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His Glorious Appearing

Abstract of Sermon preached Tuesday Evening, August 4, 1936

By O. M. Dorland

THE hope of the second coming of Christ is seen in the lives of many of God's men in ancient times. I will call your attention to only two of them. Job in his distress prayed: "Oh that my words were now written! Oh that they were printed in a book!" Job 19: 23. Friends, the Lord did cause them to be written in a book. Notice his words: "For I know that my Redeemer liveth, and that He shall stand at the latter day upon the earth: and though after my skin worms destroy this body, yet in my flesh shall I see God." Job 19: 25, 26.

You will notice that the hope of Job in the midst of that affliction and trial was the hope of a resurrection from the dead. That resurrection takes place at the second coming of Christ.

In the New Testament we have recorded the last words of the apostle Paul just before he was beheaded. What was it that buoyed him up when he knew he was about to be sacrificed? Let me read: "For I am now ready to be offered," he says, "and the time of

my departure is at hand. I have fought a good fight, I have finished my course, I have kept the faith: henceforth there is laid up for me a crown of righteousness which the Lord, the righteous Judge, shall give me at that day: and not to me only, but unto all them also that love His appearing."

The hope that buoyed up the apostle Paul at that time was the hope of the resurrection from the dead at the second advent of Christ.

In the very next epistle, to Titus, the same apostle wrote: "For the grace of God that bringeth salvation hath appeared to all men, teaching us that, denying ungodliness and worldly lusts, we should live soberly, righteously, and godly in this present evil world, looking for that blessed hope, and the glorious appearing of the great God, and our Saviour Jesus Christ."

Some years ago, about ten or twelve, while living in Cardiff, I was sent for to conduct a funeral service. When I came into the home, they took me into a room

and there was one of the prettiest children that I ever saw. That child was about the same age as my own, and I said to myself, Would the hope that I have to extend to these dear souls sustain me if that were my child? Thank God for the blessed hope of the resurrection of the dead at the cry of the Lord, the promise of a home where sin shall never enter, where there will be no death, neither sorrow nor crying, nor any more pain. Friends, I invite you, if you have not already done so, to accept Jesus as your own personal Saviour and join with Him in that blessed hope.

Now this evening I am to speak specially of the manner of the coming of the Lord.

"THIS SAME JESUS"

The second coming of Christ is mentioned about 275 times in the New Testament, and from these we can learn much concerning the manner of His coming.

We are told that when Jesus comes, He will come personally. It is very definitely stated in the first

chapter of Acts. Jesus had just been taken into heaven, and a cloud had received Him out of the disciples' sight. "And while they looked steadfastly toward heaven as He went up, behold, two men stood by them in white apparel; which also said, Ye men of Galilee, why stand ye gazing up into heaven? this same Jesus, which is taken up from you into heaven, shall so come in like manner as ye have seen Him go into heaven." Acts 1:9-11.

How did these angels say He would return? "This same Jesus"—not another Jesus, but the one who went about doing good and healing all who were oppressed and diseased.

Oh, Jesus was a lovely character. He was firm as a rock for that which was right and there was so much love in His heart: I think of Him speaking to that woman at the well, how He revealed Himself, and turned her from her sin and made her into a home missionary worker.

One day we are told how they brought a woman taken in sin before Him, and said, "Moses said that such a one should be stoned, what do you say?" Jesus knew that this was an artifice of the priests to try to get Him into difficulties, and so He stooped down and began to write their sins on the sand. They came to see what He was writing. The first one who came went away. Jesus said, "The one who is without sin, let him cast the first stone," and went on writing. Soon there was none left. He turned to the woman and said to her, "Woman, where are those thine accusers, hath no man condemned thee?" The woman, dragged into His presence expecting any moment to be stoned, in a trembling voice said, "No man, Lord." Jesus said, "Neither do I condemn thee: go, and sin no more."

He dealt with her in such a way that she did not sin any more, and oh, I pray that the Spirit of God may come into my heart and the heart of every worker that we have in the cause, and teach them how so to deal with souls that, instead of driving them away, they may repent and be saved.

That same Jesus who knows all about us is coming again.

A GLORIOUS APPEARING

Then I would have you notice from this passage that He also will come visibly, that He will be seen. It says, "This same Jesus will so come in like manner as ye have seen Him go." How did they see Him go? They saw Him go with their natural eyes. And so when He comes the second time, He will be seen with the natural eye. He will be seen by believers and unbelievers as well.

He will come in like manner as they, the disciples, had seen Him go. They saw a cloud of angels receive Him out of their sight. When He returns He will come with a cloud of angels, and will be seen with the natural eye.

Over in Revelation 1:7 we read: "Behold, He cometh with clouds; and every eye shall see Him, and they also which pierced Him." What does that word "every" mean? Are Christians the only people in this world who have eyes? Well, then, why do some want to tell us that only believers will see Him? The Scripture says, "Every eye shall see Him."

Paul tells us to look for a glorious appearing of our great God and Saviour Jesus Christ, and in Luke 9:26 we are told of what that glory will comprise: "For whosoever shall be ashamed of Me and of My words, of him shall the Son of man be ashamed, when He shall come in His own glory, and in His Father's, and of the holy angels."

Again I read in Matthew 25:31: "When the Son of man shall come in His glory, and all the holy angels with Him, then shall He sit upon the throne of His glory." Again you notice He says He shall come in glory. It says further that all His holy angels shall come with Him.

Well, how many angels are there, and what are they like? Over in Matthew 28:2-4 I read: "Behold, there was a great earthquake: for the angel of the Lord descended from heaven, and came and rolled back the stone from the door, and sat upon it. His countenance was like lightning, and

his raiment white as snow: and for fear of him the keepers did shake, and became as dead men."

Here is a description of one angel only, and it says that his countenance was as bright as lightning. Have you ever been near to a flash of lightning? Well, if you haven't, I don't advise you to covet the experience. When I was only a lad, I was one day standing in the porch of a house while my mother and some others were standing just a few feet behind me, and not twenty yards from us was a big poplar tree. That tree was struck by lightning. The glare of the lightning was so bright that I just fell backward and would probably have been hurt if I had not been caught by my mother.

Now it says of this one angel that his countenance was like lightning, his raiment as white as snow, and his brightness was such that about a hundred men around the tomb became unconscious. But we read that when Christ comes He will come with all His holy angels, and in Revelation 5:11 I read that there are ten thousand times ten thousand and thousands of thousands or myriads of myriads of angels. The apostle Paul writing to the Hebrews calls them "an innumerable company." You cannot number the angels any more than you can number the stars or the sand on the sea-shore. We are told that everybody has a guardian angel, and I think some folk have more than one at times. And how many people are there in the world? There are at least eighteen hundred million.

When Christ comes the heavens will be filled with angelic forms, with Christ in their midst. You cannot see the moon in the daytime because of the light of the sun, but you will hardly see the sun in the glory of the second advent. And let me tell you, the individuals who are not changed to immortality by the power of God at that time will never stand the brightness. They will not only become as dead men but they will become dead men.

I want to read one more text dealing with the visibility of His coming, found in Habakkuk 3:3, 4: "God came from Teman, and the

Holy One from Mount Paran. His glory covered the heavens, and the earth was full of His praise. And His brightness was as the light; He had horns coming out of His hand; and there was the hiding of His power."

Now Teman is a mountain lying to the south of Palestine in the mountains of Paran, and Paran means "beautiful." When Christ comes the second time He comes from heaven, a place that is unsurpassed in beauty. So indeed He will come from Mount Paran.

Moreover there will be light proceeding from Him, revealing certain marks in which are the hiding, the authority, of His power.

WHEN THE TRUMPET SOUNDS

But Jesus will not only be seen but He will also be heard. The psalmist David in Psalm 50:1 says: "The mighty God even the Lord, hath spoken and called the earth from the rising of the sun unto the going down thereof." How long is that? About twelve hours, isn't it? I read on in this same psalm: "Our God shall come, and shall not keep silence." His coming is not a silent one. "A fire shall devour before Him, and it shall be very tempestuous round about Him. He shall call to the heavens from above, and to the earth, that He may judge His people. Gather My saints together unto Me; those that have made a covenant with Me by sacrifice."

