophets*, *Prophets and Kings*, and *The Great Controversy* are classics of truth. "Outside the Bible, there is nothing better you can read." These books will give you a complete understanding of God's plan and His will; and they are so beautifully written — plain, simple language, easy to read and understand. They, along with other Ellen White books, such as *Steps to Christ*, *Christian Service*, *The Ministry of Healing*, *The Testimonies to the Church*, are filled with divine truth and are the very best literature you will find in the world.

"If any of you lack wisdom, let him ask God." James 1:5. Do you need wisdom? Do you have questions? Do you need answers? In every area of life God has already provided the answers. You can know the mind of God. You can know the wisdom of God. It is all readily available to you; and, if you will read and study, you need not be uncertain and unsure. In every important area of living, you can know what the Lord would have you do. It is for you. Don't miss the blessing in store. Read today — "Oh taste and see."

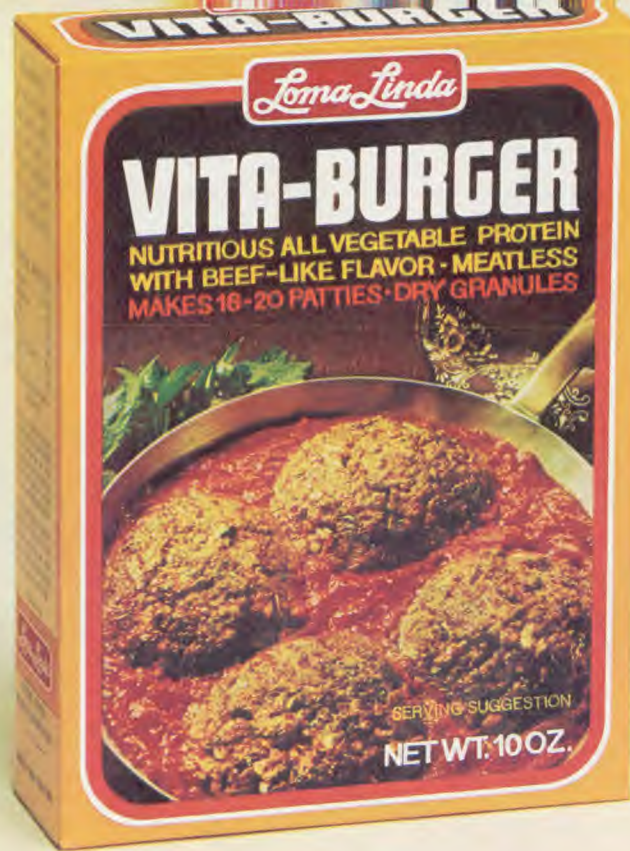
Yours for reading "the world's best,"

B. E. LEACH.

INSPIRED ...

"The word must be searched in order to purify and prepare those who receive it to become members of the royal family, children of the Heavenly King." *Testimonies*, vol. 6, p. 132.

GOD HONORS FAITH



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When Art Linkletter sits down to a meal, he wants something as good-tasting as it is good for him. That's why he chooses Loma Linda Vita-Burgers for delicious, nutritious dinners. Each package makes sixteen to twenty tender juicy patties with the hearty taste of beef—but with none of the dangerous cholesterol or animal fat. Nothing but the natural,

healthy goodness of pure vegetable protein. And when it comes to pleasing family appetites, Vita-Burger can't be beat. Loma Linda Vita-Burger.

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