

Southern Tidings

This Issue

FEB 3 1960

- ★ America's "Sacred Cow"
by Desmond Cummings
- ★ Colporteur Convention
- ★ Faith for Today's
Tenth Anniversary

Important Duty

"Years ago we regarded the spread of the temperance principles as one of our most important duties. It should be so today."

"God wants us to stand where we can warn the people. He desires us to take up the temperance question. By wrong habits of eating and drinking, men are destroying what power they have for thought and intelligence. We do not need to take an ax and break into their saloons. We have a stronger weapon than this,—the Word of the living God. That will cleave its way through the hellish shadow which Satan seeks to cast athwart their pathway. God is mighty and powerful. He will speak to their hearts."

—Ellen G. White

- YOUR PART:**
- (1) Read the temperance articles in this issue.
 - (2) Respond quickly and liberally to the letter you soon will receive in the mail.

EDITORIAL OPINION

75 Visited, Baptized

Last October Faith for Today furnished the General Conference Radio-TV Department with a list of 75 names and addresses of persons who had been baptized in recent weeks and who had mentioned that Faith for Today was a factor in their decisions to become Seventh-day Adventist Christians.

The General Conference office wrote to these people, including a questionnaire in each envelope. One of the questions asked if an Adventist minister had called during the time they were taking the Bible correspondence lessons, or soon after. "When the responses came back," the Radio-TV Department reports, "what a thrill it was to find out that all of them had been visited personally!"

These newly baptized members were generous in their appreciation for the help given them by the ministers. From their comments it was obvious that many of the students would not yet be baptized had the Adventist ministers not come to visit them, to help with their problems, to answer their questions and to pray with them.

"We were impressed once again," a department official says, "with the importance of the personal contact in bringing to a decision these folk who have been reached by mass communication media."

This survey shows quite conclusively that the denomination's ten-year-old telecast reaches men and women with the message of the hour and progressively leads them to a point where personal visits will usually bring positive results. This fact offers an unparalleled opportunity to Southern Seventh-day Adventists because of the layman-pastor plan for total evangelism, called Operation Dixie. Not only do the ministers have opportunity to follow up the names of interested persons, but laymen have equal opportunity to participate in this method of evangelism. Further, the laymen may constantly be securing new viewers and new Bible course students with a resulting program of continuous sowing, watering and reaping.

To facilitate such opportunities and to increase the number of stations carrying Faith for Today within the Southern Union, we suggest that each member give a special "sacrifice" offering for Faith for Today on Sabbath, February 13.

When Your Letter Arrives

Going out to each family in the Southern Union is a special letter on the church's temperance program. The letter will ask each member to join the American Temperance Society and to help to promote the society's effective literature, including *Listen* magazine.

When your letter arrives, read it in the light of what it advocates it can do for you, your family and your friends. The temperance work is part of the gospel, and very frequently is the key to reaching men and women who cannot be reached in any other way. Let's give this year's campaign our full support.

Southern Tidings

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Wills, trust agreements, and annuities should be made in favor of the legal association rather than the conference. Write your conference secretary-treasurer for the exact name.

N. C. Wilson Called to Michigan

Lansing, Mich.—The Michigan Conference Executive Committee has called N. C. Wilson to the conference presidency. Elder Wilson, president of the Georgia-Cumberland Conference for the past one and one-half years, will replace G. E. Hutches, newly elected secretary of the Lake Union Educational Department. Michigan, with a current membership exceeding 15,000, is the oldest Seventh-day Adventist conference, and it was at Battle Creek that the General Conference was organized in 1863.

A. C. McKee Elected

Atlanta—A. C. McKee, secretary-treasurer of the Georgia-Cumberland Conference, was elected to the presidency of the conference at a meeting of the Executive Committee January 20. He replaces N. C. Wilson, who, a week earlier, accepted the presidency of the Michigan Conference. Elder McKee has been a colporteur, a publishing department secretary, a Book and Bible House manager and secretary-treasurer of the Alabama-Mississippi and Georgia-Cumberland Conferences.

Greene Accepts Atlanta Post

Atlanta—The Georgia-Cumberland Conference has announced the appointment of Joseph Greene, Orlando, Florida, to the leadership of the conference's publishing work. He replaces E. A. Brodeur who has accepted a mission post in the Far East. Elder Greene accepted the Georgia-Cumberland call, which follows several years of progressive service in the Florida Conference as Publishing Department secretary.

SMC Events

Collegedale—An event of widespread interest to music lovers here will be the appearance of Jerrie Cadek Lucktenberg, violinist, and George Lucktenberg, pianist-harpsichordist, scheduled for February 7 at 8 P.M. in the College Chapel under the auspices of the Fine Arts Series of Southern Missionary College.

The Concordia Choir of Concordia College, Moorhead, Minnesota, will appear in the lyceum series at Southern Missionary College on February 13 at 8 P.M. in the college auditorium. Paul J. Christiansen, head of the Concordia College music department, is the director of the choir. The group of 65 singers toured Norway, Holland, Germany and Austria with special concerts at the Brussels World's Fair and the Vienna Music Festival during the summer of 1958. Singing a cappella, the choir will present a program ranging from 16th century classics down through the Bach era to the contemporary masters. Several works by the director's father, F. Melius Christiansen, will also be heard. Admission is 50 cents for adults, 25 cents for children, or by season lyceum series tickets.

Beckner to Conference Post

Atlanta—H. R. Beckner, pastor of the Collegedale church during the past 13 years, has been appointed to the leadership of developing the Georgia-Cumberland plans for a new boarding academy near Calhoun, Georgia. He will reside on the school campus, but will visit churches and members throughout the two-state conference.

Faith for Today Plans

Forest Hills, New York — Faith for Today has announced plans to extend the television program's coverage in the Southern Union—if the offering comes up to expectations on February 13. The program's new plan for layman participation in every church is proving to be highly successful. It has been implemented in the Carolina and Kentucky-Tennessee Conferences with promising results. The offering on Sabbath, February 13, will help determine the degree of expansion elsewhere in the Southern Union.

Far East Calls Brodeur

Singapore—E. A. Brodeur, of Atlanta, has been named publishing department secretary of the Far Eastern Division of Seventh-day Adventists. The Division includes various territories stretching from Korea and Japan to Indonesia. Elder Brodeur has served as publishing department secretary of the Georgia-Cumberland Conference. This will be his second mission appointment; the first was to Indonesia.

Hunt to Colorado

Denver—W. B. Hunt, of Macon, Georgia, publishing assistant for the Georgia-Cumberland Conference, has been elected Publishing Department secretary of the Colorado Conference. He has served as a colporteur and assistant departmental secretary in the Carolina, Texas and Georgia-Cumberland Conferences.

Florida Elects Culpepper

Orlando—M. E. Culpepper, Publishing Department secretary of the Kentucky-Tennessee Conference, has been elected to a similar post in the Florida Conference. The election, by executive committee appointment, was announced by H. H. Schmidt, conference president. Elder Culpepper replaces Joseph Greene who is moving to Atlanta.

Academy Open House

Meridian, Miss. — The first open house celebration in connection with the academic buildings will be held on the grounds of Bass Memorial Academy, Sunday, February 14. The constituency and friends are invited.

America's "Sacred Cow"

By DESMOND CUMMINGS

Temperance Secretary, Southern Union Conference

THOUSANDS die each year from starvation in India, yet the cows of India run free trampling down and destroying the very gardens that could mean life to these starving individuals. But no one will stop the cows because they are "sacred."



Desmond Cummings

We here in America cannot understand such a religion; in fact it seems to us sinful and ignorant. But this country has something similar. America's sacred cow is the liquor industry. For a cheap, diabolical dollar it brings degradation into our homes and nation.

From the Yale University school on the study of alcoholism we are told that one out of every 15 who touch alcohol will become a hopeless alcoholic. TV and radio bring this evil influence into every home. Newspapers have their vested interest in this crime, sorrow and neurotic action. Our youth are bathed in this atmosphere day and night.

India's sacred cow runs through their gardens, but America's sacred cow strews its filth and sorrow through our front rooms. Who is sinful and ignorant? How sacred is America's cow?

At its height polio attacked 38,000; cancer, 711,000; and tuberculosis, 1,300,000. Our nation spent and is spending millions to fight these dreaded killers, and this is right and good. Yet we are told at Yale University that there are over four and one-half million alcoholics in our nation today; and they are just as certainly doomed as a tuberculosis, cancer or polio victim—even more so, because a majority of our society has only a feeling of contempt for them.

Suppose a man should come to your city and rent a store, attractively decorate the windows, open his door for business and proceed to sell a product that caused those who used it to have

cancer. You and your city would become righteously indignant and run him out of town. Yet this same man can come, open a business store and deal out pain, sorrow and death and still be a worthy citizen of your community. In fact, the liquor industry is so "sacred" that you and your community will issue him a license to carry on his evil work of destruction.

Who is to blame?

It is an established fact that the Christian people of America could take this evil off radio and television and out of the newspapers if they so desire; but no, we have quietly succumbed to the industry and refused to raise a hand of protest. Christians have become intoxicated with the keen psychological advertising, the jingles, the catchy tunes and the good programs they sponsor; and we give our silent consent to this evil.

In the gospel of John 8:32 we read: "The truth shall make men free." It is time we told the world the truth about America's "sacred cow" industry. To do this you must be informed. It is your privilege to become a member of the American Temperance Society and to receive the wealth of information

that is disseminated through *Listen* magazine, a magazine that is recognized as America's best in the field of temperance. It is imperative that you become a member of your American Temperance Society and receive *Listen* in your home.

Dear fellow believer, your responsibility cannot be stressed too strongly. Please read the following quotations from the Spirit of Prophecy: "Every true reform has its place in the work of the third angel's message. Especially does the temperance reform demand our attention and support."—*Temperance*, p. 234. "From the light God has given me every member among us should sign the pledge and be connected with the temperance association."—*Ibid.* p. 197. "The evil (of intemperance) must be more boldly met in the future than it has been in the past."—*Ibid.* p. 239.

Soon you will receive in the mail an invitation from your local conference to place your influence on the side of right by joining the American Temperance Society. With this membership you will receive *Listen* magazine. We are depending upon you to respond to this important responsibility.

A Call to Action

By W. A. SCHARFFENBERG

Secretary, General Conference Temperance Department

THE U. S. Brewers Foundation propaganda mill is flooding the country with well-edited material. This material has been prepared in a very attractive form and has been sent out through every available channel by the liquor industry. More than 8,500 sets of bulletins, for example, were recently distributed by the U. S. Brewers Foundation to key people, including the chief editorial writers on all U. S. daily newspapers; editors of a selected

list of 2,300 weekly newspapers; national magazine editors; nationally known syndicate newspaper columnists and editorial writers; radio network commentators and newscasters and well-known free-lance writers and Washington correspondents.

Three bulletins placed in a file folder to fit a normal file cabinet were prepared and distributed by the foundation's public relations bureau. One bulletin entitled "Beer and Morale"

contained extensive information claiming beer to be an aid to both civilian and military morale. The second bulletin was entitled "Food Value of Malt Beverages," and the third contained a brief resumé of current statistics on the brewers' industry. The set was mailed in a special envelope imprinted with the catch line: "Facts About An Important American Industry."

The bulletins were designed to provide slanted background material for editors, writers, and commentators. Much of this propaganda has already found its way into print. The Brewers Foundation is financed by the brewers. Its membership includes over 175 different breweries. Each brewer pays into the foundation treasury monthly dues, the amount being dependent on the number of barrels of beer produced each month. The monthly dues are as follows:

- One cent per barrel for the first 5,000 barrels
- Two cents per barrel for the next 10,000 barrels
- Six cents per barrel over 15,000 barrels.

If a brewer, for example, produces 25,000 barrels of beer a month, he would pay the U. S. Brewers Foundation \$850, or \$10,200 a year. The Schlitz Brewery averages over 475,000 barrels and pays monthly membership dues of \$27,850 or \$334,200 a year.