Who does He call? He calls the dead from their graves. The voice of the Son of God will pierce the ears of the dead. What He did for Lazarus, what He did for the son of the widow of Nain, what He did for Mary and Martha the sisters of Lazarus, He is going to do for us. He is going to bring our loved ones back, not to fall into the grave again as Lazarus did, but to eternal youth and beauty.

Turning to a New Testament text, I read in 1 Thessalonians 4:16 a very clear passage on the second advent: "For the Lord Himself shall descend from heaven with a shout, with the voice of the Archangel, and with the trump of God, and the dead in Christ shall rise first." How does He come?

He comes audibly, He descends with a shout, with the voice of the Archangel, and "with the trump of God." There is a trumpet that sounds at that time and the dead in Christ shall rise first "and those that are alive and remain shall be caught up together with them in the air, and so shall we ever be with the Lord."

Where do we meet Him? In the air. There are some people who tell us He is coming over to Salt Lake City and that if we want to see Him we must go over there. Well, I have been there. It is true that they have made the desert rejoice and blossom as the rose. But, friends, when Christ comes He is not going to Salt Lake City.

One man says He is coming to Sydney and if you send your money you can buy a seat to see Him when He comes. But the Scriptures do not say that He is coming to any definite place, but that we are going to meet Him in the air. "Wherefore comfort one another with these words." When I go into a home where death has entered I can tell them Christ is coming and that they will come forth from the grave clothed with youth and beauty and rise to meet the Lord in the air. Isn't that a blessed hope?

CORRUPTION TO INCORRUPTION

Notice something else about our condition at that time from 1 Corinthians 15, verses which are read at every funeral service. "Behold, I show you a mystery; We shall not all sleep, but we shall all be changed." It is a mystery. I cannot tell you how it takes place, but the Lord says He is going to do it "in a moment, in the twinkling of an eye, at the last trump."

How long does it take for your eye to twinkle? As quickly as that you and I are to be changed. "For the trumpet shall sound, and the dead shall be raised incorruptible, and we shall be changed."

Earlier in the chapter it says you plant wheat and wheat comes forth. So at the resurrection you and I will be the same as when we went into the grave, except for a glorified body. "For this corruptible must put on incorruption, and this mortal must put on immortality.

So when this corruptible shall have put on incorruption, and this mortal shall have put on immortality, then shall be brought to pass the saying that is written, Death is swallowed up in victory. O death, where is thy sting? O grave, where is thy victory?"

What a glorious thing that will be, the blessed hope of the resurrection from the dead.

EFFECT ON THE WICKED

Over in the twenty-fourth chapter of Matthew I would call your attention to verse thirty. Not only the righteous but also the wicked will see Christ at the time of His second advent. "And then shall appear the sign of the Son of man in heaven: and then shall all the tribes of the earth mourn, and they shall see the Son of man coming in the clouds of heaven with power and great glory." We do not do that when we are happy and joyful. These people are not prepared to receive Him and so they will wail because of Him.

In verse 31 we read: "And He shall send His angels with a great sound of a trumpet, and they shall gather together His elect from the four winds." Here is the trumpet again! The Holy Spirit inspires these different men and they all tell the same story. If you looked up ten doctors' books as to the treatment of a certain disease, you would have about ten different prescriptions. But when the Bible writers speak about a subject they all tell the same story, for there is one Spirit behind them all, the third person of the Godhead, "Holy men of God spake as they were moved by the Holy Ghost." This Word in my hand is not the word of man, but in truth the Word of God.

At that time children will be restored to their mothers' arms. If our little children who have died were not coming from the grave we would sorrow as those that have no hope, but they are going to be restored to their mothers' arms. Friends long separated are going to be united never more to part, and glad hosannas will ascend to the city of God. I have a sainted mother that I expect to meet on the resurrection morning.

I remember a soul who, not

many years ago, was lying on her death-bed. She had no fear. She said: "I know in whom I have believed, and am persuaded that He is able to keep that which I have committed unto Him against that day." And, friends, that is the blessed hope that is held out to you and me through the Saviour.

Now I have not said very much about the wicked at the second advent, but I must say just a word before I close.

In Revelation six we are told that when Christ comes the wicked will say to the rocks and the mountains: "Fall on us, and hide us from the face of Him that sitteth on the throne, and from the wrath of the Lamb." That Saviour who is to-day mighty to save will in that day be mighty to destroy. He will not come with a crown of thorns, but of glory. He will come not dressed as a lowly carpenter, but on His thigh will be a name written, "Kings of kings, and Lord of lords," and the armies of heaven will follow Him. That day is not the day of mercy, but the day of wrath. People are looking forward to a time of peace, but the Bible says it will be a day of wrath. "As it was in the days of Noe, so shall it be also in the days of the Son of man. They did eat, they drank, they married wives, they were given in marriage, until the day that Noe entered into the ark, and the flood came, and destroyed them all. Likewise also as it was in the days of Lot; they did eat, they drank, they bought, they sold, they planted, they builded; but the same day that Lot went out of Sodom it rained fire and brimstone from heaven, and destroyed them all. Even thus shall it be in the day when the Son of man shall be revealed." Luke 17:26-30.

WORTHY TO ESCAPE

That tells us that those who are not Christ's, who are not prepared, will be destroyed by the brightness of His coming. You and I are told to take heed "lest at any time our hearts be overcharged with surfeiting, and drunkenness, and cares of this life, and so that day come upon us unawares." There is a

time of trouble before us, and I would be unfaithful in my lot if I did not tell you about it. There is something to escape from as well as a heaven to gain. You need to take heed that you may be accounted worthy to escape all these things that shall come to pass, and to stand before the Son of man.

I read over in Isaiah 25 that the righteous as they see Christ coming in the clouds will look up and say: "Lo, this is our God, we have waited for Him, and He will save us; this is the Lord, . . . we will be glad and rejoice in His salvation." But I read of another class in Jeremiah 8 who will say: "The harvest is past, the summer is ended, and we are not saved." God forbid that any of us who are within the sound of my voice to-night may be found among that class.

Oh, I pray, dear people, that you and I will not be found among those who, in the near future when Christ comes, will say, "The harvest is past, the summer is ended, and we are not saved. Let us be like the wise virgins, not the foolish. Now is the time to get a personal Christian experience. Now is the time to have the grace of God

working in your hearts. When I see men and women profess to be Christians who do not have the milk of human kindness, who cannot speak in a kind way to others, I tremble. A man who has a temper and has not been delivered from it through the grace of God is in a dangerous place. He must flee to the Refuge. Would you accept the man who drinks once a month into church fellowship? You would say, He is not converted. What about the man who loses his temper once a month, or once a week, and who speaks unkindly to his wife and those under him in his employ? That man needs converting, and so I would plead with you to allow Jesus to come into your heart and make you kind and loving to all with whom you come in contact. Let us allow His grace to work in our hearts, and trusting wholly in Him, look for that blessed hope and the resurrection of the dead and the glorious appearing of our great God and Saviour Jesus Christ. I do not know how you feel, but so far as I am concerned, the sooner it comes, the better. May we all be prepared for His name's sake.

Studies

in Christian Perfection

Abstract of Bible Study given Tuesday Afternoon, August 4, 1936

BY MEADE MacGUIRE

WE have seen that the greatest peril of the church is the danger of being unprepared and we have been studying the kind of character we need in order to be ready.

It is utterly foolish to say that we can never be perfect. God has made provision whereby we can lay hold upon the divinity of Christ and in this way become partakers of the divine nature.

The Christian life is not a modification of the wolf life. The wolf has to go out, and the lamb come in. There must be a death to the life of sin. We must get a new life altogether.

Now perhaps some may be saying, "I wish the speaker would tell us how to be born again."

In *Steps to Christ*, page 51, it is beautifully explained:

"You cannot atone for your past sins, you cannot change your heart, and make yourself holy. But God promises to do all this for you through Christ. You *believe* that promise. You confess your sins, and give yourself to God, you *will* to serve Him. Just as surely as you do this, God will fulfil His word to you. . . . It is so if you believe it." Through this single act the new life comes.

