

THE LITERATURE PROGRAM OF THE ASSEMBLIES OF GOD

by

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PREFACE

Documents

As a missionary engaged in the production of Christian literature in Nigeria, Africa, for the past 14 years, I have seen the importance of the literature program in the progress of the Assemblies of God missionary work there.

Literature has had an important part to play in the development of the Assemblies of God even in the United States. The recently dedicated headquarters building in Springfield, Missouri, which houses the editorial and administrative offices, and the adjoining Gospel Publishing House, which is the printing department of the Assemblies of God, provides a \$6,000,000 establishment to help further the growth of the church.

This paper is intended as a history of the development of the Gospel Publishing House, a survey of its publications and services, and a study of the extension of the Assemblies of God literature program to foreign fields around the world.

Information for the paper was secured from sources which were sometimes rather inadequate. The main sources of information were the minutes and the reports of General Councils. The activities of the Assemblies of God are usually recorded for periods between General Councils. These periods covered one year in the early organization of the Assemblies of God and two years in later development.



Workers and Building of the Gospel Publishing House
St. Louis, Missouri, 1916



Editorial and Administrative Offices
of the Assemblies of God
Springfield, Missouri, 1962

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AN INTRODUCTION TO THE ASSEMBLIES OF GOD

The Assemblies of God, as a denomination, is a product of the twentieth century. Yet it has its roots deep in the first century. Its fundamental doctrines are based on the belief that the Book of the Acts of the Apostles in the New Testament is not just a historical record of the first church but a pattern that God set for the establishing of Christian worship for all time.

About the first of this present century there was a new interest manifested by Christians in many lands in returning to the principles set forth in the New Testament. The trend toward modernism and liberalism was making itself felt in many denominations. But among many evangelical believers there was a deep spiritual hunger and a conviction that the Bible was not merely a collection of myths but was the inspired Word of God, a true authority for Christian faith and behavior.

As this spiritual hunger was intensified and earnest Christians searched the Scriptures carefully, God began to respond to the prayers for revival and poured out His Holy Spirit upon groups simultaneously--in the United States, Great Britain, Holland, Germany, Norway, Sweden, and upon missionaries of many denominations. This outpouring was accompanied by the same phenomenon which characterized the effusion of the Spirit on the Day of Pentecost, as recorded in the second chapter of the Acts of the Apostles--speaking with other tongues.¹

¹ Public Relations Department, Assemblies of God, In The Last Days, Springfield, Missouri, 1962, pp. 4, 5.

On January 1, 1901, God poured out His Holy Spirit in Bethel Bible College, Topeka, Kansas, where Agnes Ozman became the first of millions in the twentieth century to experience the Pentecostal baptism. The revival spread through Kansas, into Missouri, southward to Texas, and finally to the West Coast. Here it broke out anew in 1906 in the Azusa Street Mission of Los Angeles.

It is impossible to trace the stream of Pentecostal history in every direction from this point because of its rapid spread. Of special significance, however, was the revival that broke out among students at the Christian and Missionary Alliance ministerial training school at Nyack, New York, where four men who were to become early leaders of the Assemblies of God received the Holy Spirit.

In January, 1907, a revival in Indianapolis was responsible for the conversion of J. Roswell Flower, first general secretary of the Assemblies of God and one of the first persons to begin a literature program in this new movement.²

These revivals resulted in many new churches being established in the United States. The churches went by many different names and had little association with each other. Confusion in doctrinal teachings and the desire for fellowship led to the first effort in cooperative fellowship in the southeastern states.

An early effort to print the news of this Pentecostal revival was made by Mark M. Pinson, who published the Word and Witness.

² Ibid., p. 6.

Another early periodical was Apostolic Faith, published by E. N. Bell. At a camp meeting in Eureka Springs, Arkansas, in the summer of 1913, Pinson and Bell decided to join forces. Taking the name of the Word and Witness and the format of Apostolic Faith, Bell began publishing the new paper monthly at Malvern, Arkansas.³

Near the end of 1913 the Word and Witness issued a call for a general council of Pentecostal ministers to convene in Hot Springs, Arkansas, in the spring of 1914--the call that culminated in the founding of the Assemblies of God. The date was set for April 2 to 12, 1914.

Five of the basic reasons for calling the general council were: (1) to achieve better understanding and unity of doctrine, (2) to know how to conserve God's work at home and abroad, (3) to counsel on protection of funds for missionary endeavors, (4) to explore the possibilities of chartering churches under a legal name, and (5) to consider the establishment of a Bible training school with a literary division.⁴

More than 300 persons, including 125 pastors and evangelists from 20 states and several foreign lands, attended the convention.

