

APRIL 14, 1967

**JADRENNIUM
PORTS**

TIDINGS

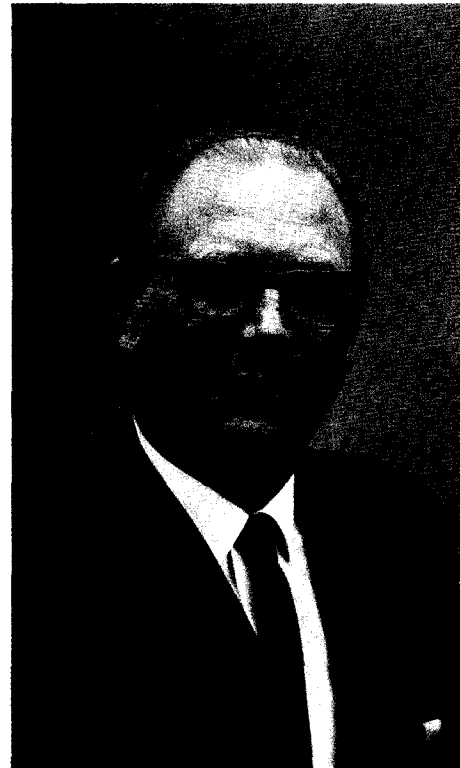
OFFICIAL ORGAN OF THE SOUTHERN UNION CONFERENCE OF SEVENTH-DAY ADVENTISTS

1963 1964 1965 1966



Offices for the Southern Union Conference are located in Atlanta, Georgia, at 3978 Memorial Drive. With monumental dignity they bespeak the pride of a people whose message circles the earth. Occupancy was in mid-summer, 1964.

1963-1964-1965-1966 QUADRENNIUM REPORTS



President, Southern Union Conference

*I*t is with gratitude to God for His abundant and manifold blessings upon His work and upon our personal efforts in behalf of His work that we bring you this quadrennial report. Without His direction and guidance and without the faithfulness of our workers in the union and the seven conferences, and our believers in the Southern Union territory, a report of any consequence or worth would not be possible. We have men and women who, with energy and dedication, are leading out wonderfully well in all departments of the work. We have hundreds of pastors ministering in almost 500 churches, whose only aim and objective is to preach the gospel of salvation and thus bring people to Christ, and to lead their congregations on to a higher level of spirituality and service.

Also, with gratitude we pay tribute to hundreds of church officers who are serving the churches in the Southland. We owe a debt of gratitude to the administrative officers of the seven conferences comprising the Southern Union, and to the officers of the General Conference for the support and the counsel each and all so willingly give.

Also, we are grateful to the predecessors of the union president who gave their time and talents unstintingly to make the work in the union successful for the four years past.

MEMBERSHIP

We are happy to report, first of all, a steady growth in membership over the past quadrennial period. Since our last quadrennial session in 1963, we have reached and surpassed the 50,000 membership figure. As the quadrennial period started in January, 1963, the membership was 45,096. With the close of the four-year period and the beginning of the new quadrennium, the figure stood at 50,294, which represents a net gain of 5,198 members.

Interestingly enough, we compare this figure with the total number of baptisms, and those added by profession of faith, which was a total of 14,197, and we see how much greater could have been the growth in membership if we could just have held on to a larger percentage of those brought into the message. We are thankful, however, for those won and held. This gain is due to the evangelistic and soul-winning efforts of our ministers and our laymen. Every department of the church joined together in this great soul-winning effort.

NEW CHURCHES

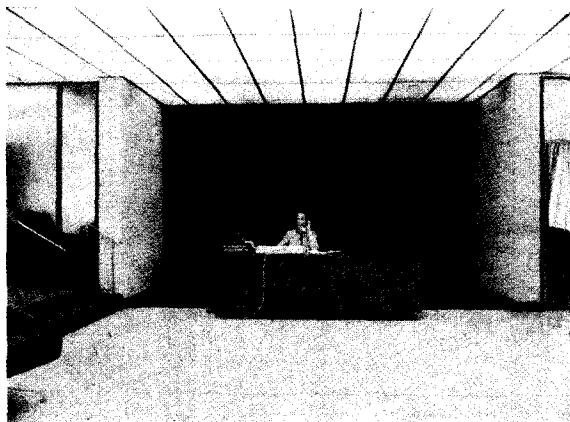
Soul-winning activity always brings new churches into existence. This is our primary objective—to raise up new congregations in all parts of the Southern territory, thus establishing new lighthouses to shed abroad the light of the Advent message. The following will show where new churches have been organized over the past four-year period:

Alabama-Mississippi	—	1
Carolina	—	7
Florida	—	4
Georgia-Cumberland	—	14
Kentucky-Tennessee	—	1
South Atlantic	—	5
South Central	—	5

TREASURY DEPARTMENT

Associated with me as one of the officers of the union is J. Henson Whitehead, the secretary-treasurer. He was invited into the union office in this capacity in the early part of the year 1965, after Elder K. C. Beem accepted a call to serve as secretary-treasurer of the Southwestern Union. Elder Whitehead is a man of wide experience, having served as secretary-treasurer of two local conferences, and before that as the manager of several con-

Union office lobby area from entrance



ference Book and Bible Houses. His report will present, in more detail, the financial gains of the union.

I would like however, to refer to the gain in tithe for the quadrennium. This amounted to a total of \$1,967,809.97. A total tithe of \$24,636,486.05 was returned to the Lord by His people over the four-year period—this, besides all the offerings placed upon the altar of sacrifice. This is a marvelous indication of faithfulness on the part of our people, and a revelation of the abundance of God's blessing!

In the Treasury Department are other workers who carry heavy responsibilities and whose efforts are vital to the over-all operation. They are the auditor, C. M. Laue, and his associate, B. J. Penner. Two men, Elder Daniel Peckham and Richard Center serve capably as assistant auditors.

The allocation of funds for the promotion of the work of God is a sacred trust and carries with it responsibility and integrity. The report from the Treasury Department is an encouraging one and will show how God prospers His work in a material way.

EDUCATION

Since his election in 1961 to the post of secretary of education, Elder V. W. Becker has served the union field with skill and dedication. His work is to give general supervision to all Christian education within the union territory. This involves planning, coordinating, counseling, and working with the educational superintendents of the local conferences, and serving on all the conference

academy boards as well as on the boards of Southern Missionary College and Oakwood College. His is an important work and is much appreciated as he gives leadership. More will be presented in the departmental reports about our educational system, but I want to refer to only one part of it. This is in reference to the development of new, and the rebuilding of older, conference academies.

The Georgia Cumberland Academy was finished and put into operation within the past four years. During this period, Forest Lake Academy has been completely rebuilt and Mt. Pisgah Academy is presently in the process of constructing several new buildings.

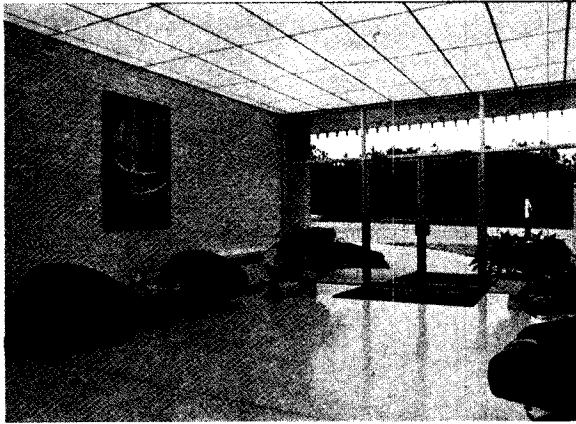
Madison Academy has been launched on the grounds of old Madison College, after the Kentucky-Tennessee Conference took it over and spent thousands of dollars in refurbishing and remodeling some of the buildings, and getting rid of many of the old buildings on the campus.

On the grounds of others of our academies, there has been capital improvements of note. All this has been necessary because of many of our youth of Adventist homes desiring a Christian education.

SABBATH SCHOOL

Toward the end of the 1962-1966 period, it was decided by the union committee to reorganize the departments. This was done by first separating the Sabbath School and Lay Activities departments.

When Elder S. S. Will accepted a call to become president of the Kansas Conference, the committee called



Union office lobby area from inside looking out

Elder B. J. Liebelt to head up the Sabbath School, Religious Liberty, and ASI Departments. He and his family joined us in mid-1966. His able leadership in the field is much appreciated, and the work will move forward under his vigorous direction.

LAY ACTIVITIES—RADIO-TV

Called to these departments from a departmental post in the Florida Conference, where he had served for nearly a dozen years, was Elder W. L. Mazat. He and his family joined the union force the early part of 1966. There has been much activity throughout the field under Elder Mazat's enthusiastic leadership. Prior to this, Elder S. S. Will gave strong leadership in this area. Many avenues of soul-winning have been developed and opened up by which our laymen can enter into the work of God.

MISSIONARY VOLUNTEER — TEMPERANCE

The activities of these departments are directed largely by the youth, together with leaders of youth. Giving general direction in these departments is Elder E. S. Reile, a man who has served much of his ministry as a leader of young people. When Elder Desmond Cummings left the department with his election to the Georgia-Cumberland Conference as its president, the union committee chose Elder Reile to fill the vacancy and to give direction in these departments. He is dedicated to his work and enjoys the confidence and trust of the local conference MV secretaries and the thousands of youth in the colleges, academies, church schools and churches.

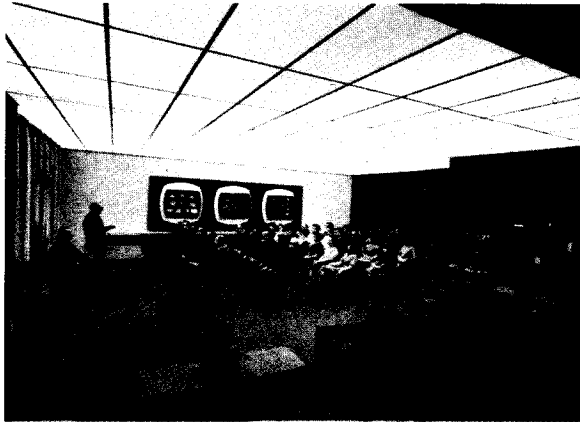
PUBLISHING

The Southern Union surges forward yearly in the sale of gospel literature. Earthly reports can never reveal what has been done in a four-year period by the scores and hundreds of faithful men and women who make up the colporteur army of the South. Elder Eric Ristau and his associates in the department—Elder M. E. Culpepper, Elder M. G. Cato, and Elder R. L. Chamberlain have labored untiringly to organize and to give direction to this vast operation of placing truth-filled literature and books into millions of homes in our cities and countryside. Over the past four years more than \$2 million worth of books have been delivered yearly, bringing the four-year total up to \$8,859,611.69.

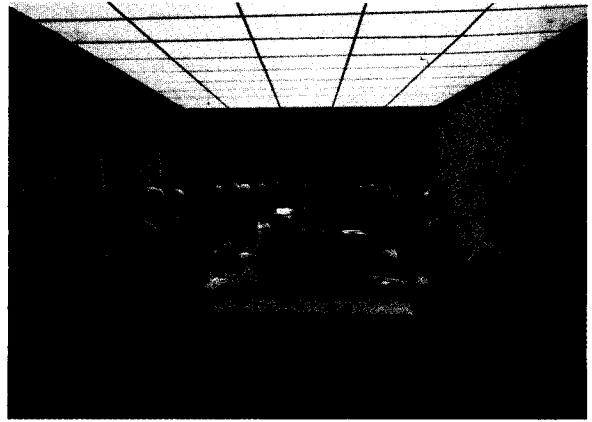
In conjunction with the over-all publishing program, the Home Health Education Service is a large operation, and is an entity that takes care of the time payment financing, collections, and the disbursing of the books to the field. This operation involves thousands of dollars worth of data-processing equipment and the labor of a score of people.

PUBLIC RELATIONS

This is the department responsible for the publication of *THE SOUTHERN TIDINGS*. Elder Oscar L. Heinrich heads this work. His planning and direction in the area of public relations has developed in the Southern Union a program that is second to none in all of North America. He continually looks for new and better material and means to get before the public and the people of our



Union office worship room



Union office committee room

churches the progress of the Advent message within our territory. He has been eminently successful in his area of endeavor.

CHURCH DEVELOPMENT SERVICE

Elder Heinrich also heads this department which few other unions have developed to the extent that our union carries it on. Time and space will not permit in this report to speak of the scores of beautiful and functional church and school buildings that have been constructed in the field over the past four years. The local conference secretaries in this department look to the union leadership for help and counsel. This is given with the prayer and hope that many more scores of congregations will provide for themselves better and more representative church and Christian education housing.