With a membership of over 175 breweries, you can see that they have no difficulty in securing funds needed to push their advertising and lobbying program.

The question arises, what can we as Seventh-day Adventists do to counteract the vicious propaganda of the alcoholic beverage industry?

There are two, yes, three things every Seventh-day Adventist can do and should do.

First, sign the pledge and induce others to sign with you.

"Offer No Excuse.—Let no excuse be offered when you are asked to put your name to the temperance pledge, but sign every pledge presented, and induce others to sign with you."—*Temperance*, p. 199.

Second, join the American Temperance Society. Six types of membership are offered. Life Members contribute \$100; Supporting Members \$25; Sustaining Members \$10; Contributing Members \$5; Regular Members \$2; Student Members \$1; and a Family Membership, which includes the father, mother and pre-school children, \$3.

"From the light God has given me, every member among us should sign the pledge and be connected with the temperance association." — *Temperance*, p. 197.

Third, enlist in the nearest ATS Action Unit (see the next article), and make your influence felt in an organized and effective manner, by precept and example, by voice, by pen and by vote in favor of total abstinence and complete elimination of the traffic in alcoholic beverages, tobacco and narcotics in any form.

"Temperance societies and clubs have been formed among those who make no profession of the truth, while our people though far ahead of every

other denomination in the land in principles and practical temperance, have been slow to organize into temperance societies; and thus have failed to exert the influence they otherwise might."—*Temperance*, p. 236.

"If our people can be made to realize how much is at stake, and will seek to redeem the time that has been lost, by now putting heart and soul and strength into the temperance cause, great good will be seen as the result."—*Temperance*, p. 257.

We are confident that our members in the Southern Union will respond to the invitation to take the pledge and become active members of the American Temperance Society.

Something New

ATS Action Units

By W. A. SCHARFFENBERG

NO one is to be baptized or admitted into church fellowship who is engaged in the manufacture, distribution, sale or consumption of alcoholic beverages, or in the use of tobacco in any form. Seventh-day Adventists can, therefore, with a clear conscience move forward, as one, in an aggressive educational program in behalf of total abstinence, the influence of which will be far-reaching.

Someone may say, "I don't smoke and I don't drink; what more can I do?" Others may ask the question: "What can I do?" or "How can I help?" "Do you have something concrete to suggest?" Yet others may say: "Let's get together and see what we can do." Or, "Let's get going." "What we need," says another, "is a grass roots program."

Questions of this nature have been coming to our office more and more frequently of late. Our people are becoming temperance conscious, and we feel it is high time that we are mapping out an aggressive program in which every member of the church can take an active part.

General Conference Action. In response to the earnest appeals that reached our office from many quarters,

the following action was taken at the recent session of the General Conference held in Cleveland:

"*Voted*, that a committee be appointed by the General Conference officers to give study to the development of a plan whereby societies may be organized in our churches and local communities for the fostering of an aggressive temperance program in every community."

Following the General Conference Session the officers discussed the matter and took action requesting the Executive Council of the American Temperance Society to give study to the development of a program that would not only enlist every Seventh-day Adventist as an active member of our temperance organization, but would secure his active support, assistance and participation in fostering an aggressive and continuous educational program in behalf of total abstinence in his local community. The Executive Council, therefore, gave study to this proposal and after due consideration, it was agreed that the preliminary draft be referred to the North American Union Conference Temperance Secretaries Council for further study.

National Convention Endorses. Af-

ter a careful study of the entire program, the Union Conference Temperance Secretaries Council voted to recommend to the Fourth National Convention of the American Temperance Society held in Denver, October 5-10, 1959, the immediate adoption and implementation of the first stage of the program, namely, the organization of an Action Unit early in 1960 in every church throughout the North American Division. The program was endorsed by convention vote.

Autumn Council Approval. Following our national convention the Autumn Council took the following action:

"WHEREAS, We have the following instructions from the pen of inspiration, 'Temperance societies and clubs have been formed among those who make no profession of the truth, while our people though far ahead of every other denomination in the land in principles and practical temperance, have been slow to organize into temperance societies; and thus have failed to exert the influence they otherwise might'; (*Temperance*, p. 236) and,

"WHEREAS, The Spirit of prophecy indicates that 'if our people can be made to realize how much is at stake, and will seek to redeem the time that has been lost, by now putting heart and soul and strength into the temperance cause, great good will be seen as the result,'

"Voted, 1. The organization of an American Temperance Society Action Unit under the sponsorship of the local church temperance secretary early in 1960 in every church in the North American Division; and,

2. "That these Action Units meet once a month, suggesting the first Tuesday of every month, to lay plans for the aggressive promotion of the temperance cause in their local communities."

The details of organization, plans, activities and projects to be sponsored by the ATS Action Units were to be worked out by the department.

We are now prepared to announce the first stage of this new "grass roots" program. It is hoped that at least one Action Unit will be organized in every church.

Who Should Organize a Unit? Action Units may be organized by as few as three individuals. There is a distinct advantage in individuals with kindred interests, as for example, a group of physicians, a group of teachers, a group

of farmers, a group of businessmen, a group of office secretaries, a group of women, a group of young married couples, a group of young people or a group of nurses getting together and organizing an Action Unit, and advance the cause of temperance within their circle of acquaintances. Action Units are to be organized under the sponsorship of the local church temperance secretary. The church temperance secretary is to serve as coordinator of the various action units operating in his church. In the initial stages the church temperance secretary could then serve as the leader of the ATS action Unit.

We must build up a solid bloc of total abstainers who will resist the pressures that are put on the American people to smoke and to drink. We must not only recruit, but we must train an army of total abstainers who will be able to present our temperance message in an attractive and appealing manner.

When such an army of total abstainers has been recruited and trained for effective service, the sheer force of public opinion will put a stigma on everything that has to do with the manufacture, distribution, sale and consumption of alcoholic beverages and the use of tobacco in any form.

How to Proceed. If you are a member of the American Temperance Society and have a burden to make your influence felt in a more effective manner in behalf of the temperance cause, we would suggest, first of all, that you read over very carefully the requirements listed in the Individual Membership Pledge, prepared especially for members of the ATS Action Units, and if you are prepared to sign such a pledge, sign it.

Then discuss the matter with your church temperance secretary and your pastor and after securing their endorsement, enlist the support of at least two other members of the church who are members of the American Temperance Society in taking the pledge prepared for members of the ATS Action Units.

After general agreement has been reached as to leadership of the Action Unit, the Action Unit application form should be filled out and sent to the local conference office through your church treasurer, together with the Individual Membership Pledge Cards and the \$5 Action Unit Membership dues.

The local conference will then place your Action Unit leader on a special mailing list. Specific instructions will be sent to all Action Unit leaders.

ATS Action Units

Minimum Standards

1. The application form, requesting the privilege of organizing an Action Unit of the American Temperance Society, shall be signed by the leader, the secretary and the treasurer of the Unit, all of whom are to be Seventh-day Adventists. The application form must also bear the signatures of the church temperance secretary and the pastor.

2. The application form shall have attached to it the individual membership pledge cards of each one of the charter members. It is understood that only active members of the American Temperance Society are privileged to apply for membership in an Action Unit.

3. The application form together with the individual membership pledge cards and the annual Unit membership fee of \$5 are to be forwarded on to the local conference office through the church treasurer.

4. Units shall meet at least once a month on a specified day, the first Tuesday of each month being suggested, to receive reports and to lay plans for the aggressive promotion of the objectives of the society within their organization, institution or local community, and maintain a 75 per cent attendance record.

5. Units shall sponsor a minimum of one subscription to *Listen* each year for each member to maintain their rating.

6. Units shall distribute a minimum of five *Smoke Signals* per member per quarter.

7. Units shall arrange for a showing of one film from the list of ATS approved tobacco education films at least once every six months to some church group, public school or civic organization.

8. Units shall arrange for the showing of one film from the ATS recommended list of films on alcohol education at least once every six months to a church group, public school or civic organization.

9. Units shall take an active part in promoting the Annual Traffic Safety Campaign by securing ATS bumper strips and having them placed on 25 cars in the local community in which the Action Unit operates.

10. Action Units shall increase their membership at least 10 per cent a year in order to maintain their rating.

Notes

a. An Action Unit to maintain its rating must, each year, reach a minimum of seven out of the above ten requirements, including the first three, which have to do primarily with organizational procedures.

b. The Action Unit organization is to be carried out within the framework of our denomination, the church temperance secretary being the sponsor of the Unit or the coordinator of the Units operating in his church.

Temperance Is Vital To Religion

By VERN C. HOFFMAN

Temperance Secretary, Georgia-Cumberland Conference

THE awakening or reawakening to the power of God is often explosive at a particular point in the life of many alcoholics. Religion has unquestionably saved more drunks, lush drinkers, excessive drinkers and borderline cases, than any other factor," Dr. C. Anthony D'Alonza has well said.

Vern C. Hoffman Many times we take the wrong attitude toward the alcoholic and the person who drinks. We shun rather than help. We should have the attitude Jesus had when He was overlooking Jerusalem and said: "O Jerusalem, Jerusalem thou that killest the prophets and stonest them which are sent unto thee, how often would I have gathered thy children together, even as a hen gathereth her chickens under her wings and ye would not! Behold your house is left unto you desolate." Matt. 23:37, 38.

"The temperance question is to receive decided support from God's people. Intemperance is striving for the mastery; self-indulgence is increasing, and the publications treating on health reform are greatly needed. Literature bearing on this point is the helping hand of the gospel, leading souls to search the Bible for a better understanding of the truth. The note of warning against the great evil of intemperance should be sounded; and that this may be done, every Sabbath-keeper should study and practice the instruction contained in our health periodicals and our health books. And they should do more than this: they should make earnest efforts to circulate these publications among their neighbors." *Temperance*, page 249, by Ellen G. White.

Dr. Andrew C. Ivy of the University of Illinois says, "Alcoholics are being produced in the U.S. at the rate of more than 1,200 a day."

It has been said that each of us is either a part of any problem that may be concerning us as people or a part of the answer.

Let us look at the question squarely. This great evil is making inroads into some Adventist homes. Let us not think there is nothing we can do. We read in the book, *Temperance*, pages 257, 258: "You say, We are in the minority. Is not God a majority? If we are on the side of the God who made the heaven and the earth, are we not on the side of the majority? We have the angels that excel in strength on our side.

"With our feeble human hands we can do but little, but we have an unfailing Helper. We must not forget that the arm of Christ can reach to the very depths of human woe and degradation. He can give us help to conquer even this terrible demon of intemperance."

Won't you become a member of the American Temperance Society for 1960 and help us do the work which the Lord wants us to do?

Fewer MD's Smoking

"Fewer MD's are smoking today," according to a *Miami Herald* headline (November 22, 1959). A United Press International release from Boston tells of surveys made among approximately 5,000 medical men.

Here is the UPI's analysis of the surveys: "In 1959, only 39 per cent reported smoking cigarettes compared with 52 per cent in 1954. About half the current smokers use less than one pack per day. Among the more than a pack a day smokers, the rate declined from 30.5 cigarettes to 18.0, the report said."

Charles R. Beeler

Your Invitation

By WARD A. SCRIVEN
Temperance Secretary

The Florida Conference is happy to join again in the great drive for the American Temperance Society Membership which is being launched at this time of year. It is a real thrill to see the response that the elementary school children have given to the American Temperance Society Membership for the current school term.



Ward A. Scriven We are justly proud of the accomplishments, particularly of the elementary school at Forest Lake. We have a report in from them that they have reached 100 per cent membership which includes 237 children. Surely in this case we can repeat again "a little child shall lead them."

No doubt the adult membership of the Florida Conference will want to follow the example of these boys and girls who, under the leadership of competent teachers, have become members of the American Temperance Society.