But this is only the beginning. In physical birth we are born babies, and it is important to know how to feed babies that they may grow up to be strong physically. So also is it in the spiritual life. Many spiritual babies die in infancy because they are not fed.

Proverbs 26:20 makes the striking statement: "Where no wood is, there the fire goeth out." We must keep putting wood on. No matter how wonderful an experience we may get here at this conference, if we do not continue to put wood on the fire will go out. The fire will keep burning brightly only as we keep putting wood on.

Now we will turn to another aspect of the provision which Christ has made for us. We have spoken of the supernatural birth. Now I want to speak of *supernatural cleansing*. Many people seem to think that they can be Christians without any great change in their lives. Once I was speaking with one of the richest men in Jamaica who was being induced by the Roman Catholics to join their church. "Of course," he said, "you don't have to change your life to join that church."

What a travesty of the promise of salvation. The apostle Paul did not teach such a doctrine. In 1 Corinthians 6:9, 11 he names the sins in which the Corinthians had been living, and says: "Know ye not that the unrighteous shall not inherit the kingdom of God?" Then he says: "But ye are washed, but ye are sanctified, but ye are justified in the name of the Lord Jesus."

Many times Paul reminded his converts of what they had been because he wanted them to recognize the amazing miracle that had taken place since they came to the Lord. Christianity is a supernatural religion, and we have not got it unless we have a supernatural transformation in our experience.

When the stream of consciousness is impure, it will be manifest. If sin is in us it will come out. We must be washed. There must be a supernatural cleansing.

Titus 3:3-5 reads: "Ye were sometimes foolish, disobedient, deceived, serving divers lusts. . . .

But according to His mercy He saved us, by the washing of regeneration, and renewing of the Holy Ghost."

Man was made in the moral image of God and salvation involves the complete restoration of the moral image of God in man.

The third aspect of salvation is that it is a *supernatural deliverance* from sin. (Rom. 8:1, 2.) There is in man a law of sin, of heredity. If Adam and Eve had not sinned every child of God would have been born pure and holy. But they sinned and transmitted the same nature as they had. But it is possible for a more powerful law to counteract a less powerful one, and there is a divine heredity when we are born from above which delivers us, and makes us free, from "the law of sin and death."

God, says the apostle Paul, "hath delivered us from the power of darkness, and hath translated us

into the kingdom of His dear Son." Col. 1:13. We talk about getting ready for translation. Thank God, we can be translated before we go to heaven.

It distresses me to hear people saying that they have to give up so much. When one has been translated he is no more interested in those things. If he is, then he is still in the kingdom of darkness. "Temptation," we are told, "has no power over the heart that is already thrilled with things divine."

God declares that He is "able to save to the uttermost." Heb. 7:25. We hear people telling of wonderful victories over this or that sin. Why not let Him deliver us from all sins? That is what God wants to do.

The Lord has made wonderful provisions for a supernatural birth, a supernatural cleansing, and a supernatural deliverance, if we will only avail ourselves of these by laying hold of His power.

Morning Prayer Meeting

Wednesday, August 5, 1936

ALTHOUGH the attendance was not large when the opening hymn was sung, by the time Pastor F. A. Spearing began to speak, the congregation had swelled to its usual size.

Not for the first time during the conference our minds were directed to the familiar Advent passages in the fourteenth chapter of John. Truly here are "great and precious promises."

The most precious of all tells of a time when all trials and troubles will end. "Whither I go ye know," said Jesus to His mystified disciples, "and the way ye know." Verse 4. He was returning to His Father's house whence He came. They were doubtless thinking only of His death, which He had already foretold. Just as Abraham, Isaac, and Jacob, and the rest of the patriarchs and prophets had been gathered to their fathers so would Jesus die and be buried.

They knew, no doubt, that Abraham and the others died in the faith of a resurrection from the grave. They also must have known that Enoch and Elijah had been taken to heaven without dying. Yet they were puzzled. "Lord, we know not whither Thou goest; and how can we know the way?" asked Thomas. "Jesus saith unto him, I am the Way." The one and only way back to the Father is through Jesus. He alone is "the door" to heaven.

Are we following closely in that way? or do we follow afar off? It is not an easy way. Nor is it a way we always understand. But it is the right way. Let us follow closely, trusting when we cannot trace, believing when we cannot always understand.

Think of Gethsemane. That heart-breaking experience comes to all sooner or later, in one form or another. "It is the way the

Master trod." Think of His crucifixion. There He hung between two criminals, "numbered with the transgressors," watched and derided by His persecutors. But the mother of Jesus, John the beloved, and others of His faithful followers stood by His cross, sharing in their hearts His agony and humiliation. Fain would we take

our stand beneath the cross of Jesus, that "trysting-place where heaven's love and heaven's justice meet." The way of the cross was for Jesus and is for us the way of life. And as we die with Him, so shall we live with Him.

The testimonies that followed this study were bright, brief, and telling.

H.F.D.

How to Work for the Jews

Abstract of Bible Study given on Wednesday Morning

August 5, 1936

BY F. C. GILBERT

I HAVE been asked a number of times at this conference how to reach Jewish people. It is very gratifying to find this disposition, and I would like to take this opportunity to pass on some information which may be helpful.

In Hosea 3:5 the statement is made: "Afterward shall the children of Israel return; and seek the Lord their God, and David their king; and shall fear the Lord and His goodness in the latter days."

This statement does not say that the Jews will return to Jerusalem or to their own land. There is a statement in Jeremiah 29:10 which speaks of a return to Palestine. This was fulfilled as a result of the threefold decree of Cyrus, Darius, and Artaxerxes, and following that, there is nowhere any reference in the Bible to any return of that people to the Holy Land. The return referred to in Hosea is a spiritual return to the Lord.

This return is referred to in other Scriptures, such as Ezekiel 34:22, 23; John 10:11; Luke 1:32, 33. In the last days the Jews will seek the Lord God and Jesus their Messiah.

People say that it is very hard to approach Jews, but that is no ground for discouragement. What we need is information. We must

get their viewpoint in order to know how to meet them.

It is really very strange for anyone to ask, "Can a Jew be converted?" In the early days of the Christian church it was the other way round. There were thousands of Jews who were Christians and the Jews were asking, "Can a Gentile be converted?" Paul undertook to show the council at Jerusalem that they could. God can save both Jew and Gentile.

Now in dealing with Jews we need to understand that although the Jews gave us the New Testament, for more than 1,700 years the New Testament has been an unknown book to them. I never saw a New Testament until I was a mature man. When I accepted Christ I decided to make an attempt to translate the New Testament into Hebrew. I was doing colporteur work at the time, and when I had finished the first chapter of Matthew I happened to call upon a Baptist minister. He asked me if I had seen Professor Delage's *Hebrew New Testament*, I was amazed to know that there was such a book.

Until the middle of the nineteenth century, if you had asked a Jew for a definition of a Christian he would have replied, "He is a

person with three ideas. He keeps Sunday, eats pork, and hates Jews." Christianity has meant everything bitter and vicious and hard to the Jews, so that in approaching them you must not refer to "Christ," or "Christian." But if you speak of the "Messiah" a Jew will listen.

You must not speak of "sin" and "righteousness," for to the Jews these have come to mean "crime" and "philanthropy." What we call sin and righteousness the Jew calls "unclean" and "clean." When the Messiah comes He will be "clean."

You must not use the word "missionary." The word does not occur in either the Old or New Testament, and to the Jew "missionary" means one who is sent out to turn people, by fair means or foul, from their religion. Often "missionary" is synonymous with "persecutor," for you should remember that the Inquisition was not originally invented for Christian heretics, but for Jews. The name "missionary" therefore is as a red rag to a bull.

Instead of "missions" we must speak of "religious centres," and instead of "church" refer to "congregation."