ASSOCIATION

Since the last Union Session, and during the quadrennium just completed, it was voted to invite into the union conference someone that is equipped and qualified to give direction to the field activities of the union legal association. Much is being done throughout the union in the area of wills, trust agreements, and annuities, or life agreements. Because of this, there developed a need for union leadership in this respect. This responsibility was accepted by Elder A. C. McKee, who, by virtue of his many years of experience as a publishing secretary, conference secretary-treasurer, and conference president, is

extremely well qualified to do a thorough and lasting work in this fairly new phase of God's program.

MEDICAL

Repeatedly and consistently over the years we have heard of this branch of the work being referred to as the "right arm of the message." Although we have had to drop almost entirely the old sanitarium concept of our medical work, we have developed hospitals which can be rated among the finest of Adventist institutions. Brother D. W. Welch is not only the administrator of our largest, the Florida Sanitarium and Hospital in Orlando, Florida, but also serves as our medical secretary of the union. Serving with him as associates, but not supported on the payroll, are Joe Cruise, M.D., and Eldon Carman, D.D.S. These men give invaluable aid in the recruitment of new medical personnel for our institutions and medical and dental centers in the various cities of the South.

We have other union hospitals—Putnam Memorial in Palatka, Florida, William McConnell, administrator; Walker Memorial in Avon Park, Florida, George Walper, administrator; Madison Sanitarium and Hospital, Madison, Tennessee, Robert Morris, administrator; Takoma Sanitarium and Hospital, Greeneville, Tennessee, Everett Coolidge, administrator. Besides these, there are many fine hospitals operated by the local conferences, and by laymen under the Association for Self-supporting Institutions.

The Riverside Sanitarium and Hospital, located in

Nashville, Tennessee, is operated by the General Conference. N. G. Simons is its administrator.

MINISTERIAL

This department has been organized during the past four years with Elder H. E. Metcalf serving as the secretary. This department gives counsel and direction and presents plans for better organization of public evangelism. Many of our local conferences have set up this same department, and Elder Metcalf is available to them for help in making plans with the pastors and evangelists.

SCHOOL OF BIBLE PROPHECY

This organization is also served by Elder H. E. Metcalf. This is an effective soul-winning institution that has been in our union for a number of years, having been started by Elder E. L. Cardey, a veteran evangelist and minister who is now in retirement.

Thousands of people every year are enrolled in the Bible Correspondence course, and scores are being brought to the knowledge of the message and are being baptized into the church by the work of the school and the influence of the Bible lessons. Every year better and more effective means are employed to enroll and baptize more people through this medium.

COLLEGES

We now leave the departments and give brief attention to the colleges in the Southern Union territory. The union-operated one is Southern Missionary College, located at Collegedale, Tennessee. We have seen tremendous growth on campus during the last four years—in enrollment of students—in the size of the teaching staff—and in capital improvements. Presently, another new dormitory is under construction as well as a new administration building. These will add much to the campus and its effectiveness on the young people who are receiving their college education.

Dr. C. N. Rees has been president of the college since 1958, and during his tenure and through his administrative leadership under God's blessing, many progressive changes have taken place. During this school year, Dr. Rees was stricken by a severe stroke and had to lay aside his duties. We do him honor for a work well done, and

we thank God that he is still among us, making satisfactory progress toward better health. To lead the college, as its president, the Board of Trustees recently elected Dr. Wilbert Schneider, dean of academic affairs at Pacific Union College.

Oakwood College, a General Conference-operated school, is also a well-established institution among us. Serving primarily the youth of our regional conferences, it, too, has experienced phenomenal growth over the past four years. Dr. F. W. Hale is its able and dedicated president.

LOCAL CONFERENCES

The administrative leadership in four of the local conferences has changed in the last four years. Elder W. O. Coe became the president of the Florida Conference when the present union president was elected. To take his place in the Alabama-Mississippi Conference, Elder W. D. Wampler was chosen.

Elected in July, 1964, to the presidency of the Georgia-Cumberland Conference was Elder Desmond Cummings, who was serving as union MV secretary.

When Elder H. V. Reed left the Carolina Conference to go to the Colorado Conference, Elder W. B. Johnson was elected to fill the vacancy. All of these men, along with the other presidents and their associates, are giving excellent leadership in their respective fields.

CONCLUSION

As we bring this report to a close, a wonderfully encouraging thought comes to my mind. It concerns the fine spirit of fellowship and unity that prevails among all the workers and the dedicated, faithful members scattered throughout the Southern states. It is because of their support and dedication, and because of the good work done and the excellent leadership given by my predecessors in the union presidency that this report reveals so much.

It is altogether possible that Jesus will come before time for the next union quadrennial session rolls around. Should that be the case, may it be that we have all done our part in completing the task of carrying the gospel to every nook and cranny of the territory in which we labor, and for which we are presently responsible.



The Lord has surely blessed His work in the Southern Union in a mighty way during the past four years. There have been 28,643 members added by baptism, profession of faith, or by letter. That is an average of 7,161 per year. Transfers by letter, death, apostasies, and missing members erased from our records 23,445 during the four years. Our net gain in membership was 5,198. The total membership in our union as of December 31, 1966, was 50,294. Total offerings for world missions, which includes Sabbath School offerings, have amounted to \$7,171,369.75 during this quadrennial period. The previous four years \$6,369,374.55 was so generously given by our people. Therefore, there was a gain in contributions to missions of \$801,995.20. Our people have accepted the challenge given them by our Lord and Saviour to go into all the world with this last-day message.

The membership in our churches and the number of workers have steadily increased as God's work has grown. On December 31, 1962, we had 2,488 workers serving 464 churches and institutions throughout the union. There are now 3,151 serving the 481 churches, offices, and institutions.

The estimated value of our church properties as of December 31, 1966, was over \$15,000,000, and the value of our conference-held properties, other than churches, are conservatively estimated at \$30,000,000. This includes our offices, academies, hospitals, colleges, etc. Therefore, the total estimated value of properties held by our associations in the Southern Union is about \$45,000,000.

We thank God for the faithfulness and prosperity of our membership. During the quadrennial period of 1959-1962 our tithe amounted to \$18,805,976.71. During the

past quadrennial period, ending December 31, 1966, the tithe was \$24,636,486.05.

The financial statements on pages 12 and 13 reflect the activity of your union during the quadrennial period. During the four years, 1963-1966, \$2,500,173.86 tithe was received by the union for operating expense and appropriations. This compares to \$1,882,051.04 for the preceding four years. That was a gain of \$618,122.82 for this quadrennial period. Total assets have increased \$15,688.59, and our liabilities have decreased by \$38,250.72. The increase in net worth for the four years ending December 31, 1966, was \$126,896.91 compared to a loss of \$24,961.56 for the preceding quadrennial period.

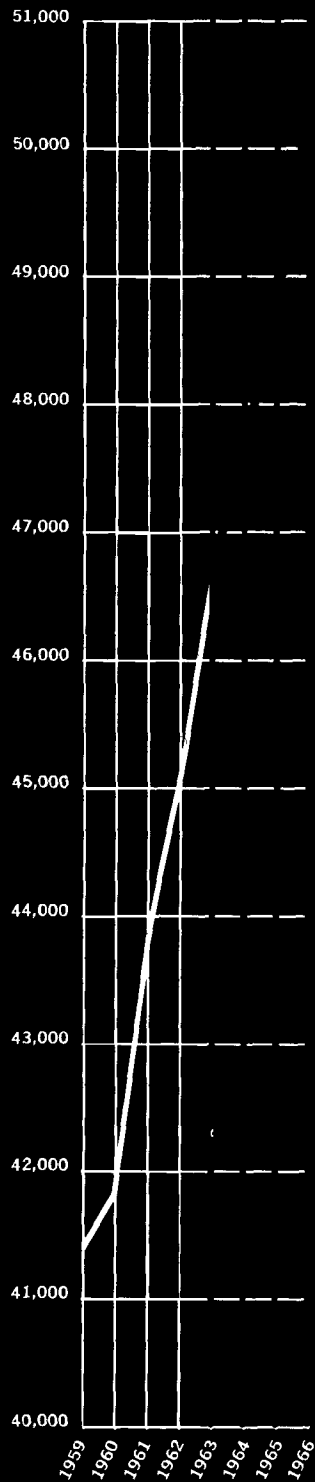
Besides the \$2,521,356.69 that was received by the union for its operations and appropriations during the past four years, an additional amount of trust funds in excess of \$20,000,000 was received and disbursed. This includes funds passed on to the General Conference from organizations within the union, funds received from the General Conference for distribution in the union, and funds passing between organizations within the field.

As we review the progress of God's work this past quadrennial period, we cannot help but be impressed that there has been growth and expansion and extension in every line of endeavor. Growth in membership, in tithe, in offerings, in new institutions, in our many new church buildings—in all these ways, and many more, we see the evidence of God's leadership and blessing. I would like to offer a sincere word of appreciation to our laymen and workers in our Southern Union for their dedication and loyalty to God's cause. The challenge is before us. Let us be faithful until the Lord comes.

J. Henson Whitehead
Secretary-Treasurer



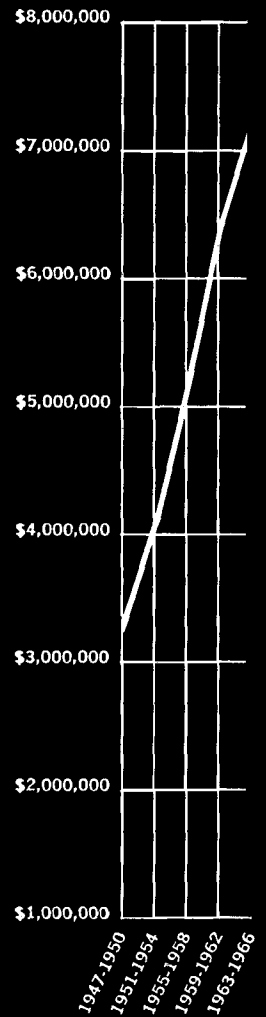
CHURCH MEMBERSHIP
GROWTH



TITHE
GROWTH



WORLD MISSION
OFFERINGS
GROWTH



SOUTHERN UNION CONFERENCE
Comparative Statement of Income and Expenditures

For Four Years Ending December 31, 1966

INCOME WITHIN CONFERENCE	1963	1964	1965	1966	4 Years	Previous 4 Years
Tithe	\$552,849.40	\$607,335.01	\$631,017.16	\$708,972.29	\$2,500,173.86	\$1,882,051.04
Other Income	10,715.00	10,409.00	30.00	28.83	21,182.83	70,052.12
Total Income Within Conference	563,564.40	617,744.01	631,047.16	709,001.12	2,521,356.69	1,952,103.16
OPERATING EXPENSE						
Workers' Salary & Expense	208,453.97	238,901.10	253,210.85	243,386.16	943,952.08	685,424.47
Departmental	21,138.32	10,349.13	12,460.54	9,404.12	53,352.11	34,975.33
Administrative & General	59,886.37	73,167.86	87,166.02	90,018.22	310,238.47	137,746.56
Bible School Appropriations	32,087.31	39,000.00	39,000.00	39,000.00	149,087.31	129,973.59
S.M.C. Appropriations	44,829.00	45,696.36	44,409.92	42,734.28	177,669.56	208,635.09
Other Appropriations	20,565.32	21,279.54	15,913.03	17,769.23	75,527.12	67,326.07
Percentages of Tithe	99,512.89	109,320.30	113,629.15	127,615.01	450,077.35	338,695.48
TOTAL OPERATING EXPENSE	486,473.18	537,714.29	565,789.51	569,927.02	2,159,904.00	1,602,776.59
Gain Without Subsidies	77,091.22	80,029.72	65,257.65	139,074.10	361,452.69	248,096.26
Subsidies Received	10,568.03	9,948.32	12,851.64	11,908.63	45,276.62	24,307.18
Net Operating Gain	87,659.25	89,978.04	78,109.29	150,982.73	406,729.31	272,403.44
Non-Operating Expense	87,045.69	75,000.00	52,488.53	65,298.18	279,832.40	297,365.00
Increase or (Decrease) to Regular Net Worth	613.56	14,978.04	25,620.76	85,684.55	126,896.91	(24,961.56)

**SOUTHERN UNION
CONFERENCE
COMPARATIVE
BALANCE SHEET**
December 31, 1962
and 1966

ASSETS:	1966	1962	Increase	Decrease
Current Assets:				
Cash and Bank	\$175,967.74	\$ 93,620.32	\$82,347.42	
Accounts Receivable	138,929.08	197,203.95		\$58,274.87
Inventory	10,296.99	11,160.58		863.59
Prepaid Expense	789.61	2,954.20		2,164.59
Total Current Assets	325,983.42	304,939.05	21,044.37	
Fixed Assets:				
Furniture & Equipment	49,185.43	24,541.21	24,644.22	
Total Assets	375,168.85	329,480.26	45,688.59	
LIABILITIES:				
Accounts Payable	2,000.00	3,004.91		1,004.91
Trust Funds	63,299.61	100,545.42		37,245.81
Total Liabilities	65,299.61	103,550.33		38,250.72
NET WORTH	309,869.24	225,929.93	83,939.31	

TO THE CONSTITUENCY OF THE
SOUTHERN UNION CONFERENCE OF SEVENTH-DAY ADVENTISTS

AUDITOR'S STATEMENT

The comparative condensed balance sheet and statement of income and expense herewith presented for the quadrennial period ended December 31, 1966, are true summaries of the annual financial statements of the Southern Union Conference of Seventh-day Adventists as audited by the auditing staff of the General Conference of Seventh-day Adventists.