The evidence against the use of alcohol and tobacco continues to pile up, in the public press, radio and TV. There shouldn't be any questions in the minds of any of us but that we should join ourselves to the American Temperance Society and help make possible a great educational program against this evil in the land. This is your invitation to once again, upon receiving a letter about the American Temperance Society membership, sign the pledge and include your membership dues and become a member of the American Temperance Society. For this you will receive a year's subscription to that excellent journal *Listen*.

May the Lord bless us all together as we move forward in a strong united program for better living.

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"Temperance reformers have a work to do in educating the people. . . . Teach them that health, character, and even life, are endangered by the use of stimulants, which excite the exhausted energies to unnatural, spasmodic action."—*Ministry of Healing*, p. 335.

ATS Chapter Plans Activities

Plans are well under way to make the 1959-60 chapter the most active in the history of the Highland Academy.



The following have been selected as officers to lead out in the temperance work this year: president, Trudy Dunn, Woodbury, Tenn.; secretary, Janice Gist, Owensboro, Ky.; treasurer, Gilbert Dunn, Woodbury, Tenn.; sponsor, H. D. Lawson, principal. The first chapel program was held on December 9. Elder F. W. Foster, temperance secretary of the Kentucky-Tennessee Conference, was the speaker. His timely message aroused the officers and students to the great need of doing more work in the temperance field. On January 15, the next chapel program, the oratorical, essay, poster and jingle contests were launched. Prizes for these four contests will total \$100 in cash. The third chapel program, on January 29 saw the membership drive launched in a dramatic way.

On February 27 and 28 the chapter will conduct the largest temperance rally ever held on the campus. Elder W. A. Scharffenberg from the General Conference will be the speaker at all the rally meetings. The finals in all four of the contests will be held as part of the Saturday night program, and the cash prizes will be awarded at that time.

One of the highlights of society activities will be its "Temperance Team." This team will travel to many of the churches in the Kentucky-Tennessee Conference to present temperance programs and to enlist support for the American Temperance Society. Plans are being laid to work closely with the United Tennessee League to present programs in a number of non-Adventist churches. Visits will also be made to local high schools and elementary schools.

We invite you to join with the chapter in a great endeavor to stamp out the twin evils of alcohol and tobacco.

Support the American Temperance Society through your prayers, your means, your voice and your pen.

Listen Really Works

By GEORGE V. YOST
Temperance Secretary, Carolina Conference

According to Naval instructor and mechanic Engineman First Class Carroll B. Cox, ENI, *Listen* is a journal that is read by most everyone on his ship. Stationed at Charleston, South Carolina, he tells this story.

"When my *Listen* magazine comes, if I lay it down before I finish reading it, I cannot get it again until everyone on the ship has read it. I am usually the last one who gets to read it.

"One of the men on the ship, after reading an article on what liquor will do to a person, made up his mind to quit, and he did. He then asked me

if he could send it home for his mother and father to read. I gave him permission and his folks also read it."

Cox is not a Seventh-day Adventist, but his wife is. He also receives *Life and Health* and the *Youth's Instructor* and reports that everyone reads them also.

"It's the best literature that you can find anywhere," he says.

6,000—Student Audience

Mrs. Wanda Krone, office secretary for the Florida Conference Temperance Department, had lost track of a copy of the film "One In Twenty Thousand" and was trying to locate it. The last record of its use was by the athletic director of a public high school in Miami, almost four months back. Doubtful that the film had actually stayed at that point, she wrote to Professor J. B. Stevens at Miami Academy asking him to contact the man and find out whether he had returned it.

Professor Stevens' letter brought the following report: "He has loaned the film to a number of schools—at least 6,000 students have seen it besides some adult organizations. A church group is viewing it this week end. He says it has made quite an impression among teachers and school officials and that the Dade County School Board is purchasing a copy of the film for their library."



Carroll Cox (left) points to *Listen* magazine as he tells Elder Herman Davis (pastor, Charleston, S.C., church) the story of how it brought one man in Uncle Sam's Navy to a decision to quit drinking.

"The Entering Wedge"

By MRS. W. J. BUSS

LISTEN! Throughout the Southern Union some 42,000 loyal Seventh-day Adventists share a united purpose; seek a common answer to one vital question—"How can we quickly and effectively extend our message to every honest man within the sphere of our influence?"

What is influence? It is obviously the door which stands between us and that fine-principled educator, judge, minister, city councilman or neighbor we long to see view the vast scope of our world program with favor, aroused to consider our Bible-centered beliefs and ultimately to embrace our precious message of hope. How would you like to see the door opened? A closed door requires a key, a tightly closed door may require a wedge. Have you tried all the keys and wedges on your list of resources? Has your professional friend or acquaintance declined your literature, ignored your invitations to church, withdrawn coolly from conversation on spiritual topics? Are you weary of trying to pry the door open? Wouldn't you be thrilled and encouraged to find that same door swinging wide with almost the ease of the magic electric eye on the doors of our modern super markets?

How many times have you heard and assented to the familiar statement that our health work is the "entering wedge," the right arm of the message? Have you considered that this health message includes active warfare against any and every vice that threatens the happiness, security and salvation of those we seek to win? Do you recall that temperance was consistently one of Mrs. White's favorite themes in addressing large audiences of non-Adventists, and that today it provides easy access to the minds of thousands who seem at times more deeply concerned with the growing tide of alcoholism than we ourselves?

Listen magazine with its sparkling, colorful format, its scientifically authentic articles by men of prominence, is a splendid tool, better still a magic current for opening doors of influence and winning approval.

Would you like the chief of police in your city to order *Listen* for his force and state how much he admires Seventh-day Adventists' stand for principle? Would you appreciate the city

clerk gladly indorsing your Ingathering permit each year and asking prayer for loved ones? Would you enjoy a Baptist minister remarking that he wished every member of his congregation could receive *Listen*? Would you be glad to have a school superintendent order 25 subscriptions for his high school students? Would you be gratified to see it used for program material in PTA meetings, filed by a Presbyterian minister for source material?

Working with *Listen* in our community (Wilmington, N.C.) has been a thrilling sequence of such experiences. This can be duplicated and multiplied in every church as we capitalize on its effectiveness as an excellent public relations tool, by each giving generously in every campaign to extend its influence.

LISTEN has the answer

Alcoholism today is considered our greatest unsolved public health problem, one rapidly growing worse in terms of social, economic and physical cost. *Listen* approaches this problem in three ways.

(1) Reveals facts and data as to alcohol's effect on the individual and on the economic, financial, moral and religious life of the nation.

(2) Portrays invitingly the better way of life, especially to youth, so as to offset the lure of alcohol and take away the apparent need for it as an "escape."

(3) Offers aid and inspiration to those suffering from alcoholism, or who are tempted to drink, pointing them to the true source of help in Divine Power.

Listen, the world's most colorful journal of alcohol and narcotics education, calls forth enthusiastic response from educators, judges, doctors, clergymen, youth leaders and temperance workers. *Listen* is a must for every Seventh-day Adventist home.

In High Schools

Student Drinking

Drinking among high school students is more widespread than most adults realize, reports a Utah State education official.

Dr. N. Blaine Winters, director of teacher personnel, Utah State Department of Public Instruction, says 17.5 per cent of his state's high school students drink alcoholic beverages and that 3.9 per cent drink at least once a week. He discloses this information in an article appearing in the January-February issue of *Listen* magazine.

According to a recent Evan Jones survey of 8,507 Utah high school students, 14.5 per cent of the sophomores questioned said they had been "tight" during the month preceding the survey; 21 per cent of the juniors and 25.2 per cent of the seniors said they had been tight during the month prior to the survey.

The per capita rate of alcohol consumption in Utah is the lowest among the 50 states. In Wisconsin, for example, 64 per cent of high school students are drinkers, and in Nassau County, New York, the figure is 86 per cent, according to surveys, Dr. Winters points out.

Why do students drink? The leading reason given is curiosity, followed by social pressure. The teen-agers begin drinking in an automobile, says Dr. Winters.

Teen-agers get their liquor from older friends most frequently, with parents the next source, the survey shows. And large numbers of teen-agers are buying beer without difficulty in grocery stores, Dr. Winters says.

According to Dr. Winters' article in *Listen* magazine, parental drinking habits are the deciding factor in teen-age drinking. He points out that "non-drinkers tend to come from homes in which neither parent drinks and where both parents disapprove of the use of alcohol. In homes where both parents are heavy drinkers, teen-age children are also heavy drinkers, according to the survey. If mothers drink once a week, 3.4 per cent of the children drink; if mothers drink twice a week, 4.6 per cent of the children drink. In homes where the mothers drink nearly every day, 5.8 per cent of the children from such homes drink.

Dr. Winters declares that "home influence, religious guidance and educational training can and should be made strong early to combat and lessen the consumption of alcoholic beverages by teen-agers."

THE CONFERENCES

Carolina

"Offering with Wings"

There is no doubt that we will have a splendid Faith for Today offering February 13 in the Carolina Conference



H. V. Reed

due to the fact that we have such a widespread evangelistic program hinging upon this method of mass communication of the three angels' messages.

This message is being winged to the homes of the people through the air waves from Station WLOS-TV in the Asheville-Spartanburg-Greenville area and over the station at Florence, South Carolina, and the Charleston, South Carolina, station. In each of these areas a "penetration day" operation was conducted the 16th of January in which 60,000 folders were distributed to the homes of the people in an effort to draw new thousands of viewers to the programs.

Immediately following this "penetration day" the churches in these areas are launching out into an enrollment program which will bring thousands of new enrollees into the correspondence courses. These will fill the pastors interest boxes with many new names which may be worked upon and culminated in the baptismal fount within this year in our Operation Dixie programs.

The offering, therefore, taken at this season to help Faith for Today continue its wonderful work, should find a ready response in every church throughout the Carolina Conference.

The flight of Faith for Today is widening to millions of homes constantly, and I am informed that Faith for Today is now the first religious telecast to be used in Australia. In the Philippines with its heavy Catholic population Faith for Today is a favorite program. Elder Fagal informs me that one-third of a million letters were

received in 1959. As high as 9,000 have come in one week. Three thousand new believers have already been baptized through the agency of this method of reaching the people with the truth. Therefore, we are very encouraged to feel that Carolina will give a very heavy offering to help produce the program and to ever enlarge its usefulness. Remember the "Offering With Wings" February 13 for Faith for Today.

H. V. REED, President
Carolina Conference

News Notes

A three-day leadercraft course was held in the Asheville church January 22-24 to help young people in the area meet the qualifications of a Master Guide. Adventist youth from the northwestern section of the conference who were planning for Master Guide certificates attended the training program, which was under the direction of Elder G. V. Yost, MV secretary of the Carolina Conference.

Elder Desmond Cummings, Southern Union youth leader, Atlanta, and Elder J. L. Edwards, Mt. Pisgah Academy, led out in the instruction. The leadercraft course is designed to make leaders of Adventist young people and is a requirement to become a Master Guide.

A leadercraft course is planned for South Carolina in February.

A CD Unit. A civil defense mobile unit is receiving backing by all churches in North and South Carolina. Still in the planning stage, it is expected to be a reality before the

summer of 1960 is over, W. O. Coe, conference welfare leader, says.

Book Deliveries. Carolina colporteurs delivered over \$36,000 worth of books in December bringing the year's total deliveries to \$160,505.15. W. P. Blake, Carolina's publishing secretary, reported that this was a gain of more than \$22,000 over the preceding year.

Mountain San Report

Mountain Sanitarium and Hospital's business manager reports a good year during 1959, under the blessings of God. These "many blessings . . . should make us very humble and make us realize our dependence on God," W. H. Wilson reported at a year-end board and constituency meeting of the institution.

He reported all notes paid during the year and declared the institution is "debt free." Salaries of workers have been increased and \$7,000 has been placed in the building fund for "our proposed new Sanitarium Building," he said. Eight new workers have also been employed during the year.