Approached in the right way Jews are attracted to our work. I called on a Boston man once with an Ingathering paper. On the front of the magazine was a group of young men starting for the mission field. I said that these young men were going out to tell every race that they ought to keep the seventh-day Sabbath. He thought that was wonderful. Inside the paper was another picture of natives redeemed from savagery. I told him that these people were godly Sabbatarians, keeping Sabbath from Friday sunset to Saturday sunset, they ate no unclean meats, paid tithe, believed in Moses, the prophets, and the Messiah. He said, "That is a wonderful work," and gave me a guinea.

The Jews are conscious of a great need and are ready to be appealed to by the Gospel. A noted American rabbi, writing in a certain American paper recently declared that the Jewish rabbi today as "a disturbing sense of the unreality of his work, which stamps his profession as futile. . .

He does not know who he is, or what purpose, as a rabbi, he serves." If this is true of the rabbis, what of the lay people?

It can truly be said that there is no body of people in whom the Jews have greater faith than the Adventists. When a certain American rabbi received a copy of the *Battle for the Sabbath* from Dr. Hertz he wrote to the doctor say-

ing that it was gratifying to observe that he had had the help of the only literal group of Christians in America.

A rabbi of Seattle declared that the best Jews to-day were Christians—that is the Seventh-Day Adventists.

Jews to-day are asking what we believe and we will be criminal if we do not respond to the call.

cerely trust that this initial step in the direction of encouraging out-patient work will be further developed, for such will provide an important background to the extension of our in-patient activity.

Already the Clinic has borne fruit in the opening last April of our Maternity Department, which is progressing most encouragingly. In the very nature of the case, during the early months of the life of such a venture, we could not reasonably expect to be busy, for prospective patients usually make their arrangements some months in advance. However, we have had several cases already, while our list of bookings grows very encouragingly, assuring us of considerably activity for months in the future. This activity means much to our school, for it gives the nurses valuable experience in maternity nursing. With the rapid development of our immediate environment as a residential area, this latest venture should soon outgrow its present facilities which have been so designed that extension of the department can be readily made.

The nursing curriculum provided includes instruction in Bible study (for we are training Christian missionary nurses), Anatomy, Physiology, Hygiene, Practical and General Nursing, Hydrotherapy and Electrotherapy, Massage, Gynecology and Maternity Nursing; and also a course in First Aid. Let it be stated that in respect to some of the special features, the course we furnish is more comprehensive than is ordinarily available to trainees elsewhere, and with continuing progress in the direction of strengthening the teaching of general nursing, our school will be more than ever a credit to the cause, and take its place among other training schools.

THE STANBOROUGHS

Matron's Report, 1932 to 1935

BY MATRON WILLIAMS

WITH the opening of The Stanboroughs Hydro in the summer of 1912, a class of probationer nurses was enrolled, thus taking over this important department of our medical work from the former Caterham Sanitarium. Through the years which have followed a steady stream of graduate nurses have gone out, to serve as foreign missionaries, or in the home field. Included in these are some who have opened nursing establishments of their own, thus enlarging in that very valuable way the sphere of influence of the present institution. To them we tender our special felicitations, commending their courage and initiative to the emulation of their fellow-graduates. We would indeed offer cordial greetings to every one of our former students.

Our latest enrolment of probationers brought nine earnest young people to us for training for service. In the past years three to five graduates have passed out annually after completing satisfactorily a full three years' course.

It has long been our hope and aim that The Stanboroughs School of Nursing might be developed so that our students may secure State Registration. This will be of great value to them by widening the field of service to them after graduation.

Probably the first main step to-

ward securing full registration for this purpose will be affiliation as a preliminary training school, our nurses who seek registration passing on to a selected institution elsewhere for their advanced studies. In order to achieve this, great efforts are being made to increase the variety of practical nursing experience available to the trainees. This is highly desirable, apart altogether from any plans to secure recognition in the field of general nursing. Much has been accomplished already, but much remains to be done and our efforts to advance must not be allowed to relax. The inauguration of the Hospital in the Annexe was a very important step in this connection, as it brings a variety of cases to us.

Then the Maternity and Child Welfare Clinic was launched. It is often a great problem in nursing schools to secure adequate material for training nurses in the care of children's cases. We sin-

Do not fail to

Visit the Exhibit Tent

before you leave the Conference

THE STANBOROUGH PRESS LIMITED

Manager's Report, 1932 to 1935

BY A. WARREN

At this hour we have the joy of telling you something of the way in which God has used your publishing house, The Stanborough Press.

It is God's design that such institutions as this should be centres of influence, that they should be a blessing to the community, and that from them bright rays of light should stream out to the ends of the earth.

So that you may have first-hand testimony, let us ask others if your publishing house is carrying out its purpose.

Let us, first of all, ask some of the firms with whom we deal. If we were to ask the railway companies, they would reply: "Yes, we appreciate The Stanborough Press. They have paid us £2,000 for carrying packages of goods. This has given employment to many railwaymen, as you can imagine."

Ask the paper companies. Their response would be: "Yes! They have paid us £10,000 for tons and tons of paper. This has supplied work for a large number of men and women in our paper factories."

Ask the Lancashire weavers: "Yes! They have paid us scores of pounds for book cloth. Many have been employed as a result."

Ask the ink-manufacturer: "Yes! The Stanborough Press has bought tons and tons of ink from us—£1,700 worth! Ink-making has given employment to many."

The engravers chime in: "Yes, and they have given us work to the tune of £2,000."

Shall we ask our employees? Ask our youngest apprentice. "Yes, I am very glad the Press is here. I am getting an opportunity to earn my livelihood and to learn a very useful trade."

The Press has paid £23,000 in wages and has given work to forty

people during all these four years.

Yes, but how much have the colporteurs earned through selling the books?

B. Belton: "Speaking for the colporteurs, in the past four years they have earned £44,000 through selling this literature the Press has provided. £44,000! Earned by eighty-eight colporteurs."

C. L. Kelly: "And I must speak for our churchmembers. They have earned over £15,000 by selling the magazines which the Press has provided."

What does the South England Conference president think?

R. S. Joyce: "We have greatly



A. Warren

Manager, The Stanborough Press Ltd.

appreciated the help given in our churches by Brother Maxwell and Brother Emmerson. Other Press workers have also given valuable service in taking Sabbath meetings in the churches. I also understand

that twenty of the forty workers are doing important spiritual work in the Stanborough Park Church and other churches."

Ask the St. John Ambulance Brigade if they appreciate our workers.

H. Bull: "The local branch of the St. John Ambulance Brigade seems to appreciate The Stanborough Press workers greatly. Nineteen of them passed in the First Aid examination, and seven young men have already been giving practical help in accidents and emergencies."

Helping the students? The Press has paid out to students special scholarship bonuses of £622 during the past four years, besides the usual fifty per cent discount which they have earned. Sixty scholarships have been granted by the Press. Over £600! One medical student alone has received from the Press a gift of £78. 3s. 1d. as special bonus in three years.

Let us ask the evangelists.

G. D. King: "Yes, we greatly appreciate what the Press has done for the evangelists. In the past four years they have given us £100 to help us in preaching the Gospel to multitudes."

There are also the missions abroad. Has the Press been of benefit to them?

"Yes. The Press has given the missions board £185."

Has the Press helped further!

Response: "Yes, their workers have collected £554 in Harvest Ingathering. This has been a great help to our work over the ocean. They have also printed 245,000 beautiful Ingathering magazines and 3,000,000 leaflets for the collectors."

But what about the literature published by the Press? Suppose we could ask the children who have read the 483,000 *Bedtime Stories* we have published in the past four years. How many children are glad we have published *Bedtime Stories*?

Response: "Probably two hundred and fifty children would be willing to shout 'Hurrah' for *Bedtime Stories*."

And how many mothers are glad

the Press published *Christ Our Saviour*?

H. G. Hardy: "I am sure thousands of mothers are glad the Press has brought out this book which is such a help to them with their children."

And *Our Wonderful Bible*?

B. Belton: "Over 6,000 copies of this beautiful book went from the Press into the homes of the people last year."

Good Health?

W. L. Emmerson: "Yes, every month an average of 20,000 mothers and fathers have received instruction in keeping well. Keeping happy and well. Ask the children? Three thousand of them will answer, 'Yes, and we have joined the League and promised to obey the health rules.'"