Each of the statements referred to, during the said quadrennial period, was accompanied by our formal report to the effect that, in our opinion as staff auditors of the General Conference of Seventh-day Adventists, the statements presented fairly the financial position of the Southern Union Conference of Seventh-day Adventists at the close of the years 1963, 1964, 1965, and 1966, and the results of operations during those years, in conformity with generally accepted denominational accounting principles, and in conformity also with applicable policies of the Seventh-day Adventist Church.

Werber Johnson, Associate Auditor
GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS

Decatur, Georgia
March 6, 1967

SOUTHERN AND SOUTHEASTERN CONFERENCE ASSOCIATIONS
Comparative Statement of Income and Expenditures

For Four Years Ending December 31, 1966

	1963	1964	1965	1966	4 Years	Previous 4 Years
INCOME						
Rents	\$15,160.00	\$20,265.00	\$33,358.14	\$30,816.02	\$ 99,599.16	\$ 43,953.60
Interest	77,481.78	74,126.11	80,077.71	79,956.46	311,642.06	247,779.02
Miscellaneous	—	1,312.94	—	34.30	1,347.24	349.04
Total Income	92,641.78	95,704.05	113,435.85	110,806.79	412,588.46	292,081.66
EXPENSE						
Property	3,117.47	2,483.04	1,004.67	5,721.98	12,327.16	6,727.15
Depreciation	6,727.00	5,193.00	16,786.03	17,143.84	45,849.87	22,375.27
Office	176.59	282.35	.35	5.96	465.25	584.99
Legal	292.00	484.25	1,741.55	757.00	3,274.80	1,853.75
Interest	56,333.84	64,201.74	77,211.21	75,825.49	273,572.28	157,229.93
	25,000.00	25,000.00	25,000.00	15,000.00	90,000.00	49,000.00
Total Expense	91,646.90	97,644.38	121,743.81	114,454.27	425,489.36	237,771.09
Net Operating Gain (Loss)	994.88	(1,940.33)	(8,307.96)	(3,647.49)	(12,900.90)	54,310.57
NON-OPERATING INCOME						
Miscellaneous	90,104.66	111,827.96	49,812.51	56,934.88	308,680.01	76,336.72
NON-OPERATING EXPENSE						
Miscellaneous			8,945.00	282.80	9,227.80	41,517.97
Total Increase to Regular Net Worth	91,099.54	109,887.63	32,559.55	53,004.59	286,551.31	89,129.32

**SOUTHERN AND
SOUTHEASTERN UNION
CONFERENCE
ASSOCIATION**

**COMPARATIVE
BALANCE SHEET**

December 31, 1962
and 1966

	1966	1962	Increase	Decrease
ASSETS:				
Current & Long-Term Assets:				
Cash & Bank	\$ 127,489.02	\$ 54,404.49	\$ 73,084.53	
Notes & Loans Rec.	1,510,914.19	1,627,970.48		\$117,056.29
Total Current & Long-Term Assets	1,638,403.21	1,682,374.97		43,971.76
Fixed Assets:				
Land	86,613.77	18,692.50	67,921.27	
Buildings	584,761.15	148,826.58	435,934.57	
Total Fixed Assets	671,374.92	167,519.08	503,855.84	
Total Assets	2,309,778.13	1,849,894.05	459,884.08	
LIABILITIES:				
Accounts Payable	280,217.36	160,000.00	120,217.36	
Notes Payable	1,139,175.09	1,186,148.68		46,973.59
Trust Funds	139,868.97	160,551.10		20,682.13
Trust Agreements	108,696.77	52,315.32	56,381.45	
Annuity Contracts	133,000.00	13,000.00	120,000.00	
Total Liabilities	1,800,958.19	1,572,015.10	228,943.09	
NET WORTH				
Regular Net Worth	484,089.52	191,538.21	292,551.31	
Reserve Funds	24,730.42	86,340.74		61,610.32
Total Net Worth	508,819.94	277,878.95	230,940.99	

TO THE CONSTITUENCY OF THE SOUTHERN UNION
CONFERENCE ASSOCIATION OF SEVENTH-DAY ADVENTISTS
AUDITOR'S STATEMENT

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Werber Johnson, Associate Auditor
GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS

Decatur, Georgia
March 6, 1967

"Bring ye the whole tithe into the storehouse that there may be food in mine house, and prove me now herewith, saith Jehovah of Hosts, if I will not open you the windows of heaven and pour you out a blessing, there shall not be room enough to receive it." Malachi 3-10, *American Standard Revised Version*.

These verses may be called the foundation of the tithing principle which is so prominent in the doctrines of the Seventh-day Adventist Church, but they are more than a doctrine; they are a deep and abiding promise to God's people, and one of the mighty bulwarks upon which the work of the church rests today.

The tithing principle was officially adopted by the General Conference in 1878. However, in 1863, the year the General Conference was organized, the statistical records report that \$8,000 tithe was donated by our total membership which was approximately 3,500. In 1966, 103 years later, over \$7,000,000 in tithe was received from the members of the Southern Union Conference in just one year to help support the Lord's work throughout the union, as well as around the world.

The servant of the Lord makes plain the way tithe should be used. She writes: "The tithe is sacred, reserved by God for Himself. It is to be brought into His treasury to be used to sustain the gospel workers in their work. For a long time the Lord has been robbed because there are those who do not realize that the tithe is God's reserved portion." Vol. 9, p. 249.

The paying of tithe is not the only financial support the church must rely on in these days. In the Scriptures

we read in Malachi 3:8, "Will a man rob God? Yet ye have robbed me. But ye say, 'Wherein have we robbed thee?' In tithes and offerings."

The church has many phases of activity with the sole purpose of carrying the plan of salvation to the world and assisting every soul in having an opportunity to experience the bountiful love of our Saviour. It is important for each individual member to participate unreservedly with the Lord by providing of the means which He has entrusted to us. Providing proper educational institutions to train our youth, establishing medical institutions to care for the sick, building attractive and representative sanctuaries for our church congregations to worship, were all a part of spreading the gospel in the Southern Union Conference during the past quadrennium. We must also include the Ingathering program, where this past year the Southern Union reached the \$1,000,000 mark for the first time.

The Auditing Department also has had a part in the advancement of our work in the southeast. Some of our duties include assisting the officers and administrative personnel of each organization with their financial planning and budget-making. As we study the organization of the Seventh-day Adventist Church, which was outlined by the servant of the Lord, certain policies are needed for continuity. In making the annual audits, personnel of the Auditing Department are able to assist in carrying out these policies of the church.

During the past four years, many laws have been established calling for reports and modification of operat-

C. M. Laue, auditor, at his desk with his associates — From left, B. J. Penner, D. H. Peckham and R. P. Center.



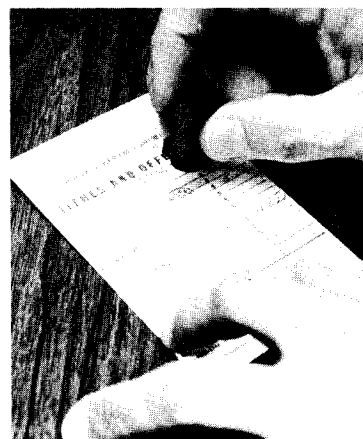
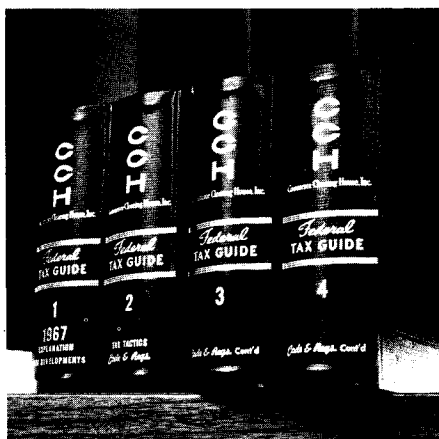
ing procedures. It has been our privilege to assist the treasurers in developing accounting systems which will provide the financial information needed to comply with State and Federal government laws and yet not retard the progress of the Lord's work with a complex record system. This past quadrennium has experienced the innovation of a new accounting system for our union. As of July 1, 1966, Southern Missionary College has inaugurated the fund accounting record system. The legal associations of our conferences are authorized to employ the same accounting system as of January 1, 1967, and our hospitals will be implementing this type of record keeping as of July 1, 1967. Workshops, seminars, and manuals have been used to assist in an orderly change to this procedure. This system is designed to assist treasurers in dispersing the funds that are entrusted to them in such a way as to carry out the wishes of the donor, and to direct the financial affairs of the organizations in harmony with the General Conference and Southern Union Conference working policies. The Auditing Department assists each organization in safe-guarding the assets of the denomination as well as those who have the responsibility of accounting for the funds of our church by employing generally-accepted auditing procedures and accounting principles at all times.

The Auditing Department conducts forty-one annual audits which include seven conferences, seven legal asso-

ciations, seven book and Bible houses, one senior college, the School of Bible Prophecy, seven academies and eleven medical institutions. These organizations during the past quadrennium had an income of \$112,288,812, a 79.5 percent increase over the previous quadrennium. To assist in proper safeguarding of these funds and to make expenditures wisely so that top value can be realized for each dollar received, all but six organizations have access to an accounting machine, and one hospital is installing a computer. Some of the other medical institutions are also giving study to this type of equipment.

The Lord has richly blessed during the past quadrennium in the Southern Union Conference in all of the activities which have been carried on, not only by the union conference, but also by each local conference and the institutions making up this union. Satan has worked hard to disrupt and to detract from our primary objective of preaching the soon return of our Saviour. Let us endeavor to be faithful stewards so that when the Lord comes, He will be able to say to each one of us: "Thou has been faithful over a few things; I will make thee ruler over many things. Enter thou into the joy of thy Lord."

My associates, B. J. Penner, D. H. Peckham and R. P. Center join me in wishing God's richest blessings for each one of you in this coming quadrennium.



ASSOCIATION FIELD ACTIVITIES

Phenomenal growth has been seen in every phase of association activities in the Southern Union during the past quadrennium. What a privilege to be associated with the men chosen to direct this program in each of the local conferences, to address the constituency of our churches and to visit in the quietness of their homes regarding the privileges of "Partnership with God" through the medium of *inter vivos* trusts, annuities, life income agreements, and testamentary bequests.

The challenge of this increased effort in the pioneering of an enlarged program of present and deferred giving, through the services of our conference associations, has involved contacts with the leaders of a number of other denominational foundations, attendance at philanthropic tax institutes, and a careful study of the tax aspects of charitable giving. These principles have been conveyed to our local conference field representatives through annual association workshops and personal contacts. The union has also provided assistance in communicating this information to our constituency through the SOUTHERN TIDINGS and preparation of new informational materials and brochures.

The response of a willing and dedicated constituency has resulted in a growth in the value of gift annuities from \$307,374.00 at the beginning of this period to

\$557,455.00 as of December 31, 1966. During this same period, revocable cash trusts have increased from \$884,724.00 to \$2,393,136.00, making a total in these combined areas of \$2,950,591.00 at the close of this quadrennium.

In addition, scores of valuable, real properties have been placed in trust, and hundreds of wills executed by an informed constituency. While these two areas of activity are not reflected on the financial statements of our associations, they do constitute future potential maturities of great magnitude for the finishing of God's work in this union. Actual maturities during this four-year period have totaled \$853,482.51, providing funds for the building of new churches, elementary schools, conference academies, youth camps, and thousands of dollars for a greatly accelerated evangelistic thrust.

In one field, well over \$100,000.00 benefited their new conference academy. In another, some \$150,000.00 went into a new conference youth camp. In the Florida Conference, the association has sponsored a facility for one of the finest senior citizens' communities in our denomination, known as "Florida Living," which is fast becoming an enviable objective for other conferences throughout North America.