Mr. Wilson also reported the following new projects completed: a new well and pump, a new classroom, a new truck and a truck and jeep from government surplus, a new floor in the kitchen, 2,000 feet of water line with four new fire hydrants, 500 feet of new fire hose and several new homes.

Dr. P. J. Moore in the medical report stated that "shortly after the first of the year" a drive will begin to raise money for the construction of a new \$600,000 Sanitarium Building. Over \$39,000 has already come in from patients and friends. A new room in the hospital section is also nearing completion.

Dr. Arthur Pearson and Dr. Moore, Mountain Sanitarium and Hospital physicians, see on the average of from 40 to 45 inpatients per day and 60 outpatients. Charity work done by the institution during 1959 amounted to some \$10,000. However, with the blessings of God, the institution was able to clear \$30,000.

Dr. Moore compared the \$17,000 profit reported for the Asheville Mission Hospital, where they see an average of 274 patients a day with a total income for the year of over two million dollars, with the \$30,000 profit from Mountain Sanitarium's small operation. "Surely this indicates the Lord's bless-



Church Officers

Ask your conference Radio-TV secretary for Faith for Today's catalog of films for church and evangelism showing.

More PEOPLE
are EATING - -



Vegetable Steaks

for Tenderness and Flavor

Here is a new adventure in meatless "cooking". Try Battle Creek Vegetable Steaks just once. You'll discover one of the most appetizing and delicious vegetable entrees you have ever served. SO economical too — as there is no waste.

Praised by everyone for tenderness and marvelous flavor. Particularly rich in vegetable protein, being made entirely from selected, vegetable products.

Frankly — BATTLE CREEK VEGETABLE STEAKS are known as one of the finest meat substitutes ever developed.

ask about
Battle Creek's
other
vegetable
entrees

In addition to the BATTLE CREEK VEGETABLE STEAKS, other vegetable entrees have been developed by this famous Health Food Institution. This includes VEGETABLE SKALLOPS — NUTTOSE — PROTOSE (the first vegetable meat substitute ever produced) — VEGETABLE BURGER and SAVITA, the intriguing vegetable flavoring which adds zest to bouillon, soups and gravies.

Battle Creek Foods are available at your regular Health Food Dealer.

ing on our work," he said. (This will especially be realized when it is recognized that "No modern well-run hospital can operate on the revenue collected from patients. Funds have to come from endowments, financial campaigns, or from government agencies.")

In reporting the institution's 1959 farm program, James E. Lewis revealed that Mountain Sanitarium and Hospital now has 50 head of pure-bred Jersey cattle. During the year the farm produced 750 bushels of corn, 400 bushels of potatoes, 160 bushels of sweet corn, 600 bushels of apples, 2 tons of grapes, 138 gallons of blackberries, 78 gallons of strawberries and 167 gallons of raspberries. One hundred and twenty tons of hay and 200 tons of silage were also produced. The cafeteria and sanitarium kitchens were supplied with \$1,500 of vegetables for canning and freezing.

Professor Lewis Nestle, principal of Fletcher Academy, reported 39 seniors graduated during 1959, the largest graduating class in the history of the school. During this past summer 85 young people were employed by the institution and earned \$8,000 worth of tuition grants in addition to the wage received to pay for board and room. School opened in September with 138 students, 12 more than the previous year, and 12 teachers. The elementary school has 78 pupils and four teachers.

Professor Nestle expressed his appreciation for the guidance and blessings of God in their school program and thanked the Carolina Conference and the Southern Union for helpful counsel in meeting problems. He also expressed appreciation for the happy working relationship with Mt. Pisgah Academy and the help that a host of other friends have given to their school.

L. H. PITTON, *Director*
Carolina Public Relations

Florida

Faith for Today

Every week the filmed program of Faith for Today arrives at three television stations in the Florida Conference territory. Then on Sunday morning its message of faith and hope reaches out from three antenna towers to the picture tubes of homes in the Tallahassee, Tampa and Miami areas, as it does in 137 other areas.

From somewhere in Florida a letter was written to Faith for Today in New York, like some 9,000 others each week. Its simple testimonial was this: "I have gotten so very much from your telecasts. You gave me faith where before I thought I'd lost it."

There are two TV areas in Florida with a population of 100,000 or more where Faith for Today is not being seen. The administrators of Faith for Today are especially burdened for 100 such areas, as they appeal for generosity in the annual Faith for Today offering on February 13.

A recent General Conference Treasury Department survey indicated that 85 per cent of the donors to Faith for Today are non-Adventists. Now is the time to plan for giving your part of the \$200,000 urgently needed for this growing work of television evangelism.

New Deland Church

In the space of four months, a church lot was bought, a chapel was planned, built, paid for and dedicated in Deland, Florida. It is valued at about \$18,000.

Believers in the Advent message are known to have lived in Deland since before 1925, and have met for Sabbath services in private homes and in more public places such as the Primitive Baptist Church, which has been rented for that purpose during the past several years.

When a generous contribution for a building fund was made, Elder C. W. Beach, pastor in Sanford and Deland, proposed that the church "arise and build."

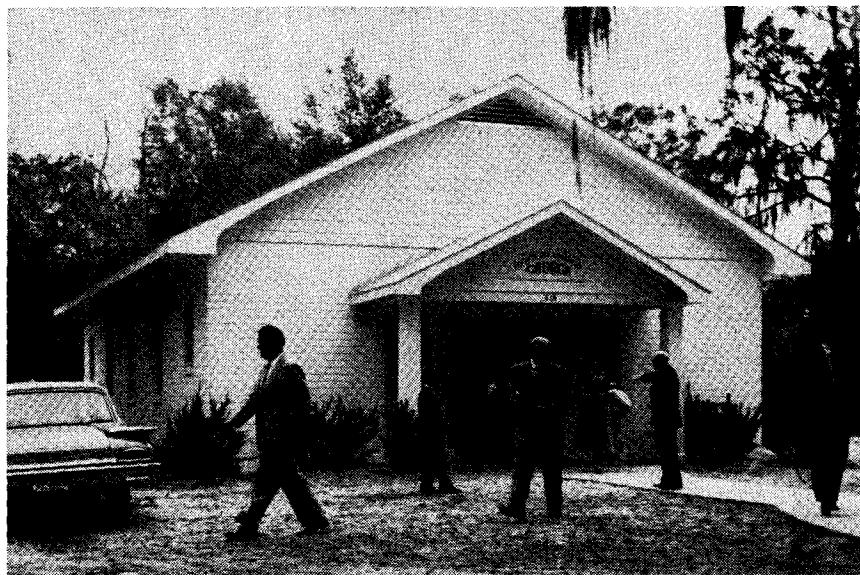
With God's blessing, much hard work, some assistance from the conference treasury, and much enthusiasm, a completed building, nicely furnished was dedicated on January 2, 1960. Elder H. H. Schmidt, conference president, preached the dedicatory sermon and Elder H. F. Roll, conference treasurer offered the dedicatory prayer and conducted the act of dedication.

A Layman Witnesses

When Mr. and Mrs. Lawrence Zill and their family went on a vacation trip through Mexico and British Honduras early last fall, they little thought of the results of the trip. Interested as Zill was in missions, being a member of the Boynton-Delray Seventh-day Adventist church, and having a brother, Forrest, who is a missionary stationed on the opposite side of the earth at Narsapur, India, he made every effort to see mission work in these two countries.

The Zills were fortunate to visit the Linda Vista mission school located in the mountains at Pueblo Nuevo, Mexico. Later, in British Honduras, they saw how a single church school teacher managed to teach over 50 students with a span of six grades.

When the Zills returned from their three-week trip, they were asked to tell of their experiences in the "mission field." Good coverage of this church event was made by the local newspapers through press releases prepared by the press secretary, George S. Ashlock, of the Boynton-Delray church. Three newspapers carried the stories, two of which appeared on the front page. Special attention was made that



Exterior view of the new Deland Church, dedicated January 2.

the Zills appreciated the needs of the mission field since they had seen it first-hand.

The response to the articles was rapid, as in the next few days Mr. Zill was requested to speak to the Methodist Men's Club in Delray Beach. It was suggested that he tell the club why Adventists conduct mission work and to give account of it in Mexico and British Honduras.

Mr. Zill told the club the convictions of his faith, that mission work must be done to complete the gospel commission as commanded by Jesus Christ, before He could return the second time. At the conclusion of the meeting Mr. Zill answered several questions.

As Mr. Zill was about to sit down an unsolicited testimonial was begun by a former schoolmate of Zill's, a non-Adventist, but who is acquainted with Adventist work.

He recounted the time during World War II when as a buyer for the Navy he was responsible for purchasing tropical fruit for a Navy station in the Solomon Islands. Of the natives he saw there, some were different from the others, clean in appearance; they didn't smoke nor drink. Naturally they were Seventh-day Adventists! He was impressed with the thorough transformation which the Seventh-day Adventist teaching had brought about in the lives of these natives.

In concluding his testimonial, he praised the Adventists for their liberality in giving to make this mission work possible.

When Lawrence Zill left for his home that evening, he felt satisfied that Adventist mission work had given evidence of pure Christianity in the Solomon Island natives.

One press notice made it possible by which again the story of Jesus and His work in the last generation might be brought before souls that must someday stand before the judgment bar of God.

GEORGE S. ASHLOCK

Georgia-Cumberland

Nurses, Teachers Needed

The Southern Union Educational Consultant for Southern Missionary College, Mrs. Marion Simmons, has visited the following churches and schools in the Georgia-Cumberland Conference:

Lenior City, Tennessee; Georgia-Cumberland Workers' Meeting; Atlanta Union Academy; Macon, Georgia, church and church school; Greeneville, Tennessee, church and church



When the Forest Lake Academy fire siren wailed during the mid-morning classes on January 12, the students evacuated the buildings to discover not a fire, but a shiny big 41-passenger highway bus. More excitement, just about, than if it were a fire. Heretofore it has been necessary for the choir and band and other student groups, traveling to visit churches or to special events, to use the regular school buses which are somewhat cramped and uncomfortable for highway traveling.



The Bradenton and Palmetto, Florida, Sabbath schools recently joined forces in the presentation of an "Investment Harvest" festival at the West Coast Junior Academy. Both Sabbath schools prepared booths, decorated in harvest colors with pumpkins, cornstalks and fruit, and displayed products and projects of Sabbath School Investment. The program, which was climaxed by the showing of the film "I Beheld His Glory," brought in over \$100 for each Sabbath school's Investment fund. One booth is pictured here.

school; Laurelbrook School; Graysville, Tennessee; Cleveland, Tennessee, prayer meeting and church school; Chattanooga church school; Chattanooga church service; Knoxville church.

Due to the great need of nurses and teachers in the denomination, Mrs. Simmons will be glad to contact any prospective nurses and teachers. High school and academy seniors and others interested in these professions are needed now! She can be contacted by writing to her at Route 3, Concord, Tennessee. Telephone, WO 6-4503.

VERN C. HOFFMAN
Educational Superintendent
Georgia-Cumberland Conference

1,000 Books Given

To 1,000 former patients, the Takoma medical group of Takoma Hospital, Greeneville, Tennessee, has mailed each a copy of *Love Unlimited* by Ellen G. White. A greeting card, as well as a Bible school enrollment card, was enclosed in each book.

Chaplain F. E. Brainard and Dr. L. E. Coolidge, medical superintendent, displayed the copies before they were sent on their mission of love into the homes and hearts of the people.

(See picture on next page)



1,000 books, Chaplain Brainard, Dr. Coolidge.

INGATHERING

Victory Report

"This is a day of joy to us. I'm so tired but glad I went out every night. We live 21 miles from Tampa. I bring my children to school in the morning, canvass during the day until school is out. We then rush home and prepare supper. My husband stayed with the children while I drove into Tampa for the singing band. We lived this way during all the caroling season. My husband is not an Adventist, but he was understanding through it all, and I'm glad I could be present every night they went out."