And *Present Truth*? Hands up! How many of you appreciate *Present Truth*? The Press has put out 2,307,000 copies during the past four years. Scores of poor children from the Hoxton district have very happy memories of sunny days at Stanborough Park made possible through *Present Truth*.

Think of this! In four years the Press has put out 61,000 bound books—precious volumes to bring saving light into the homes. And 633,000 of these bright, attractive shilling books! No wonder if already we are seeing tokens of the mighty harvest which shall come when "more than a thousand shall be converted in a day, and most of them will trace their first conviction to the reading of our publications."

So I appeal to our bright, strong young people especially—and to all our members—wouldn't you like to give your life to this publishing work? We are in great need of one hundred more workers to sell these precious pages of truth and to build up the publishing work so that it may become a still mightier factor for good.

"But," you say, "I have no special talent for selling literature. I am just an average man or woman, loving the Lord Jesus."

Well, I want to show you what has been accomplished by average men and women, loving the Lord Jesus, and trained for the work by

our field missionary secretaries. I will not stress what the very successful men like Brother Hardy, Brother Lacey, Brother Benefield, and the others you know have done—but the average colporteur's work. One of the eighty-eight who have sold £88,000 worth of literature in the past four years.

Here are listed the quantities of just such books as the average colporteur has sold in the past few years:

200 copies of *Bible Readings*
100 " " *Desire of Ages*

200 copies of *This Mighty Hour*
4,200 " " *Shilling Books*
1,000 " " *Our Wonderful Bible* or *Christ Our Saviour*
400 " " *Good Health*
600 " " *Present Truth*

One thousand pounds' worth of books! A total of 6,700 homes receiving the saving message of truth through the work of one very average man loving the Lord Jesus!

Will you not volunteer for this work?

THE STANBOROUGH PRESS LIMITED

Financial Report, 1932 to 1935

BY A. G. RODGERS

THE Publishing House desires to preface these remarks with a word of deep, sincere appreciation to all who have contributed to the onward progress of the literature ministry during the past four years.

Whilst this report is devoted primarily to the financial success of the House, and must inevitably

earn for itself the ill-repute accorded such presentations, others of my colleagues will tell you of the essentially more important achievements which have been registered in the course of our all-absorbing aim of soul winning.

We are indeed grateful to God for all that has been accomplished through the colporteur agency, and are happy to record that, in the process, the financial aspect of our work has continued to prosper.

And now we present the salient features which have contributed to give the Publishing House the distinction of being in unquestionably the best position, in terms of liquid resources, since the commencement of our work in this country half a century ago.

In these days of competition and keen bargaining a high premium is placed on the financial undertaking which is able to preserve its commercial integrity, and in this respect The Stanborough Press continues to rank high and enjoys the many advantages accruing from its adherence to denominational principles.

This is surely demonstrated by the fact that no less than £743 discount has accumulated as a direct result of our prompt payment

Invocation

*Before Thy throne, O King of kings,
We bear these precious pages.
They hold the living Word of God,
Triumphant through the ages.*

*Within these volumes, blessed Lord,
Is Heaven's proclamation;
The precious tidings of Thy love,
For every tribe and nation.*

*These leaves reveal Thy coming,
Lord,
Earth's wondrous restoration;
The gathering of the ransomed home;
Thrice-blessed consummation.*

*Oh, breathe upon these volumes,
Lord,
Oh, hear our invocation,
And breathe on Thine ambassadors
Thy Spirit's approbation.*

*Raise up new heralds of the faith
From high or lowly station,
That soon the whole wide world shall
hear
Our Saviour's invitation.*

A. WARREN.

policy, and largely accrues from our purchase of £16,000 of printing materials.

Prompt cash settlement also affords accessibility to economical buying, and carries with it a definite advantage in relation to production costs.

Our cash income for the period approximates £70,000, and the surplus invested year by year has yielded a return approaching £500.

The Job Printing Department shows an increase of forty-eight per cent. This section of work has involved over 1,700 individual jobs, and represents a turnover of close on £11,000. In endeavouring to attract this class of business, we have installed modern and more efficient machinery, and our equipment has been augmented by a fast-running, automatic-feed Heidelberg Press, Cundall Folder, Perfecta Trimmer, together with other minor additions incidental to manufacture. These improvements have assisted us very materially in handling the increased volume of work, which included the gigantic task of producing three and a half million Harvest Ingathering booklets and leaflets.

To all the various departments, not forgetting our evangelists, who have contributed to this welcome improvement, we extend grateful thanks, and trust our standard of workmanship will merit their future co-operation.

As a direct result of the sale of literature, Seventh-Day Adventist homes have benefited to the extent of £66,500, of which £23,000 represents wages to the staff. The balance of £43,500 is discount on literature sold to the field.

That God's blessing continues with us is evidenced by the fact that our net gain has exceeded £1,700, and by reason of this happy position, it has been our privilege to help, financially, other phases of the denominational activities.

During the past quadrennium The Stanborough Press has donated over £2,000 by way of Missions Extension Fund, tithe, and gifts to missions and conferences, etc. We trust the publishing work will continue to advance, thus enabling us to render still

greater service in the future.

Our capital at the close of the period under review is £19,515 and represents 96 per cent of the company's assets, providing us with the following analysis which is of considerable interest :

Liquid Resources	37 per cent
Floating Assets	35 per cent
Fixed Assets	28 per cent

It will be observed, therefore, that our liabilities are comparatively small, representing, as they do, only 4 per cent of our total worth.

And now a word relative to our sales. It is gratifying to note that a steady level has been maintained, and retail business has exceeded £106,000. A further encouraging feature is our overseas trade. This has developed to such an extent as to reveal an increase of £1,893, representing an advance of 23 per cent. The special discount terms applying to our Empire business are such as to reduce the margin of gain accruing to the House, but the obvious advantage enjoyed is the relationship these transactions bear to our overhead expense.

Through the distribution of the printed page, and by availing themselves of the facilities of the Scholarship Plan, fifty-one students have qualified for special bonus, enabling them to continue their

preparation for service in the cause of God. The Medical Scholarship, too, has been in operation, and including the special discount to the College, well over £600 have been invested in the education of prospective workers.

The one discouraging feature of this report is the matter of our periodicals. It is a cause for regret that we are unable to show an operating gain on either *Present Truth* or *Good Health*. We are glad, however, that we are approaching the dawn of a new era, and a ray of hope has certainly penetrated the gloom by the recent increased circulation of both papers. Strenuous efforts have been made, and will continue toward maintaining this welcome trend, so that in the near future both journals might operate on a self-supporting basis.

In conclusion, we feel constrained to submit that all of us here to-day are shareholders in this great missionary undertaking. According to our individual investment, so will be our final reward. We earnestly solicit your prayers and co-operation that the mighty power of the printing press may, through the blessing of God, continue with increasing success to fulfil its appointed task of promulgating the Gospel to all the world in this generation.

GRANOSE FOODS LIMITED

Manager's Report, 1932 to 1935

BY J. RIGBY

THE preparation of a report of the activities of an institution during a quadrennial period is always an interesting task. I have had the privilege of doing this for three of our Union institutions, the College, the Publishing House, and the Food Factory. Each department has its own special outlook and the report of Granose Foods Ltd. must necessarily deal with the more commercial aspect.

One problem facing me at the beginning is that my close contact with the company commenced quite near the end of the four-year period under review. I can speak with personal knowledge of the situation since the middle of 1934, but it was not until the beginning of 1935 that I was called to take over my duties as manager; hence I must report mainly on the basis of informa-

tion supplied to me by others.

Now it is usual in reports to make comparisons with the past. Every department feels it must do this unless, of course, the comparison is disadvantageous to the current period. Everyone is anxious to be able to show progress. How closely are figures scrutinized for indications of success along particular lines, and how lacking in comfort it is to meet evidence of retrogression in any way! Yet even these evidences may be valuable, for it is only as we have all the material facts available that we are able to plan wisely, not only to meet present problems but to be ready for those of the future.