Neither financial statements, statistics nor graphs are adequate to chronicle the many providential developments

A. C. McKee, Secretary
Association



associated with this most fascinating and rewarding aspect of God's work. By its very nature, the work of this department does not fully lend itself to present statistical measurement, but rather, it is a combination of long range planning with the members of Christ's church, who are, in the final analysis, the stewards of heaven's resources, for the speedy finishing of the mighty task assigned to Seventh-day Adventists. Our members, during this quadrennium, have demonstrated a deeper consecration, dedication and a "total commitment" to the finishing of God's work and the hastening of His glorious kingdom.

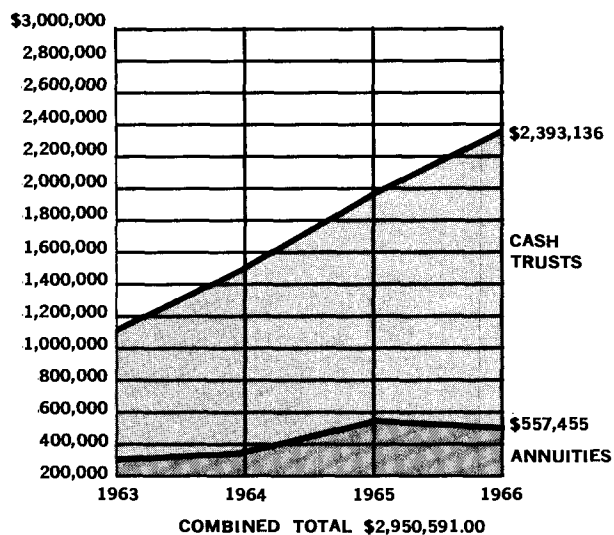
High on the list of sacred memories for such dedication is the family who, while blessed with worldly possessions, expressed their desire to have those possessions fully working for God and who made it possible for the School of Bible Prophecy to have a new and adequate facility from which to broaden its soul-winning influence. There is also the dedicated couple who were thrilled to enter into a gift annuity plan which, at maturity, will make sufficient funds available to purchase a new press for printing the thousands of truth-filled lessons for the School of Bible Prophecy. There are many memories of those, both older and younger, who have made careful provision for the future security of their families, and, in most cases, a very liberal provision for the future of God's church.

As we think of the 2,278 members of our Southern Union who have been laid to rest during this past four years, it gives a greater sense of urgency to making the advantages of this important service better known in every conference.

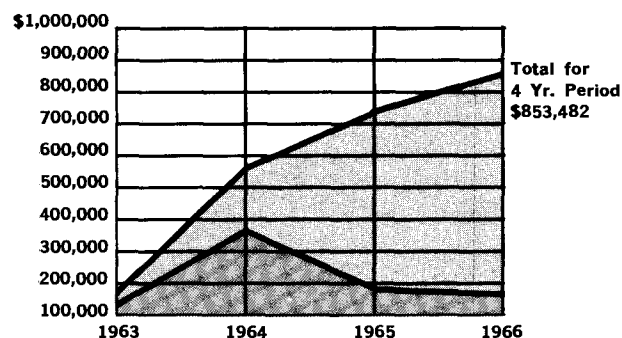
We are most fortunate for living under the protection of a government which not only responds to the cries of needy people and worthy nations around the world, but which also provides liberal laws which honor discerning individuals who wish to accomplish more with their possessions than to gratify personal desires—laws that are only beneficial as wise and dedicated men and women use them.

We deeply appreciate the cooperation of our conference leaders and pastors during this past quadrennium. We rededicate our lives, and join hands and hearts with you for much greater accomplishments in the future.

FROM STRENGTH TO STRENGTH SOUTHERN UNION CONFERENCE ASSOCIATIONS



MATURITIES ADDING FINANCIAL STRENGTH TO THE CHURCH



Christian education in the Southern Union continues to serve as a mighty force for evangelizing and indoctrinating the children and youth of the remnant church. Approximately 10,000 students are currently enrolled in Seventh-day Adventist schools of the Southern Union. These youth represent the future hope of our denomination. Our churches, institutions, and conferences will remain strong and effective in direct proportion to our support of the elementary school, academy, and college.

The rewards for the growth and progress of our educational program belong to our faithful parents, teachers, church members and officers, conference administrators, and superintendents. We thank God for His providential direction and guidance.

One of the basic goals for Christian education is to restore in our boys and girls the image of Christ. "In the highest sense the work of education and the work of redemption are one." *Education*, p. 30. The Department of Education joins all other departments in giving witness to the redemptive power of the Holy Spirit.

During the past four years, approximately 1,500 children and youth have been baptized through the influence of Christian education. Throughout North America, the Christian school is responsible for approximately 20 percent of all baptisms. When the high standards of our church are maintained in our schools, and when these standards are exemplified in all our church leaders, the results will be beyond any accomplishment of the past.

The new Georgia Cumberland Academy has been erected and opened its doors for service during the past quadrennium. A day academy has become a boarding academy. One established academy has been practically rebuilt. Large auditoriums have been erected on two campuses. New elementary schools have been erected, and an extraordinary amount of equipment and facilities have been added to the classrooms of our schools.

A constant effort has been made in all conferences for adding quality to our program of education. During the

past four years, 369 teachers have attended summer school for additional training. All these expenditures reveal the high value which has been placed upon our youth.

Today, education is in the spotlight. More funds than ever have become available for providing a quality program. Inasmuch as most of these funds cannot be accepted by our church, greater sacrifices will be required if our schools are to meet the current demands. The progress in our schools must be accelerated. As priorities are established, leaders must remember that, "There is no work more important than the education of our youth." CT, p. 46.

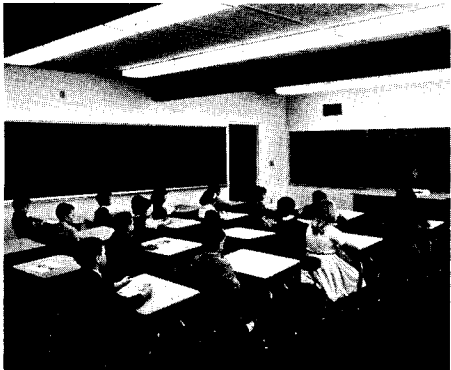
The quadrennium ahead will require the skill, the enthusiasm, and support of every leader and church member in the Southern Union. Rumblings indicate that we may not always choose our own unique course of action. Restrictions and requirements may bring unprecedented pressures. Today is our golden opportunity for gathering together our children and youth so that they can receive the education which will prepare them for the darker days ahead.

There was never a greater need for a restudy of the basic philosophy of Christian education. Why does our church provide its own unique system of education? There is only one reason. Character formation is the most important object in education. "The formation of character is the work of a lifetime, and it is for eternity." CT, p. 61. We need the deep conviction of our founding fathers who provided the right kind of education for their young people. It was their firm belief in the fundamentals of Christian education which provided growth and strength in our church. That conviction is needed more than ever in this final hour.

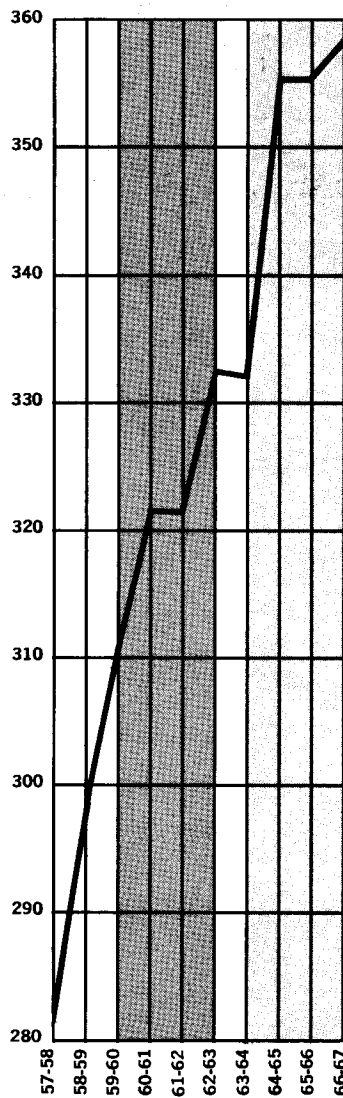
We can ill afford to lose any young person in the Southern Union. Our strength and greatness can be measured by the recruits which are available for finishing quickly the work of God.