E. N. Bell was elected temporary chairman and J. Roswell Flower was named temporary secretary. A constitution was agreed upon and a central governing body appointed. The group agreed to incorporate as the General Council of the Assemblies of God.

³ Ibid., p. 9.

⁴ Ibid., p. 11.

Fifty-eight men signed these incorporation papers on October 13, 1914.⁵

J. Roswell Flower had been publishing a periodical, The Christian Evangel, at Plainfield, Indiana. His paper and E. N. Bell's Word and Witness became the official organs of the new organization.

After the executives had been empowered to call another council meeting, the convention closed. Thus, the General Council of the Assemblies of God was born. Like any other infant organization, the Assemblies of God started on a small scale. In the seats of responsibility and authority were two men whose influence and direction of affairs are still being felt. As chairman, Eudorus N. Bell was also publisher of the Word and Witness. The secretary of the organization was J. Roswell Flower, who at the time of the first General Council was pastor of a small church in Indianapolis and at the same time editor of the Christian Evangel. Published in Plainfield, Indiana, the Christian Evangel was the first weekly periodical in the Pentecostal movement and was the forerunner of the Pentecostal Evangel, which is today the official organ of the Assembly of God.⁶

The two chosen as officers of the new organization were both men who published periodicals. This may have had much to do with the emphasis placed on literature right from the beginning of the organization of the Assemblies of God. And there is no doubt but

⁵ Ibid., p. 12.

⁶ Ibid., p. 16.

that the literature program has contributed greatly to the present position of the Assemblies of God.

As of April, 1963, there were 8,302 Assemblies of God churches in the United States, with 514,532 members. The Assemblies of God counts only baptized adults as members, and also counts only those who are active in their local churches.

There are currently 9,957 ordained ministers and 4,948 licensed ministers in the organization.⁷

The increase in numbers of Assemblies of God churches throughout the years resulted in the establishing of local churches into districts, usually following state boundaries. Each of these districts elects officials who not only serve the districts, but also represent the churches and ministers of the area on various boards and presbyters of the national organization.

Today, local churches form the broad base of the denomination. Though each church is self-governing, the district organizations grant licenses and ordination to ministers. The international organization through its biennial general council meeting and/or through its elected officers sets general policy and performs the national and world-wide ministries of the church.

As the number of local churches has increased, more services and ministries have been added to the national organization. At first the headquarters operation was limited to issuing

⁷ Public Relations Department, Assemblies of God, Official Statistics of the Assemblies of God (a pamphlet), Springfield, Missouri, April, 1963.

ministerial credentials, some printing and collecting funds for missionary support. Gradually these areas were expanded and other departments added as the fellowship developed a wider range of ministry.⁸

A brief statement concerning the various departments of the Assemblies of God might give a fuller understanding of the present scope of this organization. These departments are:

Department of Benevolences--Executive Director, Charles W. H. Scott; Secretary, Curtis W. Ringness. Through the work of the Benevolences Department, assistance is provided to Hillcrest Children's Home in Hot Springs, Arkansas. This home is for otherwise homeless and underprivileged children, who, in most cases, have come from broken families.

Another project of the Benevolences Department is the Bethany Retirement Home in Lakeland, Florida, for aged ministers and missionaries. The office also assists in raising funds to help retired ministers who do not live in the home.⁹

Christ's Ambassadors Department--Executive Director, Howard S. Bush; Secretary, Owen Carr. The Christ's Ambassadors Department, established nationally in 1941, is the youth arm of the Assemblies of God. Directed on a district level by the Christ's Ambassadors president, the program includes youth rallies, camps and programs to encourage Christian service for young people.

⁸ Public Relations Department, Assemblies of God, Many Members, One Body, Springfield, Missouri, 1962, p. 5.

⁹ Ibid., pp. 6, 7.

Each month the department publishes a youth-slanted magazine, the C. A. Herald. To aid churches in holding youth and in developing potential for Christian service, the department prepares a quarterly leadership manual, the C. A. Guide. A third publication issued by this department is Campus Ambassador, a free bimonthly magazine for college and university students.

There are approximately 95,000 young people enrolled in their local Christ's Ambassadors groups.¹⁰

The Christ's Ambassadors Department also maintains an active servicemen's division whose ministry is interdenominational in scope. Free literature--At Ease, Reveille and other tracts--is provided for distribution to servicemen. More than seventeen million copies of Reveille have been printed since its inception in 1941. This department also maintains contact with 24 Assemblies of God chaplains in active service.