S. S. Will

These are some of the statements I heard as I assisted with the membership of the Tampa Church on December 26 when they reached their goal of over \$12,000. On this day of victory the pastor, A. D. Burch, spoke words of appreciation to his people for their loyalty to this phase of the church program.

I'm sure that every pastor in the Southern Union has uttered words of sincere gratitude to his membership—not that the Ingathering is his sole responsibility, for each member is expected to do what he can. But he is the leader of the church, and when the membership follows him in making contacts, in raising money until the goal is reached, the pastor also is spokesman of the group. He may appropriately say "Thank you" to his members for reaching the objective.

We wish to join the pastors, your conference officers, your conference home missionary secretary in saying "thank you." Every church in the Southern Union has done a good job. The figure of \$835,190.84, the amount reported to date in your Southern Union speaks for itself that all of the 447 churches loyally supported the program. This has not come in easily. It represents multiplied thousands of contacts in the homes, appeals to business men, of hundreds of thousands of hours in talking to others about the needs, spiritually and physically, of children, youth and adults, of tens of thousands of miles driven through the day and late at night.

We can accurately measure the ac-

Kentucky-Tennessee

New Office Secretary

The sounds of hammer and saw are once more being heard in our office building as partitions go up in our educational office to make a separate room for Elder Wayne Foster's new secretary. We welcome into our office family Mrs. Maxene Riadon and her 8-year-old daughter, Lee. Mrs. Riadon began her work for Elder Foster on January 4 and though this is her first venture into conference work, she comes to us with a good background of secretarial experience. We are glad she can be with us and know she will be an asset to our office force.

E. L. MARLEY, *President*

Theater Manager Helps

Church members in the Clarksville, Tennessee, district, which includes Antioch, Tennessee, and Hopkinsville, Kentucky, spent most of November and December last year in Christmas caroling, collecting money and canned goods.

In Hopkinsville, a theater manager was impressed to help us on the Christmas baskets we planned to give to needy people. He and his workers laid aside some of their money each week for a particular family that we chose and a few days before Christmas, the manager gave the money to our Dorcas Society to buy food and other items for this family. This manager has an aunt who is a Seventh-day Adventist and since he is interested in studying the Bible to learn what is right, we enrolled him in the Bible correspondence course.

Many worthy families were made happy by the baskets delivered to them, and our church members were blessed as they carried out the Master's injunction to feed the hungry and clothe the naked.

C. M. WOLFF, *Pastor*

South Central

Operation Dixie

Following is a partial schedule of South Central's Operation Dixie decision meetings:

W. J. Mitchell	
Dothan, Ala.	Jan. 1-31
	March 1-31
	May 1-31
Ozark, Ala.	Feb. 1-29
	April 1-30
G. N. Smith	
Sylacauga, Ala.	April 24-30
J. R. Wagner	
Huntsville, Ala.	April
Florence, Ala.	May
E. J. Humphrey	
Selma, Ala.	Jan. 23
Montgomery, Ala.	Feb. 6
Tuskegee, Ala.	March 19
Greenville, Ala.	April 2
J. A. James	
Port Gibson, Miss.	Jan. 31-Feb. 6
Vicksburg, Miss.	Feb. 6-13
Yazoo City, Miss.	Feb. 21-March 12
Jackson, Miss.	March 13-26
J. P. Willis	
Meridian, Miss.	April 16-24
Columbus, Miss.	April 30-May 8
Tuscaloosa, Ala.	May 14-22
L. W. Williams	
Hollandale, Miss.	Jan. 17-24
Clarksdale, Miss.	Jan. 31-Feb. 7
Leland, Miss.	Feb. 7-14
Greenwood, Miss.	Feb. 14-21
Belzoni, Miss.	Feb. 28-March 6
Greenville, Miss.	March 13-20
Cleveland, Miss.	April 7-13
Indianola, Miss.	April 14-21
V. Lindsay	
Riverside - Nashville	March 5-13
R. P. Peay	
Chattanooga, Tenn.	March 12-19

complishments when we think of the money raised (this is the only accurate measuring stick we have.) How I wish we could measure the influence, the good-will, the thousands who first heard the word "Seventh-day Adventists," in our cities and communities last fall. How encouraging it would be if we could know now who and how many of those we met this year will embrace the truth.

Also when we think of those overseas, who we perhaps never shall meet on earth but whom we shall meet on the other shore, that were treated in our clinics and hospitals, who attended our schools, who received food and clothing from our welfare centers, who were able to hear the living preacher declare the Word of God and lead them to the foot of the cross—all of this clear around the world because of the Ingathering money you raised.

And may we say also the contributions given from your own means, we are caused to exclaim: "Haste on glad day." Only then may we accurately know this phase of the Ingathering accomplishments.

Letters have been sent to the General Conference (because the General Conference address is on each leaflet given) with money. The people were impressed to give when they read the stories of the leaflets. Requests for the Bible course have been sent to Washington while others wrote telling their impressions.

It has been a great program. The 1960 Ingathering campaign is now history. We now have a full new year to follow-up the interests uncovered and to cultivate deep friendships with our business friends. This is Operation Dixie. As you pursue these contacts, please remember that we do appreciate you, what you have done, and what you are now doing to advance the work of God.

S. S. WILL

How TV Helped

As I walked into WPTV television station in Palm Beach, Florida, I was impressed with the fact that this station is an agency by which God's work might be done in this area. I soon had arranged for public service announcements to be made 15 times each week for two weeks regarding Ingathering and caroling. It was surprisingly easy.

"Say, you ought to see Bob Murphy. He'd like to get some of your carolers on his program," the public service man mentioned. That sounded good to me. Bob Murphy and I were chat-

ting about it within a few minutes. I could see that he was quite particular what guests he had on his show, and I inwardly wondered whether we could fill the bill.

I soon talked with Harold L. Flynt, pastor of the West Palm Beach and Lake Worth churches. We decided to get all the singers we could from the three churches in the area. While in the midst of Ingathering it was not easy to get singers to practice on a Friday night when on the last six consecutive nights they had been singing or soliciting from door to door.

We had one rehearsal when Mr. Murphy heard the carolers sing. He was pleased and arrangements were made for the program.

On December 18 all were expectant. This was it! The time slot was excellent; immediately following NBC's "It Could Be You." The carolers were introduced and opened the program with "Joy to the World." Pastor Flynt was introduced by Mr. Murphy, who also made a suggestion that when these carolers came, to greet them with a five-dollar bill!

Two more carols were sung by the group plus one they didn't even rehearse. That one was "Happy Birthday" to the MC, Bob Murphy, as that day was his birthday. A large cake was brought out and after the program the carolers took part in the surprise birthday party.

The greatest satisfaction for their performance was the tribute paid to the carolers by a professional pianist employed by the station, when he said that this group had "a dignity all their own."

They told us there were 60,000 watching the TV sets during that time. I wonder how many missionary contacts you could put down for those three songs in that half-hour program.

GEORGE S. ASHLOCK

1960 Ingathering Totals to Date

Alabama-Mississippi	\$101,738.13
Carolina	107,075.00
Florida	223,925.00
Georgia-Cumberland	128,426.71
Kentucky-Tennessee	132,526.00
South Atlantic	90,000.00
South Central	51,500.00
Southern Union Total	\$835,190.84

Note: This represents a gain of nearly \$20,000 over the 1959 totals.

OPERATION DIXIE

Progress Being Made

It is interesting to observe as we talk with our pastors and the laity in the churches to learn of the efforts now being put forth in Operation Dixie for 1960. Church missionary committees have been working on the organization, arranging the plans, making assignments to the members for the pastor's prospect file. Some of these folk whose names are in the file are receiving Bible studies from the laity, while others who are not ready for Bible studies are becoming acquainted with the church by the association of our members through the fellowship friend activities. Others wherever possible will be learning more of our beliefs by the branch Sabbath school program, and still others are visiting individuals to find new interests.

Truly our laymen can do a marvelous work for the Lord. They carry influence that many times is more effective than that of the minister, for the people will not be on guard so much around our laity as they would around a minister of the gospel. As our laymen tell how much the Lord has meant to them those who hear these earnest words are influenced. From inspiration we have the following information: "Far more than we do, we need to speak of the precious chapters in our own experience." *COL*, 399.

"Such a testimony will have an influence on others. No more effective means can be employed for winning souls to Christ." *COL*, p. 300.

To illustrate this, I want to give you the experience of two of our laymen. They are both medical men, busy with the demands of individuals

who are ill physically, and perhaps many of them are ill spiritually. Dr. Harold W. Moody, of Spartanburg, South Carolina, has written me the following:

"Dear Brother Will:

"In 1957 Janice Collins, attractive beauty contest entrant and secretary in a large textile concern, came to the office of Dr. Lawrence Eddlemon in Startex, South Carolina. While in the office she asked Dr. Eddlemon for a job. Unable to use her services at the time, he sent her to Dr. Harold W. Moody in Spartanburg, who needed a receptionist and who hired her.

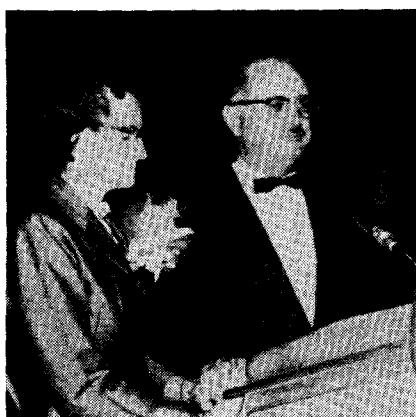
Two months later Drs. Eddlemon and Moody joined their practices. Each morning before beginning the office routine a fifteen minute worship period was held. During this worship period the doctrines of the Bible were presented. On Thursday evening Bible studies were held in the office for the patients of the doctors who were interested in the Bible.

After nine months of daily worship and Bible studies Janice gave her heart to Christ.

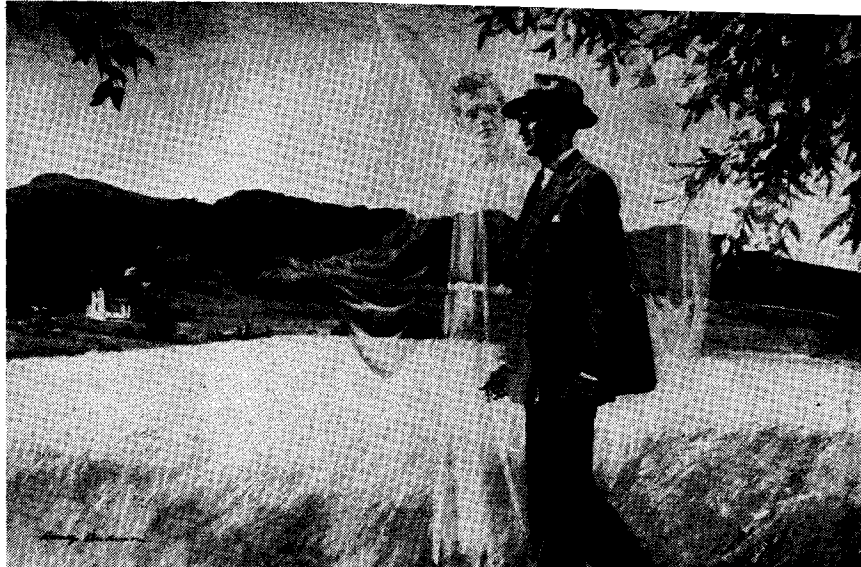
This is not the end of this thrilling story, however. After becoming a Seventh-day Adventist she went to Southern Missionary College. While there she met one of the very finest young men at the school. A few months later they were married. At the present time they are located in Washington, D.C., where Don is taking further theological studies at the Potomac University."