V. W. Becker, Secretary
Education

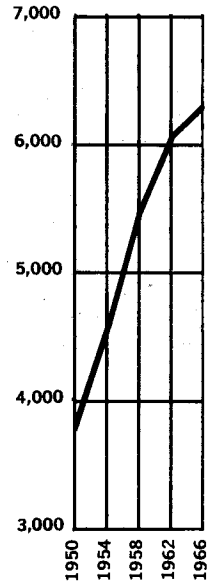




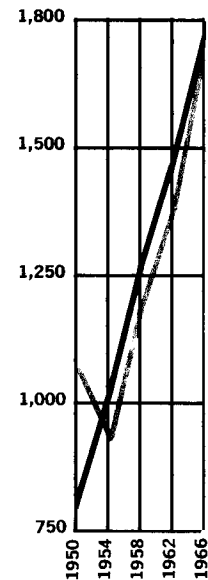
**TEACHERS
ELEMENTARY AND
JUNIOR ACADEMY**

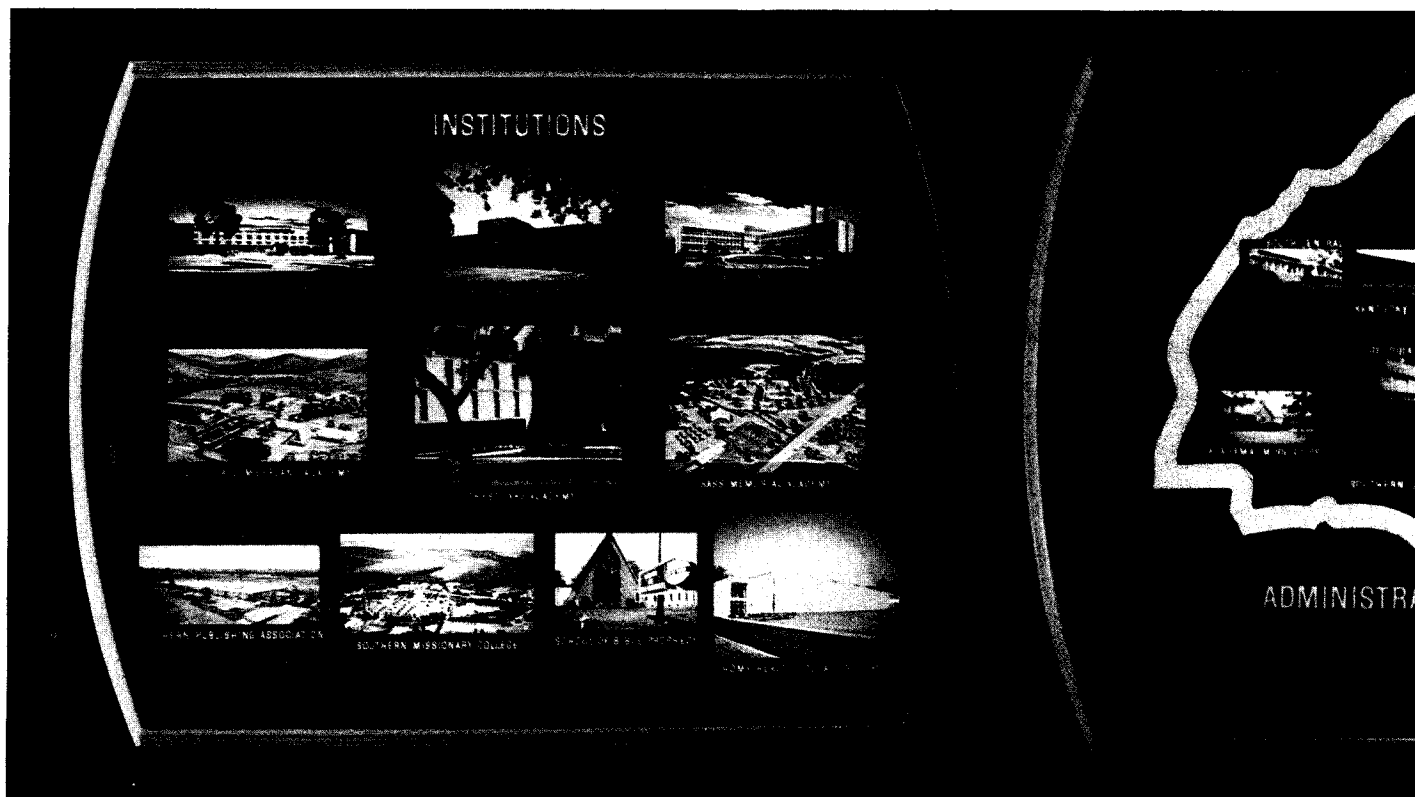


**ENROLLMENTS
ELEMENTARY**



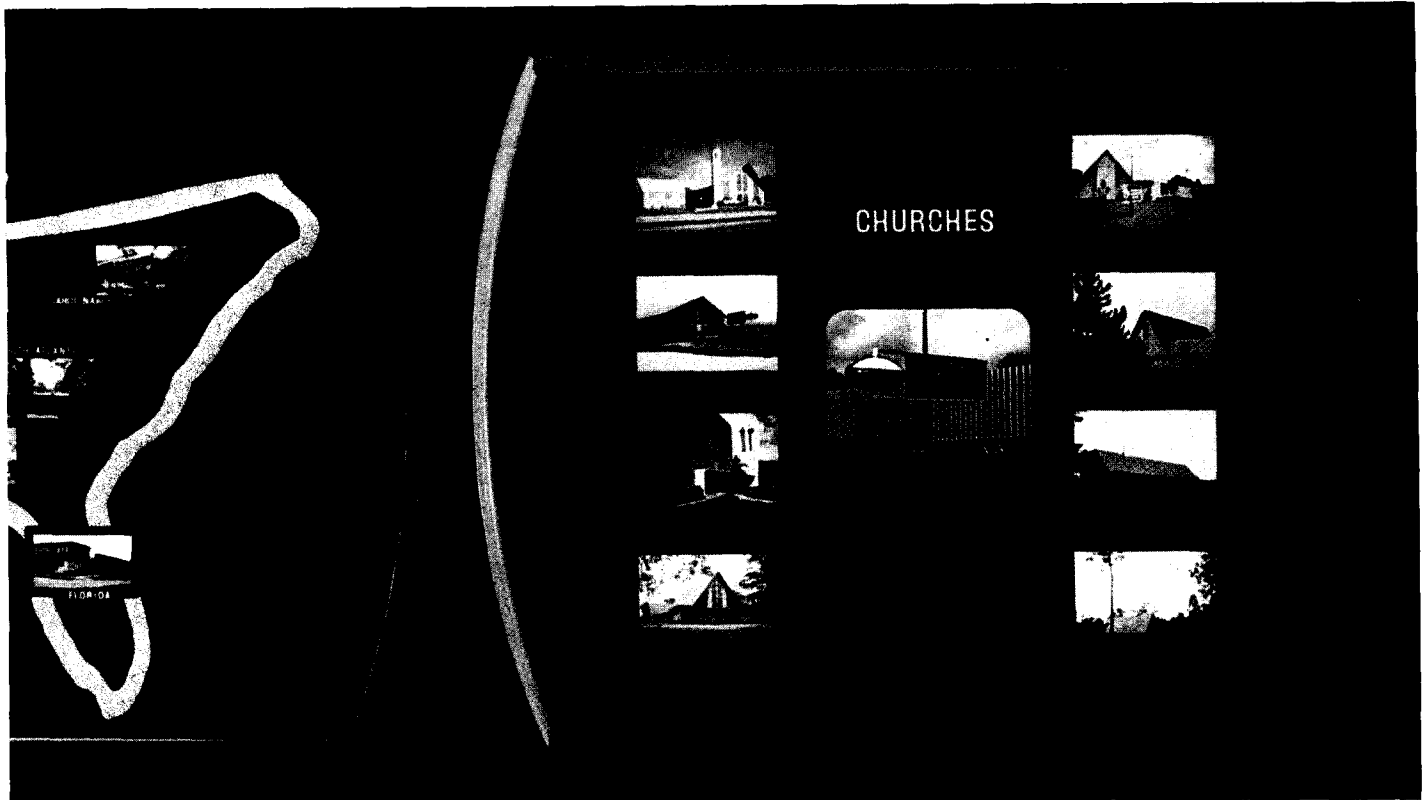
**— SECONDARY
COLLEGE**





On the walls of the worship room at the Southern Union office are large lighted graphic displays showing color transparencies of

- - - - many institutions - academies, hospitals, summer camps, publishing house, and Bible School
- - - - an outline map of the Southern Union territory with pictures of the seven local conference offices and the union office
- - - - and several new church buildings. Most of these pictures portray some of the material progress made in the Southern Union Conference during the 1963-1967 quadrennial period.



When in Atlanta, visit your church headquarters office at 3978 Memorial Drive, and be sure these displays are included in your visit and tour of the building.

LAYMEN'S ACTIVITIES

History, they say, is past events in general, considered as material for record. In this report we want to give you the history or record of what has transpired the past four years. Words and figures will never be able to give you the complete history. There are some things that only eternity will be able to reveal.

Tremendous events have come to pass within the past few years. Great strides in the fulfillment of prophecies have taken place. Who would have predicted a few years ago that man-made moons would be circling the earth or that we would see stringent enforcement of Sunday laws beginning?

One need not be a Bible student to recognize the portent of the times—that a climax is coming. As Bible students, we know this climax will be the second advent of Christ. Then, as we look about, we can see the tremendous task that has to be done—that of evangelization. It is then that we realize in a greater manner than before that lay evangelism must be the answer to the challenge.

Elder S. S. Will, now president of the Kansas Conference, was the Southern Union laymen's activities secretary for three years of this quadrennium. His positive leadership was greatly felt.

This report will touch only a few of the high points in the missionary activities of the Southern Union Conference.

I would like, first of all, to give credit where credit is due, for were it not for the faithfulness and splendid cooperation of the workers and laity it would be impossible to present this fine report. For this fellowship, I am very grateful.

During the years of 1963 to 1966, God has blessed the missionary activities of this union. During the ten-minute missionary period, many have received inspiration and have become active in missionary endeavors.

There are 27,883,551 judgment-bound souls in the Southern Union territory. We have but a short time to finish the work. Eternity alone will reveal the full results of the 542,219 Bible studies given, the 4,358,625 missionary contacts, and the 12,497,727 pieces of literature distributed.

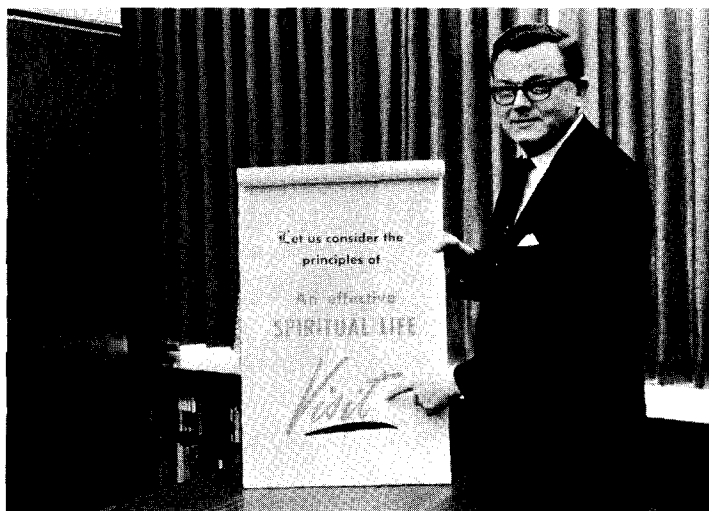
	1959-1962	1963-1966
Bible Readings	358,766	542,219
Literature Distributed	17,392,981	12,497,727
Missionary Contacts	2,171,592	4,358,625
Persons Helped	986,003	1,238,613
Service Hours	1,990,431	2,352,375

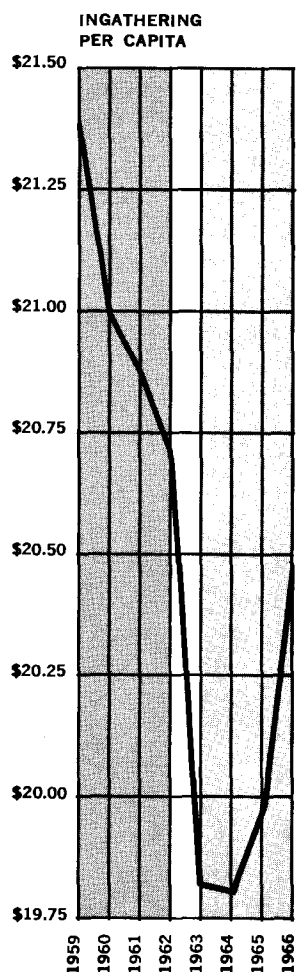
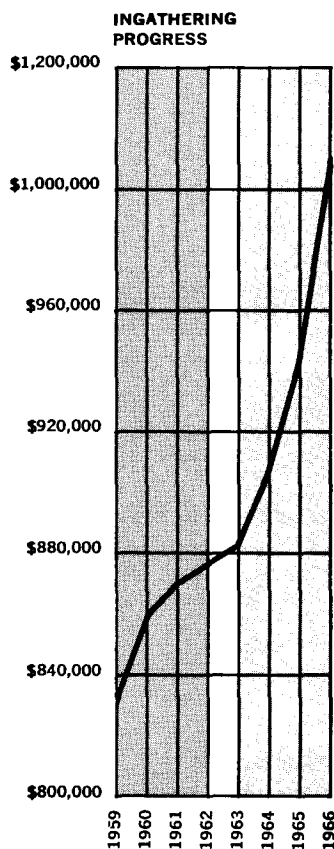
Ingathering is a tremendous force here in the Southern Union. During the past four years, \$3,730,725.75 was raised, which is an increase of \$289,088.73 over the previous four years. Alabama-Mississippi and Florida are silver vanguard conferences. During 1966, for the first time in the history of our union, over \$1 million was solicited for Ingathering.

Our work of mercy has been lifted from a small place in the basement of the church to a prominent place in our cities. 1,238,613 persons were given needed help and 2,352,375 hours of Christian help work were contributed by our faithful laymen. The welfare efforts for the benefit of others during the quadrennium represent an estimated cash value of \$1,409,610.67.

Surely the Lord has blessed! To God be all the glory!

W. L. Mazat, Secretary
Laymen's Activities
and Radio-TV





RADIO AND TV

Proclaiming the gospel is a global urgent operation, as indicated by the words of Jesus, "This gospel . . . shall be preached in all the world for a witness unto all nations." Matt. 24:14. The urgency of the task is indicated by the rest of the verse . . . "and then shall the end come." To help in the accomplishment of this gigantic task has come two modern miracles—radio and television. Radio recognizes no barriers. It goes everywhere. It cannot be shut out by iron curtains, bamboo curtains, prison walls, territorial boundaries. It knows no discrimination against race, religion, or creed. No matter how hard evil forces may try, they cannot control the air waves. Radio wings the gospel message over all barriers.

We cannot by graphs or charts or slide rule, measure the impact of Adventist radio and TV on the hearts and lives of listeners.

The Voice of Prophecy is carried on 136 radio stations, and Faith for Today is seen on 26 television stations in the Southern Union.

The annual offerings taken in our churches for these broadcasting agencies are shown here:

<i>Voice of Prophecy</i>	<i>Offerings</i>	<i>Per Capita</i>
1963	\$16,344.58	\$.35
1964	17,794.18	.37
1965	19,520.59	.40
1966	20,376.79	.41

Faith for Today

1963	\$14,603.35	\$.31
1964	13,863.49	.29
1965	22,322.21	.46
1966	17,266.89	.34

The Voice of Prophecy, Faith for Today, and your union conference Radio-TV Department are constantly working to increase the coverage of our territory by placing the programs on more stations, but it is largely up to the churches and members to increase the audience through local advertising and personal distribution of cards and leaflets.

We face these uncertain times with undaunted courage and believe that radio and television will do their part in making great conquests for the Lord in the days ahead.



MISSIONARY VOLUNTEERS

Seventy-five years ago Ellen G. White wrote: "We have an army of youth . . . Let all be so trained that they may rightly represent the truth, giving the reason of the hope that is within them, and honoring God in any branch of the work where they are qualified to labor." E. G. White, Letter 32, 1892.

Sixty-five years ago the Missionary Volunteer Department was organized by the General Conference.

Of this great army, 12,346 are in our Southern Union in a total of 565 Missionary Volunteer societies. This means that of every sixteen church members, four of them belong to our church-youth organization.

To train this army, nearly one thousand people have received youth leadership certificates, either the Pathfinder training course or Leadercraft.

Our great army of junior youth are kept busy in the MV classwork program, JMV society and Pathfinder clubs. We have 153 JMV Pathfinder clubs with a membership of 2,441. This quadrennium we held our first union-wide Pathfinder camporee near Cordelle, Georgia, at which over 1,100 Pathfinders and leaders were present.