Another program of this department is Speed-the-Light, a unique youth missionary effort which provides vehicles, printing machinery and radio equipment for Assemblies of God missionaries. The total giving by young people for this program passed the four-million-dollar mark in April, 1962.¹¹

Department of Education--Executive Director, Charles W. H. Scott; Secretary, Hardy Steinberg. The Education Department, organized in 1937, sets standards for endorsement of Assemblies

¹⁰ Official Statistics of the Assemblies of God, op. cit.

¹¹ Many Members, One Body, op. cit., pp. 8, 9.

of God schools. Included among these schools are two high schools, one in Canyonville, Oregon, and the other in Waxahachie, Texas.

There are two junior colleges, at Kirkland, Washington, and at Waxahachie, Texas.

Liberal arts colleges are established at Costa Mesa, California, and at Springfield, Missouri.

Then there are seven Bible institutes and colleges which offer bachelor's degrees in Bible, Christian education, sacred music and missions.¹²

Department of Evangelism--Executive Director, Howard S. Bush; Secretary, Burton Pierce. Established in 1954, the Department of Evangelism is concerned with the hundreds of evangelists in the Assemblies of God and with the evangelistic program of local churches. An annual Directory of Evangelists is published. Evangelism has always been the essential purpose of the Assemblies of God, and it is the responsibility of the Evangelism Department to coordinate the soul-winning efforts of the movement.¹³

Department of Finance--Executive Director, Martin B. Netzel; Administrative Assistant, Samuel C. Ohler. The Finance Department, officially established in 1947, is responsible for funds received and disbursed at the Assemblies of God headquarters.

The operations are under the general treasurer and are organized into five divisions: (1) accounting, (2) data processing,

¹² Ibid., p. 11.

¹³ Ibid., p. 12.

(3) budgetary control, (4) cashiering, and (5) payroll, loans and insurance.

While primarily an internal operation, the department supplies reports, retains all financial records, and promotes a stewardship division.

The Finance Department is responsible for the paying of salaries to approximately 600 employees and personnel at headquarters. The yearly payroll is now in excess of two million dollars.¹⁴

Department of Foreign Missions--Executive Director, J. Philip Hogan; Secretary, Robert T. McGlasson. Besides selecting and sending out missionaries, the Foreign Missions Department encourages the national work abroad. This department, established in 1919, is one of the oldest in the organization.

Today there are 826 missionaries under appointment for foreign service. They work in 73 different countries. There are 12,437 foreign national workers serving 15,382 foreign churches and preaching points. These ministers have been trained in our own Bible schools, which now number 73. Foreign membership is 1,429,600.¹⁵

In 1962 the Assemblies of God churches in the United States gave \$4,865,804.30 for the support of the foreign missions program.¹⁶

¹⁴ Ibid., p. 13.

¹⁵ Official Statistics of the Assemblies of God, op. cit.

¹⁶ Promotions Division of the Foreign Missions Department, Assemblies of God, Springfield, Missouri, Key, 2nd quarter, 1963, p. 3.

Preparing and distributing Christian literature is a primary activity of the foreign missions department. An extensive discussion of this phase will be given later in this paper. For the present it will be sufficient to say that gospel literature is being printed and distributed in more than 150 languages and dialects on all continents throughout the world.

The Foreign Missions Department publishes a bimonthly periodical, Global Conquest, distributed to 150,000 readers, highlighting missionary activity of the Assemblies of God in literature, training of national workers and mass evangelism. The department also issues Call To Prayer, a monthly devotional bulletin. Each week the Pentecostal Evangel devotes at least two pages to foreign missions, and once a month the entire issue of the Evangel is exclusively a missionary edition.

General Council Executive Offices. Management of the headquarters is entrusted to the executive officers. Officials now serving in headquarters positions are: Thomas F. Zimmerman, general superintendent; five assistant general superintendents-- Howard S. Bush, J. Philip Hogan, Gayle F. Lewis, Charles W. H. Scott and Bert Webb; the general secretary, Bartlett Peterson; and the general treasurer, M. E. Netzel.