SPECIAL PROBLEMS

Granose Foods Ltd. differs to some extent from other Union institutions by reason of its "commercial" nature. That is to say, our products are intended for every-day use and must be sold in competition with others of like nature at prices closely approximating to those foods which the public regard as substitutes. Perhaps I may be permitted a comparison to illustrate. Our friends at the Publishing House are spreading the Gospel in printed form. Their salesmen are able to appeal to the higher feelings of those whom they approach. Sentiment plays a large part and the "missionary" aspect has its effect in obtaining interest. The prospective purchaser is not unduly deterred by relatively higher prices. He is generally prepared to pay much more for a "religious" work than he would for a novel, and to a certain degree, therefore, the products of that institution are free from price competition.

Our only similar advantage is that there is in the country a small body of health-minded people who are already inclined to give our foods a favourable reception, but by reason of regularity of use and limited housekeeping budgets their interest is largely governed by price considerations. The large producers of cereal foods, for example, can certainly be regarded as "health food manufacturers,"

and the prices they set tend to be the standard in the trade. Generally speaking, therefore, we must produce our goods at market prices and where, as a result of price cutting which has almost amounted to commercial warfare, the price set is practically the cost of production, the difficulties of the smaller producer are increased very seriously. Evidently the big



J. Rigby
Manager, Granose Foods Ltd.

producers are relying on their gigantic turnover to enable them to spread overhead expenses, and to maintain their very heavy investment in national advertising.

I have introduced this thought because I know that some of you who are listening have wondered why Granose Foods is not earning thousands of pounds a year to be used in evangelism. We certainly wish we were. In the earlier days of the company, before so many competitors woke to the possibilities, we had quite a large share of the market to ourselves. The annual profits were quite satisfactory, and we were able to render very much needed financial assistance to the British Union for the work in general. Unfortunately, however, the brethren in charge of affairs at that time took more notice of immediate needs than future possibilities. In some years not only was all the profit taken, but also some of the working capi-

tal, with the result that when capital was needed to finance necessary extensions, both as to premises and plant, there was no reserve in the company for that purpose. We must not forget, however, that the Union readily came to our assistance, and I wish to make grateful acknowledgment of this help. The only disadvantage to us on the whole was that whereas our contributions had been gifts the Union assistance had to be largely by way of loans bearing interest, thus increasing our operating expenses. This would not have mattered had the situation remained fairly normal, but with the increasing competition and consequent price reductions, so the margin of profit shrank, and continuously increasing effort had to be made to maintain the sterling value of total sales.

Every year brought in higher standards of production, better packaging, more wrappings, etc. The public have been gradually educated up to expecting absolute perfection along these lines and we, of course, have kept pace with the demands of the trade.

CEREAL SALES

So we come to the end of 1931, the beginning of the present quadrennium, and to the comparisons to which I referred. You will not expect me in a meeting of this nature to give detailed figures, but you will certainly be interested in the main trends. Looking back to 1926 we notice an almost continuous decline in the sales of the cereal department. By 1932 it was recognized that the only way to stem this decline was to introduce another type of cereal which could appeal to what may be described as the "grocery trade." To make this venture successful the new line must be such as could be produced speedily, in the most up-to-date way, and marketed readily throughout the country. In 1933 the product "Sunnybisk" was ready and whilst, of course, it replaced to some extent the sales of the standard Granose Biscuit the total cereal sales rapidly approached the peak year of 1926. The following year they went four per cent ahead. As is usual when a new line is

floated, quite a heavy investment in promotion expense had to be made. Extra representatives were engaged, and every possible effort made with the available resources of the company to give the new product its chance to enter the market. Obviously at the price a tremendous turnover was essential and that needed time. It was hardly to be expected that we should reach the budgeted amount in the first year unless a policy of national advertising had been followed. Companies which obtain their capital from the investing public, who in turn expect dividends, are able to command the necessary means to tide them over the first few years, but for a private company to endeavour to place supplies in every grocer's shop in readiness for a national newspaper campaign is really almost impossible. In our case, therefore, promotion in more restricted areas was the wiser plan to follow.

The efforts of 1934 could not be maintained to the full extent, so in 1935 we reverted to the same number of representatives as in 1933, and whilst there was some reduction in output it was not proportionately less. From a financial standpoint 1934 was a very difficult year. Plans for meeting the situation were already well in hand when I joined the company in July, and by the end of the year we had succeeded in making some valuable economies. These were continued during 1935, but I will refer more in detail to them later.

Naturally the new product called for extra capital investment. No longer would the older methods suffice. A "straight-over" method of manufacture had to be installed, so that there was a continuous flow of wheat from the raw state to the biscuit ready packed for dispatch. More than £2,000 was involved in the installation of the various items of plant and machinery. In his report Mr. Norris was too modest to indicate his share in the various improvements. I cannot let this opportunity pass without paying tribute to his efforts and those of his helper, our engineer, Mr. G. Clarke. Had it not been for their refusal to admit defeat I am convinced that the change over would have been im-

possible. Quite a large portion of the plant had to be designed and made in our own workshop, and its efficient working is a testimony to their skill and application.

PART OF THE "RIGHT ARM"

In reviewing the work of the past four years and deciding as to whether progress has really been made, it is essential to fix on a proper basis for the test. What shall it be? A company paying dividends tends to regard net profit as the sole criterion of success. A well-known writer on business subjects used to preach this, but of recent years he has included "service" as a very desirable element. Granose Foods Ltd. was established primarily to extend a knowledge of health reform by means of diet; to supply healthful foods; and to take its place as part of the "right arm of the message." Hence our aim must be to produce the best possible foods, in the largest possible quantities, and to distribute them to the greatest number of consumers, having in mind all the time that the department should be a support to the cause financially. I think, if we look over the years with these points in mind, that we can honestly say we have been blessed of God in our efforts. The past four years have certainly not enabled us to give the cause so much support financially, but we seem to be reaching a wider public all the time, and to be strengthening the friendly relations with the health food stores, the foundation of which was so well laid during the administration of Mr. Osborne.

This feature of our work is certainly most encouraging to us. It proves that we are succeeding along the lines of making known the principles for which the institution stands, and during the years, of course, there have been numerous opportunities of our becoming known as a department of the Advent cause.

HARVEST INGATHERING ACHIEVEMENTS

In other ways, too, we have had the privilege of gradually entering more closely into the general work. There was a time when the very

nature of our work seemed to keep the company on the fringe of denominational activities, but in the Harvest Ingathering Campaign, for example, we have been able to contribute our share to the local efforts. In the previous quadrennial period the total was £454, in the present one £494, the average per year increasing from £114 to £124. The figure for 1935 was the best in our history, almost £173. The extra duties delegated to us this year in connection with this conference meeting have prevented our making a start on this year's campaign, but September will see us all busy again.

The other departmental campaigns also receive our support, and the members of our staff form quite a good proportion of the officers of the two local churches.

It would be impossible for me to speak too highly of the very friendly relations among the staff themselves. Their co-operation with the departmental leaders, their willing and efficient service, are very encouraging to all of us who have the responsibility of leadership. On the male side the staff tends to stay with the company, and there are quite a number who can look back on many years of continuous service. The ladies, of course, tend to find occupations of a more domestic nature and so the changes in the packing department are more frequent. During the four-year period twelve left us, one by transfer to another department, six on marriage, but three of these are still "Granose" folk, having married workers in the institution, and we very much appreciate their continued interest as evidenced in their willingness to help us during rush periods.

DIABETIC AND NUT FOODS

My reference to the staff has caused me to digress somewhat from my report on our products. I would not wish you to think that the cereals are our only interests. They represent about forty per cent of our total business. The Diabetic Department has the next largest share of thirty per cent and this, we are glad to say, is developing very nicely. The inclusion of the soya bean has raised the Nut

Food Department proportion to nearly twenty-two per cent, the remaining eight per cent being composed of sundry lines, including proprietary articles which we find it advisable to stock for distribution to health food stores.