Summer camping has grown to be "big business" in our youth program. Ninety-two camps have been conducted for both junior and senior youth, with an attendance of 7,387. Of this number, 1,003 made decisions for Christ; which means that one out of every seven campers attending makes his decision for Christ at camp.

Our youth have been "giving the reason of the hope that is within them." They have given 34,776 Bible studies or evangelistic sermons. They have distributed 1,822,713 pieces of literature. In our MV Target program, this is the picture:

	No. of Projects	Baptisms
1—Voice of Youth	85	397
2—Operation Fireside	114	177
3—Friendship Teams	433	1,360
4—Branch Sabbath Schools	95	101
5—Bible School & Gift Bible Evangelism	141	402
	868	2,437

The total number of baptisms was 4,721.

Bible Conference is another vital influence for spiritual impact upon the youthful delegates from our academies and colleges who, in turn, impart this on their campuses as they return.

NATIONAL SERVICE ORGANIZATION

More of our young men are facing military service, and our National Service Organization provides the best of help. Each year those who desire to attend Camp Desmond Doss for MCC training have their tuition paid by the Southern Union and their local conference. We have just appointed a civilian servicemen's chaplain—Elder C. E. Bracebridge—in the Parris Island, Ft. Gordon and Ft. Jackson areas.

TEMPERANCE

In our temperance program the academies have done an outstanding work. The youth have had fair booths and have visited hundreds of high schools and churches. Bass Memorial Academy, Forest Lake Academy and Mt. Pisgah Academy have all received the National Award for the greatest number of points of any academy in the North American Division.

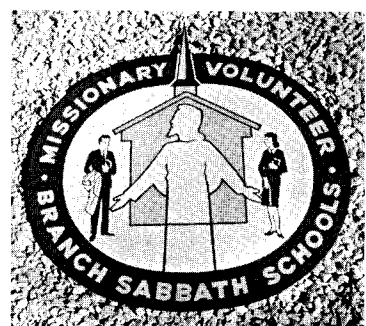
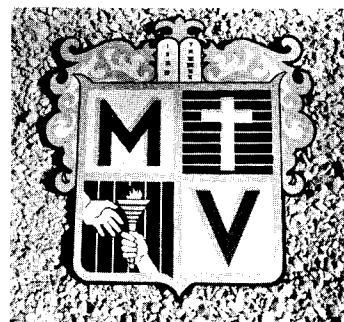
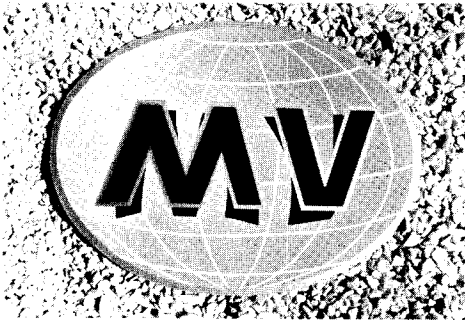
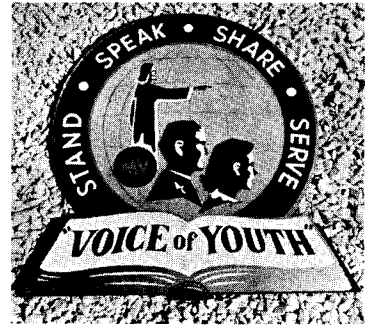
At the same time, Southern Missionary College has received the National Award for the greatest number of points for any of our colleges in the North American Division. Each consecutive year Dr. J. M. Ackerman has been sponsor for this very fine program.

We thank Elder Desmond Cummings for his very fine leadership of the youth program in the Southern Union. Elder Cummings was MV secretary until June, 1964, when he was elected president of the Georgia-Cumberland Conference. Among the "firsts" he has introduced is the Southern Union Bible Conference.

In the Southern Union "we have an army . . . honoring God. . ."

E. S. Reile, Secretary
Missionary Volunteer
National Service Organization
Temperance







Today we find ourselves living in a very peculiar situation. We might call it the Age of Information. A young Harvard student remarked, "My generation is not goal-oriented. We simply want to know what is going on."

The desire to know what is going on rather than just to pursue goals creates many of the difficulties for our children today. Under our information and electronic environment, the only work that a child in our world has to do is just to grow. Growing, however, is an enormous task when there is such a vast amount of information to process. In all human history, no child ever worked so hard as the 20th century child. Doing what? Data processing! The amount of work that our children have to do in just looking and being in their environment is fantastic and exhausting.

The field of public relations is one of creativity and discovery. When an environment is made of information, it is absurd to waste time in instruction when discovery is far more rewarding. Public relations plays a big role in creating a visibility for the new environments in which we find ourselves today.

For example, we live in a world of color. Now, color is perceived by the cones of the eye, not by the outside of the eye which perceives black and white. Color creates much deeper human involvement and a much higher degree of human tactility. It creates a totally new sensory response and has changed public taste for fabrics, cars and food.

The advertising world is taking over the providing of satisfactions. The product is no longer the main source of satisfaction, but rather the advertisement itself. The future of advertising lies in the replacement of the product. So it is with public relations. Its future is to replace something that we now consider rather important.

The church of today faces a grave responsibility in maintaining its rightful place in a new society. The souls of millions are at the auction stand. The best medium of communication to these hearts will take the bid. We, as Adventists, must project our thinking, our activity, our presentations, our publications to keep up with the age of the 1960's.

Public relations is a field of communication. It involves anything from the production of a brochure, publication of a journal or newsletter, newspaper publicity, feature magazine article or speaking at a civic club to radio and television programs. Good public relations for the church is accomplished through a process of educating and causing each individual person to recognize the need for good impressions, whether the contact be written or spoken.

It is the work of the Public Relations Department to improve the image of the Seventh-day Adventist Church and keep it in a proper perspective with the world around it. We do not serve in a promotional capacity. This is a department of service to every facet of the Lord's work.

Oscar L. Heinrich, Secretary
Public Relations
Church Development Service





Photograph by HAROLD M. LAMBERT

The proper identification of Seventh-day Adventist Churches throughout the Southern Union territory is a program which has been sponsored by the Public Relations and Church Development Departments. Highway directional signs in and around towns and cities, telephone directory and motel register listings are all a part of an overall plan to inform the public of the location of our churches. Ground and plant beautification of our schools, churches and institutions has been presented to every district in the Southern Union.

*A*s I begin the report of the Publishing Department, I would like to raise a question. Why does our denomination place so much emphasis upon our publishing work? The answer is found in Volume 7, page 139, which points out that our publishing program is to exert a tremendous influence upon the world in the finishing of the work.

The pioneers of the Message recognized the effectiveness of the printed page, for they produced printed literature before they had a church organization, and established a publishing house before they had a conference. Literature was the pioneer agency in nearly all countries in which the Advent Message has entered, and literature is to be circulated in ever-increasing quantities as long as probation continues.

It was in 1848 that God first sent a vision to Ellen White regarding our publishing work. It was directed to her husband, Elder James White.

After the vision she told him: "I have a message for you. You must begin to print a little paper and send it out to the people. Let it be small at first; but as the people read, they will send you means with which to print, and it will be a success from the first. From this small beginning it was shown to me to be like streams of light that went clear round the world." p. 1, *Colporteur Ministry*.

This vision was given in 1848. The following year the first PRESENT TRUTH was printed, dated July, 1849. One thousand copies were printed and they were sent out on the wings of prayer. James White took the entire edition to the post office in a carpet bag. They accomplished the work which was foretold, and from that day onward, literature has been a mighty instrument in the hands of the Seventh-day Adventist Church to proclaim the truth to the ends of the world.

In our great Southland the literature ministry has also played an important part in building up the work. Volumes could be written on the exploits of our valiant literature evangelists and their faithful leaders. We must, however, confine our report to a few of the high points.

During the past four years our sales amounted to \$8,859,611. This was a gain of more than \$4,177,886 over the previous quadrennium.

This is an amazing record of growth, and we praise God and give Him thanks for His blessings, which have made this marvelous progress possible.

Pay-by-Mail Program. One of the great forward steps taken by the Publishing Department during recent years was the development of the pay-by-mail program. This operates under the name, Home Health Education Service.

It started with one colporteur, John F. Hamel, in the Kentucky-Tennessee Conference in January, 1957. In just 40 weeks, Brother Hamel delivered over \$19,000 worth of literature and received commission checks averaging more than \$165 per week for every single one of the 40 weeks he worked on the plan.

From that small beginning our pay-by-mail plan has developed and grown until today all of the literature evangelists of the Southern Union are working through the HHES program.

Book and Bible Houses. We cannot make a comparison with the previous quadrennium due to the fact

that the Book and Bible houses are now operating on a fiscal year which ends in March, and therefore no financial statements are available for 1966. For the first three years of the quadrennial period the total trade-book sales amounted to \$2,191,123, and the net operating gain for the three-year period amounted to \$70,399. It is interesting to note that the net operating gain for this three-year period, during which the Book and Bible houses did not have any of the subscription book business, substantially exceeded the net operating gain for the full four years of the previous quadrennium, during which the Book and Bible houses did have all the subscription book business.

Soul Winning. Complete figures are not available as to the total number of souls won to this message by our literature evangelists during the past quadrennial period. Suffice it to say, however, the literature ministry has always made an important contribution to the yearly total of souls added to the church. Many thousands have been won, and whole churches have been established through this medium in the great Southland.

We thank and praise God for these first fruits, as it were, and look with joy and eager anticipation to the time spoken of by Sister White, of which she says, "More than a thousand will soon be converted in one day, most of whom will trace their conviction to the reading of our publications." REVIEW AND HERALD, November 10, 1885.

Additional Missionary Activities. During the past four years the Southern Union Publishing Department has attempted to keep a record of the additional missionary activities of the literature evangelists. Thus far we have succeeded in obtaining only partial and incomplete reports. Nevertheless, here are the figures from the few reports we did receive:

Number of tracts and other literature given away	927,466
Number enrolled in the Bible correspondence course	223,343
Number of new interested people attending church or Sabbath School	3,610
Number of former Seventh-day Adventists contacted and invited to church	5,781
Number of homes in which prayer was offered ..	319,837
Number of Bible studies given	18,235
Number baptized from these colporteur contacts	520

Think of it brethren! More than 319,000 prayers offered in non-Adventist homes; and remember this is just a partial and very incomplete report!

Doesn't it cheer your heart to know that our literature evangelists are carrying on their work in such a faithful manner? No wonder the day will come when thousands will be converted in a day as a result of the influence of the literature ministry.

Prospect. As we look to the future, we find it bright with prospect. Our sales are increasing rapidly, and we expect to make substantial progress during the next quadrennium.

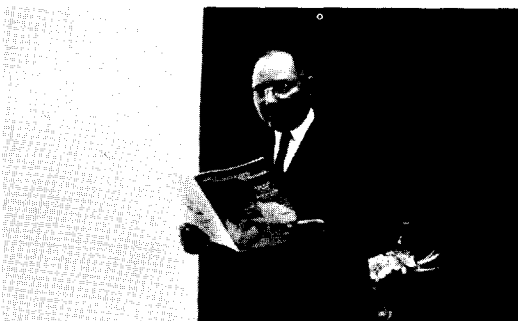
With purchasing power still at a peak, with the hearts of men in a condition of fear because of the things that are coming upon the earth and thus more receptive, and, above all, with God setting His hand to do a quick work in the earth, the hour has struck for the greatest advance in all of our publishing history.