General Services. Internal services for headquarters are handled through this office. Included in areas of service are Public Relations, Personnel, Purchasing, Communications and Maintenance. The House Reporter is the official employee

publication.¹⁷

Home Missions--Executive Director, Gayle F. Lewis; Secretary, R. L. Brandt. The Home Missions Department was authorized in 1937 to correlate and promote church extension and special ministries in the United States and Puerto Rico. There are 339 special workers appointed as home missionaries. They minister among the American Indians, Jews in the United States, the deaf, the blind, teen-age gangs in big cities, Alaskans, prisoners and foreign language groups in the United States.¹⁸

Men's Fellowship Department--Executive Director, Howard S. Bush; Secretary, Burton Pierce. The purpose of Men's Fellowship is to unite men--laymen and ministers--into an effective, spiritual, soul-winning team for God. The department was organized in 1954 to help local chapters, provide promotional materials, and encourage a constant place of ministry in the church program. Through Men's Fellowship, a strong personal evangelistic drive, known as Action Mandatory, is conducted three months each year. Light for the Lost, the men's missionary program, supplies literature and helps for overseas evangelistic campaigns in cities around the world.

Royal Rangers is a program to tie men into the responsibility of giving leadership to a scouting-type activity for boys from nine through seventeen years of age.

¹⁷ Many Members, One Body, op. cit., p. 19.

¹⁸ Ibid., pp. 20, 21.

The department publishes a monthly magazine called Team, edited by Loren Beans. This pocket-size magazine carries articles slanted toward the interest of men and reports on Men's Fellowship chapters throughout the nation. Serving as coordinator, the Men's Fellowship Department also provides promotional and instructional literature for the churches, including a Men's Fellowship planner with monthly helps for leaders.¹⁹

Radio Department--Executive Director--Bartlett Peterson; Secretary, D. V. Hurst. A half-hour radio broadcast released on a coast-to-coast network and on some independent stations, including 50 outside the United States, is sponsored by the Radio Department. The program, called Revivaltime, features C. M. Ward as speaker.

The mail response to the program averages 12,000 to 15,000 letters each month. More than 3,000,000 pieces of literature, including books and sermons, have been printed and distributed throughout the world as a part of the radio project.²⁰

Sunday School Department--Executive Director, Charles W. H. Scott; Secretary, Charles W. Denton. The Sunday School Department is designed to strengthen the local church in Christian teaching and reaching through the Sunday school. Through conventions, conferences, seminars, pamphlets, letters and other avenues, the department promotes Sunday school emphasis throughout the fellowship. As the Sunday schools of the Assemblies of God

¹⁹ Ibid., p. 22.

²⁰ Ibid., p. 23.

have been closely associated with the literature program, further information about this department will be given later.

At present the combined Sunday school enrollment of the Assemblies of God in the United States is 996,660. There are 105,849 Sunday school teachers and workers in these Sunday schools.

Publications handled by the department include the Sunday School Counselor, a monthly periodical for Sunday school workers, edited by Gwen Jones; the Superintendent's Planner, a leadership quarterly, also edited by Gwen Jones; Dart, a monthly promotional packet to keep district directors informed of Sunday school trends and provide them with publicity materials; and Span, a monthly publication for sectional representatives.²¹

Women's Missionary Council--Executive Director, Gayle F. Lewis; Secretary, Mrs. Mildred Smuland. This department was organized in 1953 to supervise local women's groups throughout the United States. The Women's Missionary Council serves five areas: (1) foreign missions, (2) home missions, (3) benevolences, (4) district, and (5) local church and community.

More than 25,000 girls participate in the Missionette program, an auxiliary of the Women's Missionary Council. There are two age groups in the auxiliary--nine to eleven, and twelve to seventeen.

Two quarterly magazines are prepared and published by the department--WMC Slant for Women's Missionary Council leaders, and

²¹ Ibid., p. 25.

Missionette Memos for Missionette leaders and sponsors.²²

Church School Literature--Executive Director--Charles W. H. Scott; Editor, Ralph W. Harris. One of the principal reasons for establishing the Assemblies of God nearly 50 years ago was to produce literature for churches and Sunday schools of the movement. At the present time the Church School Literature Department produces more than 60 publications including quarterlies, Sunday school papers, visual aids and vacation Bible school materials. The total circulation of church school literature publications is nearly two and one-quarter million at each printing.²³

The work of this department will be covered more thoroughly in the following discussion of this paper.

Gospel Publishing House. The Gospel Publishing House is the oldest function of the Assemblies of God headquarters. In fact, the printing endeavor and the name is as old as the denomination itself. For many years most of the activities of the headquarters offices did business under the name of the Gospel Publishing House, and it is only in recent years that this name has been attached specifically to the publishing program.

The growth of this institution from its beginning nearly 50 years ago to its present program constitutes the main theme of this paper, and most of the following discussion will be devoted to this subject. The total value of land and equipment of the Gospel Publishing House on April 1, 1963, was \$2,697,471. The

²² Ibid., pp. 27, 28.