We would encourage you, the laity of the church, to join hands with the minister and church officers in the Operation Dixie for 1960. The Lord will bless your efforts and influence.

S. S. WILL



Elder and Mrs. Don R. Rees congratulate Southern Union colporteurs for 1959 accomplishments.



This photograph of the Harry Anderson painting, copyrighted by the Review and Herald Publishing Association, truly depicts the work of the literature evangelist.

In Atlanta

The Annual Colporteur Convention

By W. E. ROBERSON

ON Tuesday evening, December 29, approximately 300 Southern Union colporteurs and their families gathered at the Dinkler Plaza Hotel in Atlanta, Georgia, for the annual colporteur convention.

Don R. Rees, president of the Southern Union Conference, opened the convention with a most challenging message that set the stage for what most everyone said was the best meeting of its kind they had ever attended.

Eric Ristau, publishing secretary of the Southern Union, commended this splendid group of workers for the excellent way in which they have been conducting their work. He also reminded them of the shingles and buritis that the tension of the problems of 1958 had brought him and how relaxed and carefree he is now with everyone doing his work properly. He assured the group that the greatest days in the history of the publishing work lie "just before us as we continue to expand our work and do our best for the Master."

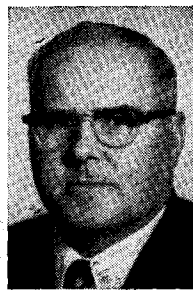
Those in attendance were inspired by the wonderful messages brought by the visitors. Present were W. A. Higgins, General Conference Publishing Department; Arthur S. Maxwell, Pacific Press Publishing Association; J. M. Jackson and T. K. Martin, Review and Herald Publishing Associa-

tion; and I. H. Ihrig and C. F. Adams, Southern Publishing Association.

One of the highlights of the meeting was trophy night on Thursday, December 31. The Alabama-Mississippi Conference took the honors for highest deliveries. Bill Miller, from the Kentucky-Tennessee Conference, was again the top colporteur for the union. A total of 37 colporteurs received trophies for having delivered over \$10,000 for men, \$7,000 for ladies and \$5,000 for single-copy magazine workers. There were several who delivered between \$15,000 and \$20,000.

Special mention should be made of the accomplishments of James L. Lewis, Sr. In three months he delivered over \$10,000 worth of literature. He is a very enthusiastic user of the new visual canvass projector.

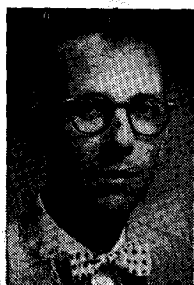
Another interesting feature of the meeting was the promotion and plans laid for getting leads. There's a new day in the colporteur field. It's big business, and there are no poor colporteurs any more. If you aren't up-to-date on all that is happening, you'd better write your publishing secretary and let him show you just how easy it is now for anyone to use the new equipment and follow leads. If you do not know about the new equipment, he will explain all about it.



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These Southern Union Publishing Secretaries directed the work which resulted in literature sales of more than \$1,000,000.

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Left to right: Eric Ristau, Southern Union publishing secretary; W. E. Roberson, associate; W. B. Moore, Alabama-Mississippi; W. P. Blake, Carolina; Joseph Greene, Florida; E. A. Brodeur, Georgia-Cumberland; M. E. Culpepper, Kentucky-Tennessee; Silas McCamb, South Atlantic; and M. G. Cato, South Central. (See p. 3 for recent changes.)

21 Years at SMC

Program for Mrs. Dietel

Mrs. Mary Holder Dietel, former associate professor of modern languages at Southern Missionary College, will be the recipient of a benefit program to be held on February 6 by SMC students and faculty members.

Having recently suffered a broken leg, Mrs. Dietel will be provided with an electric wheel chair from the proceeds of the benefit.

Mrs. Dietel was engaged in mission work in Spain from 1920 to 1929. Her work there included leadership of young people's activities.

Although crippled by arthritis since 1947, Mrs. Dietel continued teaching until last spring when she was elected Associate Professor Emeritus by the Board of Trustees.

Last summer the retired teacher went to South Lancaster, Massachusetts, to make her home with her daughter, Mrs. Houston Merriman. It was there that she met with an accident which has kept her bed-fast.

Southern Missionary College students and faculty members have expressed a desire to do something to show their appreciation to Mrs. Dietel for what they consider extraordinary service. An electric wheel chair has been suggested as an ideal gift.

The program will present faculty and student talent in a combined effort to raise a total of \$700 to be used to purchase the electric wheel chair.

Tickets will be sold for 75 cents for adults and 35 cents for children. College officials said this admission price is the minimum; donations above the admission price will be welcomed. The program will begin at 8 o'clock.



The true spirit of Christmas is the spirit of sharing. The students of Mount Pisgah Academy want to share, so they evolved a plan that brought pleasure and satisfaction. Working through the Student Council, the Student Association invited more than 100 children from the area whose Christmas season promised to be unhappy because of circumstances in the homes.

After the children had been returned to their homes and the Christmas party had ended, it was agreed that truly "it is better to give than to receive." The Student Council has voted to make the Santa Pal Christmas Party an annual affair.

M.E. Moore, Principal



Pastor Fagal and the Faith for Today Quartet prepare to "go on camera."

50,000 Graduates

Faith for Today to Observe 10th Anniversary

By W. A. FAGAL

A MILESTONE in Seventh-day Adventist evangelism will be passed in May, 1960, when the denomination's international television program celebrates its Tenth Anniversary.

Faith for Today, the first religious network telecast sponsored by any denomination, has made a growing contribution to the Adventist Church through the years, reaching into the homes of millions of people.

Typical of the spirit of devotion and sacrifice, which has contributed to the continued growth of the Faith for Today ministry, is the fact that the family of workers at Faith for Today have again this year given an average of a week's wages in advance as their share in the Tenth Anniversary Faith for Today offering to be received

in Adventist churches February 13. Faith for Today workers have given several thousand dollars which will be used to purchase time on a television station in one of the 100 "dark" metropolitan areas of 100,000 population or more.

One worker gave \$500. One of the Faith for Today quartet members gave an offering equal to a second tithe on his entire year's salary.

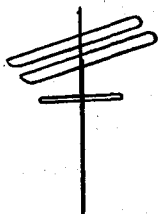
The spirit of devotion to the work of God shown by the Faith for Today family of workers typifies the same spirit existing in the hearts of God's people who want to see the work completed rapidly. Doubtless there will be hundreds of Seventh-day Adventists who will want to give \$500 gifts when the Faith for Today offering is taken.

There will be hundreds more who will want to give an amount equal to a week's wages to help expand the ministry of Faith for Today.

Goal of the Tenth Anniversary offering February 13 is \$200,000. Why is the goal so high? The answer is that God in His providence has caused leaders of the denomination to feel the time has come to expand the influence of the message and of the church through the proven ministry of Faith for Today, to enter the 100 dark metropolitan areas in North America with the telecast. To do this means the goal must be reached.

Last year the total Faith for Today offering amounted to only 43 cents per member of the church. The work can-

For 10 YEARS a Light Shining to the Four Corners of North America



During 1959, one third of a million people wrote to Faith for Today, 100,000 of whom applied for Faith for Today Bible correspondence courses. A half million Bible lessons were completed, and 10,000 people graduated from the Faith for Today Bible school. These 10,000 people, who studied all the major doctrines of the church, can be considered potential church members. More than six hundred people wrote to tell Faith for Today they have become baptized members of the church in 1959 as a direct result of Faith for Today ministry, and there are no doubt hundreds more who have become church members through Faith for Today work.

Remember the Faith for Today Tenth Anniversary Offering for Expansion February 13.

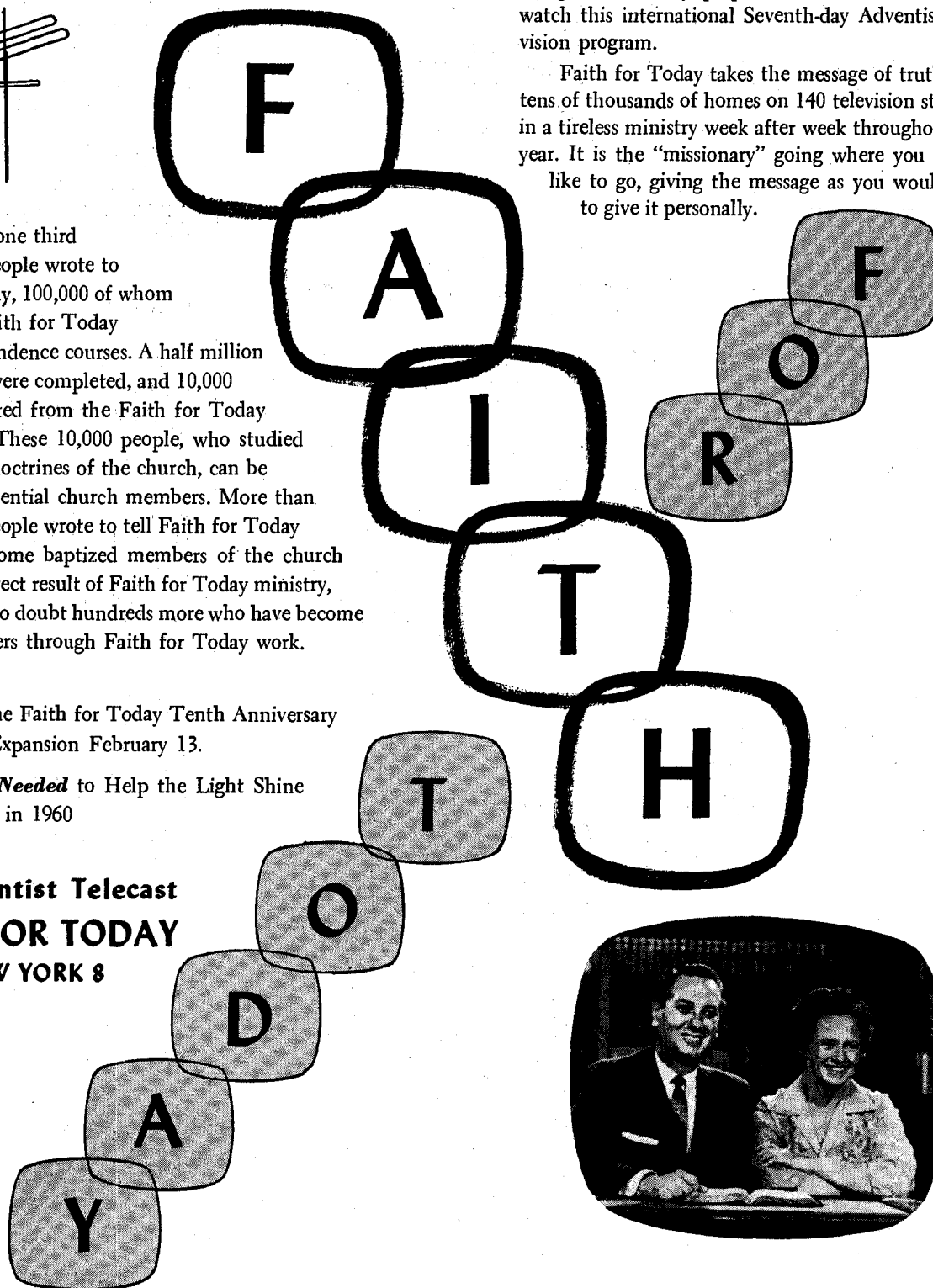
\$200,000 Is Needed to Help the Light Shine Even Brighter in 1960

The Adventist Telecast
FAITH FOR TODAY
BOX 8, NEW YORK 8
NEW YORK

"The whole earth, wrapped as it is in the darkness of sin, and sorrow, and pain, is to be lighted with the knowledge of God's love. From no sect, rank, or class of people is the light shining from heaven's throne to be excluded." — Christ's Object Lessons, p. 418.