Eric Ristau, Secretary, Publishing Department



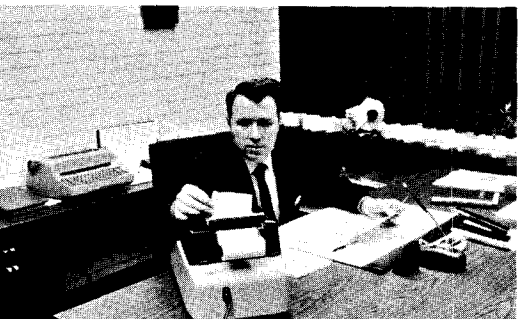
R. L. Chamberlain, Associate Secretary



M. G. Cato, Associate Secretary

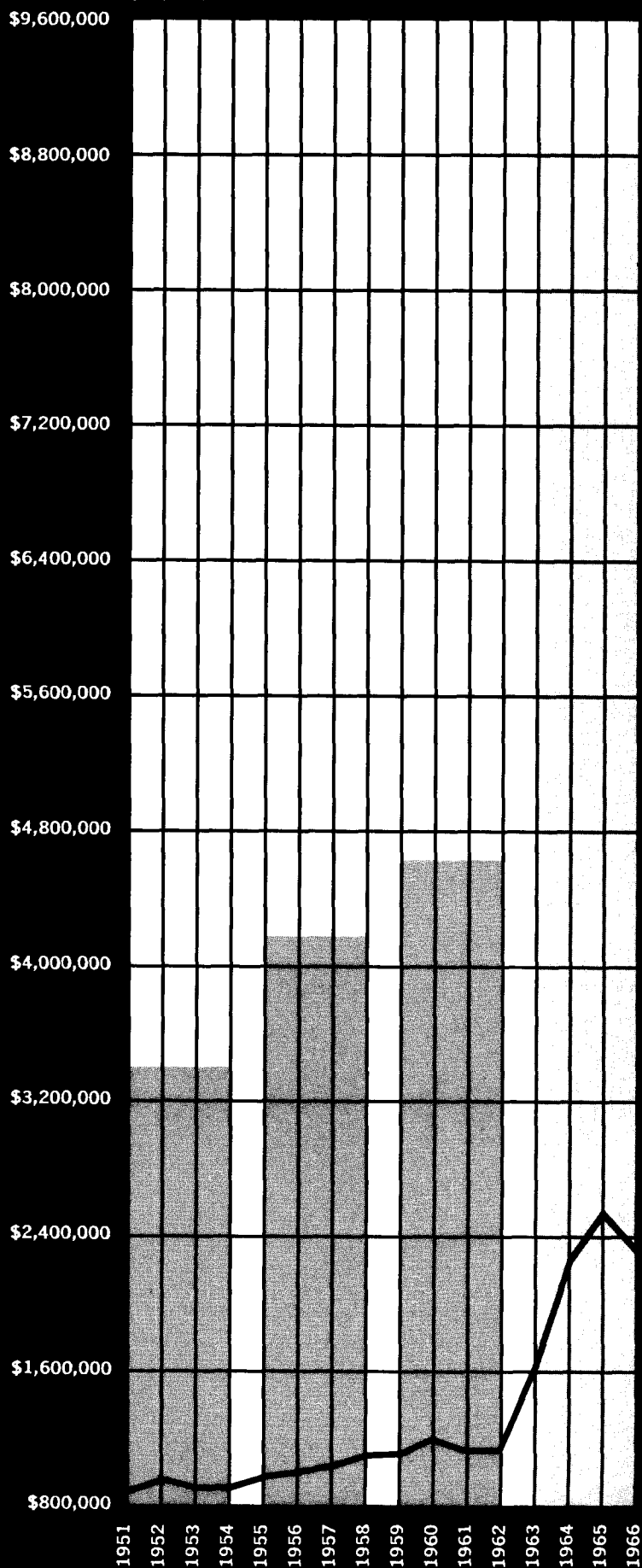


M. E. Culpepper, Associate Secretary



G. R. Bietz, Treasurer, H.H.E.S.

PUBLISHING DEPARTMENT GROWTH
GRAND TOTAL 1951-1966
\$21,163,311.14





SABBATH SCHOOL

We are new in the Southern Union as we give this report and thus wish to acknowledge the strong leadership given by Elder S. S. Will. He was a very effective departmental man for a number of years, and much good progress was made during his ministry here. He was greatly beloved by his conference secretaries, church officers of these departments, ministers and hosts of laymen across this large area. He was called to be president of the Kansas Conference.

CONFERENCE SECRETARIES THE KEY

The men of our conferences are the ones who planned and inspired ministers and laymen to accomplish, under God, the items we shall report and many more. We respect them and congratulate them for their leadership and hard work.

BAPTISMS

In the last four years, 5,450 Sabbath school members were baptized and became members of the church! We rejoice over this. That is an average of 1,363 every year.

CONTRIBUTING FACTORS

Evangelistic Sabbath school programs conducted by our 497 Sabbath schools; evangelistic teaching by our more than 4,074 Sabbath school teachers; conscientious, beautiful and effective work for our children and youth by our scores and scores of children and youth workers helped make this possible. 485 branch Sabbath schools

and 329 Vacation Bible Schools, with the hundreds of people assisting in them, helped to win these thousands. A total of 22,752 children were enrolled, and well over half of these were not of our faith.

STABILIZING EFFECT

As we rejoice over the large number the Sabbath school has helped to become members, we certainly do not overlook the stabilizing effect it has for the new ones after they join and the holding effect for all who are still faithful and active in the church today.

OFFERING GAINS

Very encouraging gains have been made in Sabbath school giving for this period, 1963 through 1966, as compared with the previous quadrennium. All Sabbath school offerings totaled \$3,341,532.75. This is a gain of \$573,687.64 over the previous four-year period.

FUTURE

We earnestly pray that accomplishments referred to in this report may be only an indication of what can be done in the immediate future through the baptism of the Holy Ghost in Sabbath school evangelism. First, it is our deep desire with God's help to effectively cooperate and work with all church leaders and departments so as to greatly cut the percentage of Sabbath school and church members who in the past have become discouraged and finally inactive.

It is our conviction that this can most effectively be done by "outreach" Sabbath school evangelism which

**B. J. Liebelt, Secretary
Sabbath School
Religious Liberty
Association of Self-Supporting
Institutions**



calls for "total involvement" for all who are now attending. We pledge to lead them into three areas of evangelism, which need much more activity: (1) A program of searching out and winning back large numbers of our "missing members" through the plan of "Project SSS" (Sabbath School Search.) (2) To conduct many more branch Sabbath schools. (3) To have at least as many Vacation Bible Schools as we have Sabbath schools in the Southern Union.

Let us join in much prayer and action to accomplish God's will, because souls are at stake!

RELIGIOUS LIBERTY

Tens of thousands of "Liberty" magazines were sent to the offices of the most influential people in our Southern Union in the last four years. This was possible through the faithfulness of our people.

Our latest report showed a mailing list of nearly 35,000. Of course, we are never satisfied because there are added thousands who need this magazine and have not yet received it.

"Sunday Law" pressures, federal aid for parochial schools, and many related issues threatening the separation of church and state are constantly with us. With the Lord's help we need to be as alert as possible to keep the message of truth before the people as long as possible.

ASSOCIATION OF SELF-SUPPORTING INSTITUTIONS

The many self-supporting institutions and industries owned and operated by faithful Adventists provide bless-

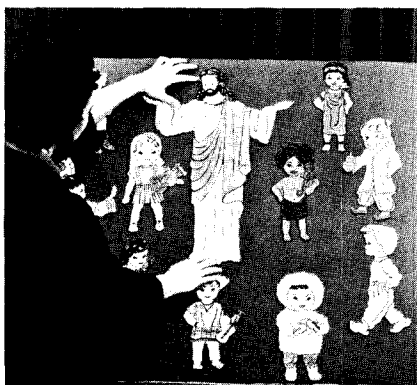
ings in many ways for the work of soul winning and soul holding in the Southern Union.

There are several different kinds, and all are doing a noble work. We salute them! They employ, they train, they provide healing, they witness, they win converts. They start branch Sabbath schools, conduct Vacation Bible Schools, start new companies and churches, and, in some instances, provide churches for these activities. Some operate their institutions in order to pour out their hearts in tangible love to the forgotten, the handicapped and such who need special care. Many prepare and develop some of the finest workers this church could ever hope to have and employ. But, most of all, they demonstrate a faith to the on-lookers which proves that the Sabbath can be kept and all other truth and instruction of Christ can be followed right now in an age of indescribable wickedness and fierce economic competition.

The staffs of these institutions are constantly putting the work of the Lord ahead of their own interests, and their loyalty and support to the cause of God is deeply appreciated.

In the autumn of 1966, an area-wide convention for self-supporting institutions was held at Chattanooga. All present felt the deep moving of the Holy Spirit as reports were given. Ideas for more effective work were exchanged, plans were laid and discussed, challenges were given and accepted, and, most of all, testimonies were given of souls won. It was a most refreshing experience.

May God abundantly bless all self-supporting institutions, and we welcome new ones.





DOING OUR PART—FULFILLING CHRIST'S COMMAND

"Go . . . and teach . . . baptizing . . . teaching them to observe all things." Matt. 28:19, 20.

The Southern Union School of Bible Prophecy is the only union Bible school in North America. It was organized in 1951 and has made steady progress through the years. During this time, 1,945,075 people have applied for our Bible lessons. The students who have graduated number 36,013. There have been 34,026 who have made decisions for the Sabbath, and of that number 13,748 have been baptized and united with the church. You can readily see that this means there are at least 20,278 of our students in the Southern Union territory who yet may (perhaps during the outpouring of the latter rain) decide to go all the way and accept all of God's truth for these latter days.

During the past quadrennium we have moved into a new office building on a three-acre plot of ground at 3597 Covington Highway in Decatur, Georgia. We employ seventeen workers presently. There are between 20 and 30 thousand students currently enrolled in our Bible courses. From those who are studying, we are able to baptize many each year—5,139 in the last four years.

Through our Bible lessons we many times enter homes that otherwise would never have any contact with Seventh-day Adventists at all. By the same token, many who are baptized would never come to the decision to follow God fully were it not for the faithful follow-up work carried on by laymen and ministers.

The School of Bible Prophecy budget has grown each year. The work is subsidized by the Southern Union Conference as well as by each local conference in the Union. We appreciate the liberality of our faithful laymen who have given of their means month by month as well as on the day set aside for the Bible School offering once each year. Some of our students show their appreciation

of the lessons by contributing from time to time. Annuities, trust funds, and wills in favor of the School of Bible Prophecy have helped also to carry on our soul-winning work.

Through our dark-city and dark-county plan, we have secured interests which in some areas have developed over a period of years, and have finally grown into a church organization. It is gratifying to pioneer in such fields.

There has been a steady flow of applications for our Bible lessons from all parts of the Southern Union. During the past sixteen years, an average of one person for every 142 applications has been baptized. More recently, for every 200 applications we have baptized three individuals. During 1966 our average number of baptisms relative to the number of applications was even better—one baptism for every 49 applications.

Now the Lord has helped us to devise a new way of securing applications for our Bible lessons. As a result of an experiment carried on in Atlanta, over 25,000



**Harold E. Metcalf, Secretary
Ministerial
School of Bible Prophecy**




people called in a three-month period and listened to a two-minute Bible message by telephone. When asked to take our free Bible course, over 4,500 of that number responded.

In our modern printing plant, we print all our lessons and related materials. Over the past four years, we have printed a million-five-hundred-thousand copies of our monthly *Prophetic News*. We have also printed and distributed our Bible lessons like the leaves of autumn, for the number mailed out runs into the millions for the years 1963 to 1967.

The Bible School method is not the only way in which Christ's commission is to be fulfilled, but it is one way, and it is an efficient and effective way. Our lessons are going, they are teaching—and, as a result, thousands are being baptized. May we ever be constantly on the job fulfilling the Master's command.





From our 20-bed mission hospital in Oneida, Kentucky, to our 365-bed teaching institution, the Florida Sanitarium and Hospital in Orlando, Florida, the medical work has met the challenge of the last four years. It has grown and enlarged its area and ability to serve in the spirit of the Great Physician by ministering to thousands in this union conference.

"The right hand is used to open doors through which the body may find entrance. This is the part the medical missionary work is to act. It is to largely prepare the way for the reception of the Truth for this time . . ." *Medical Ministry*, Page 238.

This quotation from the Spirit of Prophecy is a constant challenge and inspiration to the thousands of Seventh-day Adventist medical workers in our union. The success of the great evangelistic program of this Union has been greatly strengthened by our strong and diversified medical work.

We are fortunate to have nearly 400 physicians and dentists in our conferences. In this area we are second only to the Pacific Union. Doctor Joe Cruise, associate

medical secretary, Doctor E. E. Carman, dental secretary of the Southern Union, and the medical and dental secretaries of each conference carry on a strong recruitment program to bring new professional men to our conferences. Each conference and the union has held combined workshops and retreats for medical and ministerial workers to enlarge our mutual programs of medical ministry and evangelism. These have developed close ties between medical workers and the ministry.

We are also fortunate in having ten denominationally-owned hospitals in the Southern Union. The union-operated hospitals are:

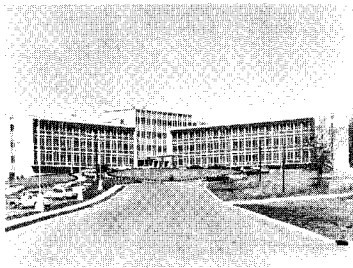
1. Madison Hospital, Madison, Tennessee
2. Takoma Hospital, Greeneville, Tennessee
3. Putnam Memorial Hospital, Palatka, Florida
4. Walker Memorial Hospital, Avon Park, Florida
5. Florida Sanitarium and Hospital, Orlando, Florida

The local conference-operated hospitals are:

1. Highland Hospital, Portland, Tennessee
2. Oneida Mountain Hospital, Oneida, Kentucky



Robert E. Morris,
Administrator



Madison Hospital, Madison, Tennessee



W. E. Coolidge,
Administrator



Takoma Hospital and Sanitarium,
Greeneville, Tennessee

Right—Don Welch, Secretary, Medical Department and Administrator, Florida Sanitarium and Hospital.