Experience has taught us that it is not always wise to increase the number of products. A certain minimum production is essential in any line, and the tendency of the past few years has been to allow the less popular lines to be withdrawn gradually, thus enabling us to concentrate on the more standard lines. This does not mean, of course, that we shall hesitate to add new lines which show good prospects of success. We hope, before long, to put other soya products on the market, for we are convinced of their value, and as soon as we are reasonably sure that we can deal with them satisfactorily we shall give them their full share of promotion effort.

Mr. Benwell, in his report, dealt with the help which you good friends in attendance at this conference can render in making more widely known our various products. On the new Sunnybisk carton you will see a little device "A Granose Product." As opportunity permits this will be used on all our packages and we want it to be regarded as a guarantee of good quality. We shall do all in our power to ensure that whatever is packed under that sign will be as near perfection as we can make it.

SALES TO CHURCHMEMBERS

I would like to make a brief reference at this point to some of our advertisements in the ADVENT MESSENGER. We are very pleased with the response to some of these. Our offer of biscuit seconds was readily taken up, and we know that those who availed themselves of the opportunity got full value. You need never hesitate. Whatever we offer in this way is perfectly sound, but is regarded by us as seconds because of some little fault which prevents our packing it as the normal line. Sometimes biscuits get a little broken at the corners, or perhaps some are a little looser than we care to send out; others may be a little tighter, but all of them are good food. At

the price we cannot, of course, pack specially to customer's requirements, but our experience has proved that the present pack is generally suitable.

There are others of our foods with which you may not yet have become acquainted. During the present conference you will have an opportunity of testing them, for we shall endeavour to place them before you in our cafeteria service. The sales tent will have supplies for you to take home, and at the special conference prices they should be within the reach of all.

Those of you who have not already been over to the factory on a tour of inspection are cordi-

ally invited. Please do not regard us as closed to visitors. We welcome you. We wish you to take full advantage of our suggestion on page five of the official programme. We believe we can help you and we know you can help us by your recommending us to others.

As to the future we go forward with confidence. We know the Lord's work must triumph and we are all determined to devote ourselves wholeheartedly in His service. Perhaps this may be the last quadrennial session. All the signs indicate the nearness of our Saviour's return, but we will occupy till He comes.

GRANOSE FOODS LIMITED

Report of Sales Department, 1932 to 1935

BY H. BENWELL

WE welcome this wonderful opportunity of meeting with so many of our brethren and sisters who have come here from all parts of the British Union, and of making known to them the progress and the experiences through which we have passed since last we met in like capacity.

A review of the sales during the past four years is coloured very considerably by the change in economic conditions that has taken place. For years our largest department has been cereals, but in this class of food there has recently been unprecedented competition because of the numerous new lines that have been introduced. Even this has its useful purposes, and we cannot help but be glad of it, for some things have been done that would probably never have been attempted otherwise.

In 1933 we introduced the "Sunnybisk" wheat-flake biscuit, and it has certainly proved a very useful addition to our list of products.

We only wish it had been possible to enjoy Sunnybisk sales as an

addition to our wheat-flake biscuit distribution, but trade depression and growing competition were already affecting Granose biscuit sales adversely, so a large percentage of Sunnybisk sales was needed to replace this drop. However, we are very glad that our efforts to produce a wheat-flake biscuit that satisfies public desire and yet conforms in every way to our health principles, have met with good success. In fact we look forward with the utmost confidence to seeing a big increase in the sales of both Sunnybisk and Granose biscuits in the very near future. Quality at the right price always wins, and we can claim this.

What has been done during the past quadrennial session? So far as the wheat-flake biscuit sales are concerned our sales are rising and the last quadrennial period shows an increase of fourteen and a half per cent in spite of the difficulties.

Our highest year for biscuit sales was 1934, when we had the services of extra representatives. While we were glad of the increased sales, yet it was felt that the immediate extra volume of

business was not sufficient to justify keeping this number, and so at the beginning of 1935 our sales force was made the same as in 1933. In spite of this, we succeeded in keeping our wheat-flake biscuit sales well above any year prior to 1934.

GRANOVITA DEPARTMENT

You will be interested to know that this department has a very important place in our business, for it is fast approaching the turn-over we have on cereals. We are very happy to report an increase during the past four years, and each year's sales are advancing. The foods in this department come under three sections, viz :

(1) Granovita Bread, Rolls, and Batons.

(2) Granovita Biscuits.

(3) Granovita Flour.

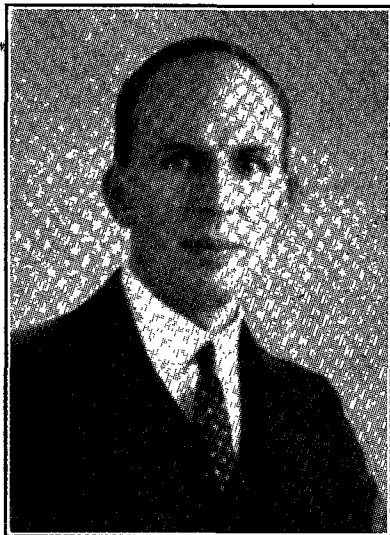
(1) Reporting on the progress made in each section, we have to record a slight fall in sales of the bread. In the previous quadrennial period we reached the highest sales of bread in the history of the company, 1928 being the peak year. Then for the following six years, coinciding with the trade depression, we experienced a slight decline, but it gives us much pleasure to be able to report that in 1935 we regained a considerable amount of that trade, and the sales for 1936 are twenty per cent ahead of those of 1935. This has been largely due to the hard work of our representatives and the promotion work carried forward with doctors.

(2) Section two of the department shows the very encouraging increase of seventy-five per cent above the sales of the previous quadrennial period, and the sales are still increasing. It will be interesting to see how long it will take before we have doubled our turnover.

(3) The introduction of a starch-reduced flour has taken place only during the past four years, and sales are steadily growing, so that altogether our Granovita Department is making good headway and is proving a very valuable part of our business.

NUT FOODS DEPARTMENT

For several years we had the market for meat substitutes almost entirely to ourselves, but during the past four years another well-known health food manufacturer has entered this market with a range of cheaper foods. This has had some effect upon our sales, but in spite of it we show an increase



H. Benwell

Sales Manager, Granose Foods Ltd.

for the period. We are recognized by the health food stores as having still the finest range of nut meats obtainable.

In July of last year we added a new line, viz., soya beans in tomato sauce and in gravy. The sales have not been included in the figures shown, seeing that it is such a recent development. You will be glad to know that each month the sales are rising, and we believe that this will be a very useful contribution to our business. In certain respects vegetable proteins do not compare favourably with meat protein, but that of soya beans is in every way equal to it. Soya products are among the finest foods for replacing a flesh diet.

TRADE CONTACTS

It has been a source of considerable pleasure and encouragement for the speaker to be able to make a visit to the majority of our trade customers during the past two years, and you will be pleased to learn that we are held in very

high esteem by them all, especially by the health food proprietors. They like doing business with us because of our standing for health principles, and the fact that we conduct our business on such friendly straight-forward lines. This is what should be expected of us, of course, but we rejoice in the fact that through the blessing of God we have found favour with them. If you could but see the enthusiasm the majority of them manifest in recommending our foods, and note the absolute confidence they have in their health value, you would recognize that there is more than ordinary interest shown, and we honestly believe that God is with us in our work. They have always looked to us as being the pioneers of the health food movement in this country.

You naturally rejoice with us in receiving such a manifestation of goodwill. We are particularly happy to-day because our prospects of strengthening our position are greater on account of the increased facilities provided for the better production of our foods and that the higher standard reached is being maintained.

HEALTH LECTURES

Recently we have had the opportunity of associating with Dr. Cairncross at health lectures, and the interest shown by the audiences indicates that such efforts hold out wonderful possibilities. We would like to see more of our churches conducting regular health meetings and they can count on our practical support and co-operation.