Each week, 5,000,000 Faith for Today viewers are given carefully prepared Bible studies as they watch this international Seventh-day Adventist television program.

Faith for Today takes the message of truth into tens of thousands of homes on 140 television stations in a tireless ministry week after week throughout the year. It is the "missionary" going where you would like to go, giving the message as you would like to give it personally.



not be finished with such giving, which is not in proportion to the blessings God has showered upon His people. Faith for Today is on 140 television stations in the United States, Canada, Hawaii, Alaska, Puerto Rico, Australia, the Philippine Islands, and the Armed Forces network. In spite of this vast coverage there are 40,000,000 people in North America alone who are not being reached now by the program because funds have not been available to expand the television ministry to the necessary stations.

In the ten years Faith for Today has been televised, more than 500 programs have been presented. More than 3,000 people have written to tell Faith

for Today that they have been baptized into the church. Over 1,000,000 people have applied for the Bible courses offered, and some 50,000 have completed their courses and graduated as well-versed students of the Seventh-day Adventist message.

Thus Faith for Today is making it possible for God's people to preach the message in an effective manner week after week in the homes of millions of people. As church members give to expand this ministry, they are having a direct part in fulfilling the prophecy that "This gospel of the kingdom shall be preached in all the world as a witness unto all nations; and then shall the end come."

On February 13

TV Expansion Offering Set

By C. A. OLIPHANT

Public Relations Director, Faith for Today

A \$200,000 goal has been set for the Tenth Anniversary Faith for Today television offering to be received in Adventist churches on Sabbath, February 13.

An urgent need to expand the Faith for Today television ministry prompts setting the 1960 offering goal \$50,000 above last year's goal. Faith for Today, inaugurated in 1950, is now on 140 TV stations in the United States, Canada, Hawaii, Alaska, Puerto Rico, Australia, the Philippine Islands and the Armed Forces television network.

But there are still 100 "dark" areas of 100,000 population each in North America where Faith for Today cannot be seen. This means that a vast segment of the population is not being reached by the church through its TV ministry.

Denominational leaders, meeting at the recent Fall Council, recognized anew the great soul-winning potential of Faith for Today, and authorized expanding the program's scope of operation to reach into the "dark" areas.

To maintain the present scale of operation a church offering of \$150,000 is required. Any expansion must be done with additional funds, which, it is hoped, will be made available as a result of the \$200,000 offering in February.

A special campaign is to be launched in 1960 to increase the number of

stations carrying Faith for Today. A need exists also for better facilities to house the program in New York City. Faith for Today is currently housed in two old residence buildings for which the city has been reluctant to grant certification of occupancy. Space in these buildings is inadequate, and workers crowd into Pastor Fagal's small office for morning worship. Printing facilities are almost non-existent, and the Bible school in its cramped quarters corrected 500,000 lessons in 1959, working under very definite handicaps because of lack of space.

But the soul-winning work of Faith for Today continues to make progress because of the dedicated staff, and thousands of people are receiving the message in their homes week after week through the program's telecasts and the Bible lessons.

In 1959, the Bible school graduated 10,000 students, all potential church members who have studied the major doctrines of Seventh-day Adventists. Of this number, 1,705 reported by the end of November that they are keeping the Sabbath, and hundreds more are known to have become baptized members during the past year.

The February offering will help increase the tireless ministry of the Seventh-day Adventist telecast, Faith for Today.

Did You Know

That

Faith for Today is the oldest church sponsored network religious telecast on the market today? It celebrates its tenth birthday in May 1960.

Faith for Today has an approximate viewing audience of five million people each week?

According to figures supplied by stations using Faith for Today, 41 million TV sets can be tuned to the program?

In 1959 Faith for Today had a net increase of 10 stations? This makes a total station count of 140.

Faith for Today was the first religious telecast to be used in Australia? It can now be seen in Perth, Sydney and Melbourne.

In the Philippines, with its very heavy Catholic population, Faith for Today is a favorite?

Pastor Fagal would have to talk continuously 24 hours a day every day for 2,000 years if he wanted to personally give *only his five minute sermonette* to each person who has watched the program?

A third of a million letters have been received from viewers during 1959? Weekly mail has grown from the first week's 66 letters to a high of more than 9,000 in one week.

A recent General Conference Treasury Department survey indicated that 85 per cent of the donors to Faith for Today are non-Adventists?

The cost of producing Faith for Today is only one-tenth of what is normally spent producing the average half-hour program? Yet TV program directors consider it a well produced program.

Some stations have carried Faith for Today for as long as seven continuous years?

The coordinated plan of evangelism sponsored by Faith for Today is a practical low cost method of obtaining maximum soul-reaping results on a local level?

There are 100 TV areas with a population of 100,000 or more where Faith for Today is not now being seen? The special offering this year includes provision for entering some of these areas.

Many stations would have continued Faith for Today if Adventists would have written words of appreciation to the stations?

Faith for Today has received over one million applications for its Bible courses? Nearly 50,000 students have graduated, with more than 3,000 already baptized church members.

A New Plan for TV Evangelism

By ERNEST WENDTH

Director, Faith for Today Station Promotion

For ten years Faith for Today has been sowing the seeds of the third angel's message in the hearts of millions of television viewers. As a result tens of thousands have enrolled in the Bible course and have graduated. Over 3,000 have already been baptized as a direct result of Faith for Today's telecast and Bible school while thousands of others have been encouraged to take their stand because of the influence of the program. Yet, there are multitudes who can be reached, but only, perhaps, as workers and laymen on the local level make personal contact with them.

Recently in two cities in Ontario, Canada, a TV survey indicated that approximately two out of three families watched Faith for Today regularly. In Pakersburg, West Virginia, an independent poll showed that 50 per cent of the television sets were tuned to Faith for Today when it came on the air.

During the Canadian survey many of those contacted said they had often thought of enrolling in the Bible course but never got around to writing in. When invited to do so by the Adventist visitor they readily enrolled. Thousands of Faith for Today's viewers would also sign up for the course if they were personally visited and asked to do so.

Autumn Council Acts. In order to stimulate action in this group and to obtain the maximum evangelistic benefits from the Faith for Today telecast a "Cooperative Plan of Evangelism" has been prepared for use by the local church. This plan was one of the recommendations passed on to the field by the 1959 Autumn Council, and it was enthusiastically endorsed

by the conference presidents in their recent council in Miami.

Low cost, a limited number of personal calls and a graduation service are the features which highlight the plan. The graduation service also serves as the opening meeting of the local pastor's evangelistic series.

How important it is to a local pastor to have in attendance at the opening meeting of an evangelistic series a large number of people who are already sympathetic to the Adventist truths. How much better are the baptismal prospects if this group needs



TEN YEARS OF PROGRESS—Pastor and Mrs. W. A. Fagal are shown with a typical Monday morning's mail. Pastor Fagal holds the small case used in early days of the program to bring Faith for Today mail from the post office twice a week. At the close of the first week, viewer mail totaled 66 letters. Now a week's mail runs as high as 9,000 letters. Every Monday morning 2,500 to 2,800 letters are received, and in 1959 a third of a million letters came in. Among them were 100,000 applications for Faith for Today Bible courses.

only a little additional personal work and encouragement to get them to fully take their stand. Such a situation will result where the Cooperative Plan is used.

Inexpensive. How important it is for the local church to have a progressive home missionary activity that is not complicated or costly. Simplicity and low cost are paramount features of the Cooperative Plan. Only a few calls need to be made and the cost to the church for names of definitely interested persons is only 25 cents a person.

The basic plan calls for encouraging the student during the first few lessons of the correspondence course. After that the Faith for Today Bible school cares for the lessons to the end of the course. Local laymen in later visits check on the progress of the student, build up a personal friendship and encourage the student to finish in time for the public graduation service. During that service students occupy a special section of the auditorium and receive their diplomas in the presence of relatives and friends. The theme of the graduation address is the times in which we are living and is the opening service of the pastor's series of evangelistic meetings. An alternative plan is for the pastor and laymen to conduct a number of cottage meetings with the graduates forming the nucleus of the various groups.

Plan Does Work. For the pastor's evangelistic meetings the church does not have to sponsor a large advertising budget if the laity has cooperated wholeheartedly in this plan. The audience at the graduation service is made up largely of folk who have studied and are sympathetic to the teachings of Seventh-day Adventists. During the meetings which follow, frequent altar calls are made for this audience of pre-indoctrinated prospects.

This plan does work! In one city 131 people accepted the first lessons of the course and had completed their lessons and were ready to proceed by the time they were visited the following week. Enough time has not elapsed for us to report on the graduation service.


At the time of this writing both Carolina and Kentucky-Tennessee Conferences are laying plans for using this method in their 1960 tel-evangelism efforts. We are sure that as the plan progresses many will become interested and will be led to join the Adventist Church as a result.

OBITUARIES

SMITH: Mrs. Annie Smith passed away Saturday, October 31, in Paducah, Kentucky, at the age of 79. She was a member of the Paducah Seventh-day Adventist church. She leaves one son, Gentry Smith, and a daughter, Mrs. Charles Kindred.

OWLE: David Owle was born in Cherokee, North Carolina, October 17, 1896, and died at the home of his daughter, Darlene Caudill, December 12, 1959. In 1928 he was married to May Shook, and to this union seven children were born. As a young man he gave his heart to the Lord and served for a time as a lay preacher. In 1948 he became a member of the Seventh-day Adventist Church. In addition to his wife he leaves the following children: Darlene Caudill, Polly Deck, Sylvia Deck, Franklin, Colidonia, Lloyd, and John Owle; also four brothers and one sister. Interment was in the Winter Beach, Florida, cemetery.

GANONG: Esther Nancy Ganong was born near Knoxville, Tennessee, on February 17, 1889, and passed away suddenly on November 19, 1959, at the Washington Sanitarium after a very brief illness. In 1959 Mrs. Ganong was baptized in Memphis, Tennessee, and her faith in God guided her through many of life's trials. To cherish her memory Mrs. Ganong leaves a daughter, Mrs. Kathryn Shivers; a granddaughter, Randa Rovella; two sisters, Mrs. R. E. Davis and Mrs. Baird Reed of Knoxville, Tennessee; and many friends. Interment was held at Memphis, Tennessee.




**MAKE A . . .
VOICE
CALL SUNDAY**

Invite Others to Listen

THE VOICE OF PROPHECY SERMON TOPICS

- February 7—Prophecies of This Planet
- February 14—Three Worlds of Holy Scripture
- February 21—The Kingdom of Christ World-wide
- February 28—Bible Questions



NUTRI-BALANCE

**Vitamin-Mineral
FOOD SUPPLEMENT**

Complete — Balanced — Fortified
Natural and Organic Formula

Each tablet contains 43 Ingredients
and 100% MDR of Vitamins

GUARANTEED A BEST BUY

Special Introductory Offer
3 months' supply for \$8.00

Every sixth bottle is free.

CARLSON DISTRIBUTORS
Coalmont, Tenn.

SUNSET TABLE

	Feb. 5	Feb. 12	Feb. 19	Feb. 26
Atlanta, Georgia	6:13	6:19	6:26	6:32
Birmingham, Alabama	5:22	5:28	5:35	5:41
Charlotte, North Carolina	5:56	6:03	6:09	6:16
Collegedale, Tennessee	6:14	6:21	6:27	6:34
Huntsville, Alabama	5:19	5:26	5:32	5:39
Louisville, Kentucky	5:10	5:18	5:26	5:33
Memphis, Tennessee	5:33	5:40	5:46	5:53
Meridian, Mississippi	5:32	5:39	5:45	5:50
Nashville, Tennessee	5:18	5:25	5:32	5:39
Orlando, Florida	6:07	6:13	6:18	6:23
Wilmington, North Carolina	5:46	5:53	6:00	6:06

CLASSIFIED ADS

HOW TO SUBMIT YOUR ADVERTISEMENT: (1) Have a local church leader write "Approved" and his signature on the sheet of paper containing the advertisement, (2) write your name and address on the same sheet, (3) specify how many times the ad is to run, (4) send the approved ad to your conference office and (5) don't forget to enclose payment in full.