Far Right—Florida Sanitarium and Hospital.



3. Watkins Memorial Hospital, Ellijay, Georgia

4. Louis Smith Memorial Hospital, Lakeland, Florida

The General Conference operates the fine Riverside Hospital at Nashville, Tennessee. In addition, we have several very representative self-supporting hospitals such as Hialeah Hospital, Hialeah, Florida, and Mountain Sanitarium and Hospital, Fletcher, North Carolina. The Florida, Carolina and South-Atlantic conferences also operate nursing homes or retirement home facilities.

These many facilities, along with hundreds of privately-employed and nondenominationally-employed nurses, technicians and other medical and para-medical personnel make this the largest program of medical influence and work to be found in any union in North America. In our hospitals alone we have over 1,300 beds and served over 50,000 in-patients last year. We also have over 2,500 dedicated employees and our facilities have assets of over \$17,000,000.

All of our hospitals have gained much in the last four years and have improved their plants and financial status. In addition, Madison Hospital and the Florida Sanitarium and Hospital, our two largest institutions, have of neces-

sity rebuilt much of their entire plants. Aging and outdated facilities have necessitated an outlay of over \$8,000,000.00 to rebuild these two teaching hospitals. Both hospitals are also affiliated with Southern Missionary College in Schools of Nursing which are extremely important to our world-wide work. Walker Memorial Hospital and Louis Smith Memorial Hospital have also made extensive additions and alterations to their plants.

The greatest need of our work is not for new buildings or for expensive equipment, important as these may be, but for dedicated Christian workers who will give of themselves in this vital ministry. Literally thousands of positions are open to our young people in the medical field. No area is more important to God's work or gives more lasting satisfaction for service rendered. The medical work and workers in the Southern Union are not satisfied with the success of past years and will not be content until, with the Lord's help and the prayers of all our members, our medical ministry, combined with the entire gospel ministry of the church, culminates in victory and we are safely within the New Earth where medical work will no longer be necessary.



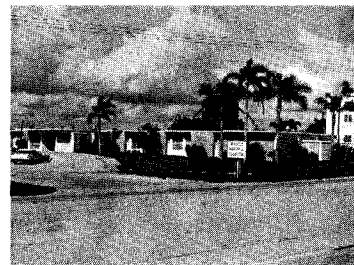
W. C. McConnell,
Administrator



Putnam Memorial Hospital, Palatka,
Florida



George Walper,
Administrator



Walker Memorial Hospital, Avon Park,
Florida



During the past four years the prospering hand of our God has been over this institution of His planning. The Southern Publishing Association is consolidating its energies to fulfill its destiny as a power house for the work of God. It appears that a remarkable work with literature is still to be done. Our hope is that we be prepared for the responsibility that will rest upon this house.

The following will show how God's blessing has been upon the Southern Publishing Association. Our books and periodicals are bringing the light of truth to many who would perhaps not be reached in any other way.

BOOK DEPARTMENT RETAIL SALES

1963	\$ 3,194,807.08	1959	\$ 2,603,943.74
1964	4,042,183.99	1960	2,522,680.65
1965	4,385,959.32	1961	2,485,017.09
1966	4,388,923.52	1962	2,911,801.25
Total	\$16,011,973.91	Total	\$10,523,442.73

PERIODICAL DEPARTMENT SALES

Net Sales and Income

1963	\$ 525,915.23	1959	\$ 305,302.89
1964	624,697.32	1960	328,220.21
1965	688,292.27	1961	405,079.81
1966	680,423.42	1962	414,260.75
Total	\$2,519,328.24	Total	\$1,452,863.66

The past quadrennium has brought new records in every area of book sales. During 1966, trade book sales

alone totaled well over \$1,000,000. The publication of *Flee the Captor*, by Herbert Ford, has opened new doors in advertising and promotion, and it is expected that this outstanding book will be translated and published in several foreign countries before the end of 1967. Subscription sales have been augmented by the revision and enlargement of *Modern Ways to Health* into an attractive two-volume set. We are planning some extraordinary innovations in both trade and subscription fields during coming months.

The Southern Publishing Association board authorized installation of a new cutter, glueing and casing-in machine at an approximate cost of \$69,000.00. These equipment acquisitions have become a necessity to keep up with the growing demands of the field.

The house is pledged to supply the field with the several classes of literature to the very best of our ability as always. The letter "S" in our insignia stands for Service as well as for Southern Publishing Association. We are trying to give you a service that is up to all you could reasonably expect. We in the house and you in the field are engaged in a very important phase of the work of God. God promises large returns on our investments if we go forward in faith trusting Him for results. May this be our program in the literature work.

We believe the Lord is using this house for bringing the truth to many souls, and we pledge our undivided services and full devotion to this cause during the years ahead.

I. H. Ihrig, General Manager
Southern Publishing Association





Dr. J. W. Cassell, Jr.
Acting President, S.M.C.



The faculty and administration of Southern Missionary College are committed to the important task of providing a quality Christian higher education for the young men and women of the Southern Union. Increasing enrollment, the phenomenal growth of knowledge and higher operating costs—all exert unprecedented pressures on college education today. If SMC is to continue to grow and develop spiritually, academically, and physically, the full support and cooperation of every church member is of critical importance.

The college has grown outstandingly during recent years in enrollment, academic advancement, faculty, physical plant and industries.

From a humble beginning on February 20, 1892, as an elementary school in Graysville, Tennessee, SMC has grown to a fully-accredited liberal arts college with 1,200 students.

Marking its 75th anniversary as an institution during 1967, SMC now has a net worth of approximately \$5 million. Presently, there is a teaching staff of 90 (full-time equivalency) of which 17 percent hold the doctorate, 58 percent the master's, one percent the bachelor of divinity, and 24 percent the bachelor's degree. The enrollment since 1958 has increased over two and one-half times, passing 1,200 in the current academic year.

Academically, all departments have been expanded, and majors have been added in behavioral science, German, industrial education, and physical education. The office administration and nursing departments now offer new two-year associate degree programs in editorial office administration and nursing.

Southern Missionary College applied in 1958 to the Federal Communications Commission for permission to operate a low-power, non-commercial educational radio station. This license was granted to WSMC-FM in 1959. On March 21, 1967, the station went from 10 watts to 80,000 watts, broadcasting over a 100-mile radius. The station is used directly in connection with the Communications Department.

A new \$36,000 remote control language laboratory is presently being completed.

The student personnel program has also been expanded and better organized in an effort to meet the needs of students for testing and counseling. A full-time professional counselor will be added to the student personnel program next year.

Eight new buildings, totaling approximately \$3 million in cost, have been completed at SMC since 1957.

The cafeteria, completed in 1958, will be enlarged

when the new administration building, now under construction, connects with it.

The \$100,000 bindery, completed in April of 1962, is equipped with the latest equipment.

The women's residence hall, completed at a cost of \$1.25 million in April, 1963, houses approximately 400 young women.

Completed in April, 1963, the college shopping center cost \$375,000 and houses a supermarket, post office, a variety store, health food distributors, restaurant, credit union, Book and Bible House, barbershop, insurance company, self-service laundry and a beauty shop.

The new Canton Package Coal Burning Unit, which was installed in February of 1964 at a cost of \$90,000, replaced the old central heating unit.

Completed in the summer of 1964 was the industrial educational center provided by the O. D. McKee family of the McKee Baking Company.

Sponsored and built by SMC's Committee of 100, the new physical education center was finished in September, 1965, at a cost of approximately \$320,000. The building features an olympic-sized swimming pool made possible by funds provided by the Student Association of SMC.

Now under construction are a new administration building and a new dormitory to house 510 students.

The administration building, scheduled for completion shortly, will cost \$420,000 for its first phase. It will help alleviate the classroom and office shortage that exists in Lynn Wood Hall, the present administration building.

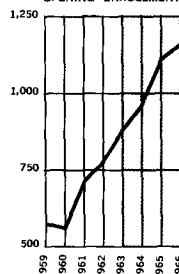
The dormitory will cost approximately \$1.5 million and will be partially completed in September, 1967.

Projects being planned in the future are a \$500,000 fine arts center and a \$125,000 library addition.

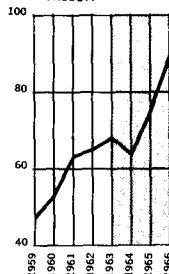
We must sharply define our educational goals, for it is only in so doing that we can bring coordination to all campus objectives. It would seem that the following objectives sum up our basic purposes for existence and provide us with direction for future action:

1. To offer a Christian liberal education with sufficient opportunities in specialized education to prepare students to serve with professional competence in various careers.
2. To provide a cultural environment in which the intellectual, social, spiritual and physical growth of each student is encouraged.
3. To provide a climate for high-quality learning with special emphasis on education for knowledgeable, intelligent, responsive participation in the home, the church, the community and a career.
4. To stress the need for all students to continue their learning throughout their lives in order to be effective and worthy members of a rapidly changing society and citizens of the earth made new.

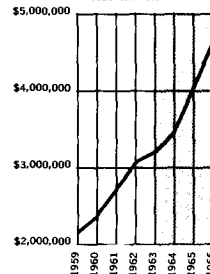
OPENING ENROLLMENT



FACULTY



NET WORTH





During the past quadrennium, the enterprise of higher education at Oakwood College has been extremely rewarding and satisfying. Our faculty, dedicated and professional, has become significantly stronger. The enrollment has increased over 60%. Our overall library accessions have grown at a rapid rate. This upward surge is a clear reflection of curricular growth and increased faculty participation. The Kellogg Foundation has granted \$15,000 to Oakwood, to be used over a three-year period to strengthen accession in the area of teacher education.

The 1965 Higher Education Act has provided thousands of dollars in a broad program of financial aid to Oakwood College students through Educational Opportunity grants, the Government Guaranteed Loan program, the National Defense Student Loan program, and the College Work-Study program.

The educational plant has increased in value with the addition of the G. E. Peters fine arts building and the Bessie Carter women's dormitory. In October 1966, the board committed itself to a five-year program of future expansion that will begin with the erection of a food service center this spring.

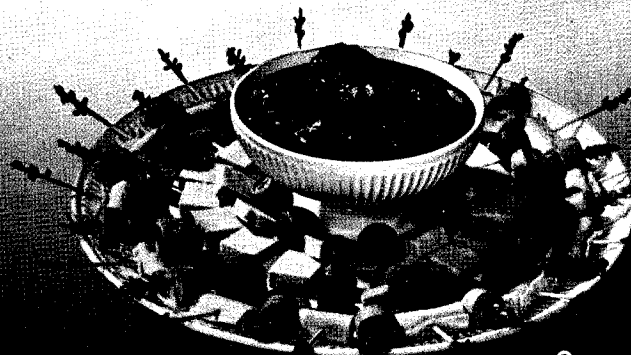
Oakwood College became the most recent member of the United Negro College Fund in 1964. The local community drive in 1965 netted \$6,035; the college received a return of \$72,000. A number of persons have become benefactors of the college during recent years. Many scholarships and loan funds have been established as gifts to the college. A signal grant in 1965 was the \$5,000 gift of Mr. and Mrs. J. Fife Symington to establish a

communications skills laboratory on the campus. Alumni interest and support continue in a heartening manner.

The past gives us perspective relative to the part that Oakwood College must play in higher education in the future. We recognize more clearly than ever before the support that we must have from all who believe in this institution and the purposes to which it is dedicated.



Frank W. Hale, Jr.
President



By Worthington!

- A. Meatless Meat-Loaf-in-Minutes
- B. Salisbury Steak Supreme
- C. Hors D'Oeuvres Suggestions



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Worthington, Ohio 43085

Dear Fellow Believers,

Another quadrennial period for the Southern Union Conference has come to a close. Delegates from the seven local conferences and all union institutions have assembled to give attention to reports of what has happened in the past four years, and to recount God's blessings upon His work.

This special Union Session issue of SOUTHERN TIDINGS contains detailed reports of the union officers, the departmental secretaries, and administrators of our institutions.

As we look to the future, we do so with confidence that God will continue to shower His blessings upon us. We must strongly sense our personal responsibility to Him and the great Cause we represent. We must be aware of the signs of the times and the lateness of the hour, and dedicate our time, talent and means to the finishing of the work of God.

Most earnestly,

H. H. Schmidt, President
Southern Union Conference