WHAT YOU CAN DO

When we think of the wonderful possibilities there are for building up a strong health work, and then think of our meagre financial resources, we are perplexed, but when we look into your faces we can see tremendous resources—not financial—something far more effective and valuable than that. Your personal recommendation of these foods to your friends and neighbours would mean more to us than £. s. d. Just think of what would be accomplished by 1,000 of our brethren and sisters bearing testimony to the value of our foods. Sunnybisk—the everyday

food for everybody—would soon become better known. It is an ideal food to use as a pioneer for gaining the interest and confidence of friends. God has given the health message to be a soul-winning agency. Shall we not use it

to the fullest possible extent? May we ask each one to accept as his or her individual responsibility the recommending of our health foods, and remember we shall be only too happy to co-operate with you by supplying literature and samples.

ose Biscuits, both malted and plain, but to-day we have that well-known addition, Sunnybisk. This article having to be sold at such a low price demanded more speedy and economical manufacturing methods. All this meant installing more modern plant and also the entire revision of our whole process. In some trades such a procedure offers no difficulties because it is merely a matter of ordering various machines from stock, but in many instances with us it has entailed the designing and making of machines specially to our peculiar class of work. We have machines the like of which you would find in no other factory in the world. Going back to the early days the raw wheat was cooked in just the same way as the housewife cooks her potatoes in the home. Before this cooked wheat could be made into Granose considerable time and labour had to be spent on it in the drying and conditioning process, the latter making it necessary to store the cooked wheat in sacks for a day or two. Consequently it would sometimes be a three- or four-day process to turn raw wheat into Granose. Even at that stage the rate of production was extremely slow for the amount of machinery in use. As stated before, this was all right so long as we could get the price to justify the cost of production.

A change had to take place when our competitors started cutting prices. Now we are glad to report that wheat which is raw at six o'clock in the morning is changed to Granose or Sunnybisk and all ready packed for dispatch by ten o'clock, thus converting what used to take four days into a job lasting only that many hours. Some may think that the product cannot possibly be as good as in the old days but, knowing the facts as I do, I can confidently say that never was it so good an article as it is to-day. I say this without reflecting in any way on the labours of those who have pioneered in days gone by. We have to-day merely entered into other men's labours, and, by adding our experience to theirs, we are now able to proclaim Granose as a food manufactured on a modern and scientific basis. It is

GRANOSE FOODS LIMITED

Factory Superintendent's Report, 1932 to 1935

BY G. NORRIS

SINCE we last met in this capacity four years ago our factory has undergone many revolutionary changes. As briefly as possible I will endeavour to explain to you the progress that has been made by drawing some comparisons, which, I trust, will be readily understood by all our old acquaintances and also by those who are on this occasion becoming acquainted with Granose products for the first time.

Travellers among primitive peoples tell us that the agricultural methods and implements in those lands have advanced very little since the days of Abraham. Until the past decade, we, at Granose Foods Limited, were in a very similar position, at least so far as equipment and processes were concerned, for we were producing in the same primitive way as did our gallant pioneers who started our food work nearly forty years ago.

Like the primitive peoples just mentioned, we had found no real need to bestir ourselves, for we had sailed blithely on for years feeling a kind of false security in the belief that our foods and processes were specially given to us as a people, and that the Lord would never allow them to be wrested from us. There were, nevertheless, some who felt that the day would surely come when keen competition would be met, and come it did. At last we found huge industries built up for the manufacture of cereal and health foods generally, in many instances

these being sold at prices well below anything of which we were capable. At last we found that foods very similar to ours were on the market at virtually half our prices. This meant that in order to hold our own as manufacturers of these foods, we must sell below the cost of production, for the time being, and with all possible speed put our house in order to meet the ever-growing competition, and to produce foods with a reasonable amount of profit.



G. Norris

Factory Superintendent, Granose Foods Ltd.

CEREAL DEPARTMENT

Granose was particularly affected by this state of affairs. In the past the Granose group has included Granose Flakes and Gran-

of interest to mention here that Granose is a product untouched by human hands, except in the packing operation, and one day we hope that even this may be eliminated, but so far no biscuit firm has been successful in dispensing with hand-packing. Perhaps we shall be first to do this process mechanically!

Unfortunately such revolutionary changes have caused us to part company with some of our good workers in the past, for certain processing which used to be the work of twelve men can now be carried out by three men and one girl.

DIABETIC AND NUT FOODS

This report, so far, may have led many to look upon "Granose" as being the only product of Granose Foods Limited. Actually we manufacture quite a wide range; ranking high in importance are our diabetic foods. These present con-

siderable problems in manufacture and we have devoted much time, during the past year or two, to research work and here, as in other departments, we have greatly improved our standard. Atmospheric conditions play a large part in this work, but thanks to the generous attitude on the part of the Board of directors our equipment has been made more efficient so that we can maintain suitable conditions practically the year round. The result is that to-day we are producing gluten bread to a more regular standard than at any time in our history. Time was when we were at the mercy of every variation in quality of flour and weather conditions, but to-day although we still, to some degree, notice these changes, we have learned ways of counteracting them by means of the added facilities.

We must now say a word about our nut foods. This department gives us perhaps the least cause

for anxiety. It may be this is the reason why it has had so little money spent on it. The fact is that we must give more thought to this department in the near future while we have the market largely to ourselves. The latest addition in this group is the Soya Bean in two varieties and sizes. These are finding a very ready market, but here again we need to speed up the production and cut down costs by introducing more machinery.

I have already gone beyond the intended length of this report and yet I have told you but little of the inner workings, but I feel I should fail in my endeavour if I said nothing of the providential leadings we have experienced. There was a time when I believed that the evidences of providence were confined more to the evangelistic side of our movement, but we have had recently many prominent examples to prove that our prayer-answering God can work just as mightily inside our factory walls as He does outside.

So, with this assurance, we shall continue to strive with our many problems, knowing that He who has led will continue to lead until the work is done.

REPORT OF COMMITTEE ON Credentials and Licenses

LICENSES

THE committee on credentials and licenses rendered the following report which was accepted:

BRITISH UNION CONFERENCE

Ministerial Credentials.—H. W. Lowe, A. S. Maxwell, W. G. C. Murdoch, G. D. King, F. W. Goodall, G. Keough, G. W. Baird.

For Ordination and Ministerial Credentials.—W. L. Emmerson, C. R. Anderson, W. M. Lennox, H. K. Munson.

Missionary Credentials.—A. Carey, J. Rigby, A. Warren, A. J. Raitt, E. E. White, Dr. J. Cairncross, L. Tobiasen.

WELSH MISSION

Ministerial Credentials.—S. G. Hyde, T. H. Cooper.

Ministerial Licenses.—W. G. Nicholson, R. T. Bolton, W. J. Cannon, F. Edwards.

Missionary Credentials.—Miss A. Anderson, Miss I. Seagrave, Miss K. Mahon.

SCOTTISH MISSION

Ministerial Credentials.—L. Murdoch, D. Morrison.

Ministerial License.—A. G. Tapping.

Missionary Credentials.—F. J. Wilmshurst, Miss J. Archibald, Miss A. McRorie.

NORTH IRELAND MISSION

Ministerial Credentials.—E. E. Craven, F. C. Bailey.

Missionary Credentials.—Miss M. Kirby, Miss B. Cleary.

IRISH FREE STATE MISSION

Ministerial Credentials.—J. McMillan.

Missionary Credentials.—E. Zins.

Colporteur Credentials.—C. L. W. Cooke, W. C. Smart (Wales); A. Innes, E. Logan (Scotland).

Colporteur Licenses.—W. H. Walklett (Wales); R. Redhouse, H. D. Howard (Scotland).

Honorary Credentials and all other names are referred to the British Union Committee.

Resolution of Sympathy

WHEREAS, In the distressed areas and elsewhere in our country there are still large numbers of honest people unable to find employment and who, in consequence, are suffering many hardships, and

WHEREAS, Many of our own faithful members are involved in these sad conditions,

Therefore resolved, 1. That we make this a special matter of prayer that those placed in positions of authority may be granted wisdom to enact such laws as shall be for the amelioration of the present distressing situation, and

2. That we express to our own dear, suffering people, our heartfelt sympathy in their time of need, and how greatly we honour them for their faithfulness in adversity.

BRITISH ADVENT MESSENGER

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