RATES: \$3.00 for each insertion of 50 words or less and 5 cents for each additional word, including the address. Make checks and money orders payable to SOUTHERN TIDINGS.

SOUTHERN TIDINGS makes every reasonable effort to screen all advertising, but in no case can the periodical assume responsibility for advertisements appearing in its columns.

1,000 MEN'S SUITS to be sold at only \$5 profit. Sizes 34 to 56 stout. Regulars, shorts, longs, stouts, short stouts, long stouts, and extra longs. Starting at \$18. Savings to 50 per cent. Also ladies' dresses, blouses, skirts, etc. Children's clothing. All at 1/3 to 1/2 off. Hutchins' Clothing Center, Fern Plaza, Fern Park. Next to barber shop. Just five miles east of Forest Lake Academy on Highway 17-92, corner state road 436. Open Sunday through Thursday, 9-8. Friday 9-5. Closed Friday night and all day Saturday. (tfn)

OLIVER FARM AND LIGHT INDUSTRIAL MACHINERY—Full line of tractors and implements. 3-point hitch. 25 to 95 horse power on wheels or tracks. Send for descriptive literature. Prices 5% above invoice plus freight to SDA's. Frank Woolsey, Nesbitt, Mississippi. Phone Olive Branch, ME 7-5152. (2-5)

IF YOUR BIBLE WERE TAKEN FROM YOU, could you give Biblical reasons for the Faith that is yours? FLASHtex is a series of 100 questions and answers in the form of Bible tests, covering the vital subjects of the Sabbath, Nature of Man (State of the Dead), The Law and Gospel and the Second Coming. FLASHtex was not designed as a game, but an aid in memorizing these important portions of our faith. FLASHtex cards may be obtained from the B & W Printers, Box 1368, Alliance, Nebraska, for \$1.00 (check or money order) per set. (1-4)

ARE YOU INTERESTED in exchanging property near Asheville for our house in South Lancaster, one mile from college, church and school? Write giving description and value. Harold Fitts, R.F.D., Lancaster, Massachusetts. (1-5)

TWO FAMILIAR SONGS written by Seventh-day Adventist are available in sheet music, medium key only: "God Speaks" and "Just a Prayer Away." These two sell for \$1 postpaid. Write: Mrs. Jean Bond, Vironde Publishing Company, Box 1333, San Diego 12, California. Percentage of profits for missionary work. (3)

WANTED: A lady between ages 20-55 to do patient billing. Must know typing. Work to be done on billing machine; will instruct as to its use. Living quarters available. Would consider man for position. School and church on hospital grounds. See Charles Harris, manager Pewee Valley Sanitarium, Pewee Valley, Kentucky (3)

A SUPERVISOR OF NURSES and an Operating Room Supervisor are wanted for a new 50-bed hospital. Present acting supervisors are filling in until others with experience and good qualifications are located. An excellent opportunity to locate in one of the best areas of California for climate and growth potential. There are also openings for other Registered Nurses and another Laboratory Technician able to get California Registration. Salaries commensurate with experience and qualifications. Write Personnel Director, Community Hospital, 610 Frederick Street, Santa Cruz, California. (3)

WANTED: SDA woman to cook, or couple to live on place; woman to cook about 45 to 50 meals a day in home for mentally-retarded children; man as caretaker and gardener. Capps Ferry Training Home, Route 2, Box 146, Douglasville, Georgia. Telephone WHitehall 2-2724. (3, 4)

OPPORTUNITY—To learn art of SDA institutional cooking from dietitian and chef of 35 years experience. One year course. Opening for two men or women, ages 20 to 35 years. High school education required. Earn while you learn. For more information write William G. Nelson, Administrator, Putnam Memorial Hospital, Palatka, Florida. (1-3)

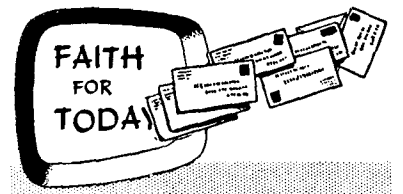
WANTED. Executive Housekeeper. This position requires a mature Adventist woman with ability to supervise people effectively. College background desirable. Experience in hospital or hotel housekeeping required. We will provide additional training on the job, and at recognized training institutes. This is a permanent position carrying considerable responsibility. Send details of experience with application. J. L. Hagle, administrator, Harding Sanitarium, Worthington, Ohio. (2-4)

FOR SALE: Residential building lots in view of Bass Memorial Academy. Varied size lots and building locations in beautiful Pine Crest Acres subdivision. Improvements include public roads, natural gas, R.E.A., and phones, with moderate building restrictions. Church school in operation within walking distance. Mack Avery, Route 2, Purvis, Mississippi. Phone: SW 4-2307. (2,3)

WANTED: Registered Physical Therapist, either man or woman. Takoma Hospital, Greeneville, Tennessee. (3, 4)

Sally's Story

By SALLY



NICE day to stay home and watch television," I casually remarked one Sunday afternoon to my mother and grandmother as I stood by the rain-drenched windows of our small cottage on Long Island. After carefully adjusting the dials of our newly acquired television set, I realized it was not quite time for the program I wanted to see because some religious program was just finishing.

As I started to walk out of the room to avoid the possibility of being "preached at" through the modern mass of tubes and wires, my grandmother called to me. "Do come see what these people are talking about! They have such *good* faces. I'd certainly like to have that literature they are offering."

Half out of a reflex to please her, I took paper and pencil and jotted down the address which very soon was to become so important to me, "Faith for Today, Box 8, New York 8."

Within a few days a free booklet and the first two lessons of the Bible Correspondence Course came for my grandmother. Although she enjoyed the literature, she didn't feel she could answer the questions on the quiz sheet. I could see how much she wanted more reading material, so I made up my mind to do them for her, fully determined not to read another bit on those pages except the sentence pertaining to the questions. But the light of the Holy Spirit needs only a "crack" in the carnal heart through which to shine its sacred truth, and I, a determined agnostic, was soon fascinated by the Bible's prophetic announcement of the Second Advent of Christ.

Who were these people at Box 8? Did they know more about how the world was made than my high school teachers and textbooks had taught me? Did they actually believe that Adam and Eve started this whole earth's population? I asked as many questions as I could in the space allotted on the back of the quiz sheet. I wanted to know more about this Bible story, and here, for once, was a source where I could get real, sensible, intelligent answers to questions that had been bothering me for many years.

When I asked for an interview,

representatives were sent from a local church. This couple knew more about history, science and the Bible than anyone I had ever known. They visited me every week and patiently and intelligently answered all the questions my over-active mind presented. I visited their church and was much impressed with what I found there. And then came that wonderful day when mother and I were baptized and became regular members with them.

Actually this whole account was a direct answer to my mother's prayers. She had been praying for me since my grade school days when I lost interest in spiritual things.

Now to add to my happiness, I am employed as a secretary in the organization which first introduced me to this new religious experience and changed my life so completely. Here at Faith for Today, it is my joy to work with other consecrated employees in spreading the message of Christ's soon coming to many thousands through one of the greatest means of reaching people—television.

It is indeed wonderful to see how God guides us, and in His own good time works out the plan for our lives. He has given me a new life through Faith for Today.

"Your programs mean so much to me and others have said even a child could understand. How we do need your type of program, and through the week also. You will never know on this earth how far your programs reach. I started a training circle in our church, and I'm going to ask the young married ladies to listen to your programs. They need them." Kentucky.

"Only at the coming of Jesus Christ will you ever know the good these lessons have done. I'll never be able to thank you enough. God bless you." Tennessee.

"I wish I could think of some way to tell you how much the Bible studies have helped me. I can say that they are responsible for me being a member of the Seventh-day Adventist Church today." Georgia.

"I have gotten so very much good from your telecasts. You gave me faith where before I thought I'd lost it." Florida.

"Seeing how Christlike you handle problems over television has helped me to cope with problems in my own home. And my home is a different home now." Alabama.

"I am a regular listener to the Faith for Today program which I find very inspiring and challenging. I am impressed by the sincerity of Pastor and Mrs. Fagal, and for this reason I should like to receive the Bible course." Kentucky.



"SUCH GOOD FACES" (Read Sally's Story, this page.)

EVANGELISM

Comments by Don R. Rees
President, Southern Union Conference

SOUTHERN UNION CONFERENCE STATISTICS:
Churches 447; Members 41,287

Temperance and Evangelism

In this number of SOUTHERN TIDINGS are several excellent articles dealing with the subject of temperance. I suggest that each member, particularly those who are heads of families, give thoughtful attention to the information contained in these articles. Temperance is a subject which should concern every Seventh-day Adventist who is striving for the mastery of self, and it is also a subject which should be part of every evangelistic undertaking. On this question we certainly ought to be known as a people who practice what we preach, and preach what we practice.



Don R. Rees

If we are to see a successful program of total evangelism, as our current Operation Dixie undertaking calls for, we must not neglect the importance of including the subject of temperance in our sermons, studies and literature distribution. Writing on behalf of the church leadership in 1894, Ellen G. White said, "We want everyone to be a temperance worker."

Again she said, "The subject of temperance, in all its bearings, has an important place in the work of salvation."—*Testimonies*, Vol. 9, p. 112. And on February 14, 1888, the same writer wrote this in the *Review and Herald*: "Brethren and sisters, we want you to see the importance of this temperance question, and we want our workers to interest themselves in it, and to know that it is just as much connected with the third angel's message as the right arm of the body. We ought to make advancement in this work."

I cannot too strongly advocate the participation by every member in the Southern Union in the current American Temperance Society membership drive. For the most part this is being conducted by mail, and each family in the Southern Union is scheduled to receive a letter explaining the needs and opportunities. If thoughtful attention is given to this program, I am certain we shall see results both within the church and without. And our evangelistic results will be strengthened and enlarged. May God bless every member as he gives according to his own needs and convictions.

The Faith for Today Offering

Also in this number of SOUTHERN TIDINGS are revealing articles on the ten years of successful television evangelism. Ten years ago this May Seventh-day Adventists inaugurated a television program called Faith for Today. Other denominations and groups have also entered into religious programming through the television medium, but many

have fallen by the wayside through the lack of popular support. Consequently, Faith for Today is television's oldest continuous religious feature.

Of course, it is impossible to tangibly measure the absolute results of such an undertaking, just as it is impossible to show complete results of any type of evangelism. God has told us that we must sow and water and that He will give the increase. Who knows how many millions have been influenced toward the Kingdom by our programs on radio and television? More than 3,000 Seventh-day Adventists have written Faith for Today to tell Elder Fagal that the program had a major bearing on their decisions for Christ.

It has been demonstrated that the effectiveness of television evangelism can be multiplied many fold if churches encourage participation by the lay members. All of our broadcasting approaches to the masses offer detailed plans for direct participation by lay members. A new plan for Faith for Today was voted at the recent Autumn Council. Your pastor or your conference radio-TV secretary will have full information on this. We believe these means of reaching people and employing the talents of laymen will greatly benefit our total evangelistic concept stated in the Operation Dixie plan.

On February 13 the offering has been designated for the continuance and expansion of the television ministry. Many key areas in the Southern Union ought to be covered by the television ministry in full cooperation with the local churches. If we could receive an average of one dollar per member in the offering of February 13, I am confident that practically every part of our union conference could be covered by the television ministry during this year.



Last summer, at the Alabama-Mississippi Youth Congress in Pensacola, the young people of the conference pledged themselves to diligent soul-winning efforts for the remainder of the year. The pledges were kept. Hundreds of contacts, Bible studies and other activities were coordinated into a serious evangelistic endeavor. One result was seen in December when this sizable group was baptized at a special meeting in Birmingham.