²³ Ibid., p. 18.

daily printing of literature is more than ten tons.²⁴

Although not yet 50 years old, the Assemblies of God has taken a leading place among evangelical denominations. According to figures compiled from the 1962 Yearbook of American Churches by the Public Relations Department, the Assemblies of God now ranks eighth in the number of churches among the over 200 Protestant denominations in the United States, eighth in number of ministers, eighth in number of Sunday schools, sixth in number of Sunday school workers, eleventh in Sunday school enrollment, twenty-sixth in church membership (the Assemblies of God counts only adult members who are active in the church), sixth in the number of foreign missionaries and first in the number of foreign Bible schools.²⁵

THE BEGINNING OF THE GOSPEL PUBLISHING HOUSE

The Pentecostal movement which began around 1900 developed a number of periodicals.

J. Roswell Flower, one of the first publishers in the newly organized Assemblies of God, has said:

When in the early days of this century God began to pour out His Holy Spirit as He did on the Day of Pentecost, there was a great desire in the hearts of many to spread the tidings far and near. Some were constrained to go to the uttermost ends of the earth to preach the full gospel message. Others devoted their time and strength to the publication of papers

²⁴ Ibid., p. 18.

²⁵ Public Relations Department, Assemblies of God, "How the Assemblies of God Ranks," Springfield, Missouri, 1963.

and tracts. Most of these publications were sent out free. The motive back of these periodicals was simply to broadcast far and near the message of the last days or the latter rain baptism in the Holy Ghost.²⁶

Most of these publications soon ceased being printed simply because there was no consistent income to keep them going.

The first of these publications of any consequence was The Apostolic Faith, a monthly periodical printed in Houston, Texas, by E. N. Bell. Another was The Word and Witness, edited by Mack M. Pinson of Alabama.

In 1913, when E. N. Bell and Mack Pinson decided to join forces, their two papers were merged under the name of Word and Witness.

When E. N. Bell went to Malvern, Arkansas, as pastor of the Pentecostal church there, he continued to publish Word and Witness in that city.²⁷

In Malvern, Word and Witness, which was published monthly, gained a circulation of about 25,000.²⁸

There was another Pentecostal periodical that was gaining a widening circulation at this time. It was The Christian Evangel, started in July, 1913, by J. Roswell Flower, and published by

²⁶ Darrel D. Madsen, "The Origin and Development of the Pentecostal Evangel," Southwestern Bible College, Waxahachie, Texas, Nov. 25, 1953, p. 3.

²⁷ In the Last Days, op. cit., p. 9.

²⁸ Spreading the Pentecostal Message Across America and Around the World, a pamphlet, no date or author, issued from the office of the editor of the Pentecostal Evangel.

him on a weekly basis at Plainfield, Indiana.²⁹

Flower was a young man in his early twenties who had had some experience as a printer. Because he felt the desire to spread the message of Pentecost by the printed page, he considered publishing a weekly paper and charging a subscription price. This was a departure from the usual method of free distribution.

Having inherited a small sum of money to use as capital, he began his project in Plainfield where there was a small country printer who could get the paper out. Copy for the publication was prepared by Flower and given to commercial linotypers for setting the type. Flower, as editor, did all the work of making up the forms in the print shop and mailed out the papers after printing. He paid only for the composition and the presswork, and the rest of the work was done by himself. His wife and relatives helped him mail out the paper each week.³⁰

His wife, Alice Reynolds Flower, also wrote comments on the International Union Sunday School Lessons for publication in The Christian Evangel.³¹

At this time The Christian Evangel had eight pages and was about nine inches by twelve inches in sheet size.³² Circulation

²⁹ Loc. cit.

³⁰ Madsen, op. cit., p. 5.

³¹ Donald F. Johns, A Philosophy of Religious Education for the Assemblies of God, a dissertation for Doctor of Philosophy in the School of Education of New York University, June, 1962, p. 131.

³² Eleanor Parry, A Cumulative Author and Subject Index of the Pentecostal Evangel, unpublished, Springfield, Missouri, 1960, p. X.

began with 1,000 copies and gradually increased.³³

It was the Word and Witness that gave the first call for a conference of Pentecostal believers to meet in Hot Springs, Arkansas on April 2 to 12, 1914. The purpose of the convention was recorded in the minutes of that meeting:

For a number of years, God has been leading men to seek for a full apostolic gospel standard of experience and doctrine. Some fourteen years ago, in answer to prayer, the Lord began to pour out His Spirit in Kansas, then in Texas, and some eight years ago it reached Los Angeles, California, and from there it soon became scattered over the civilized world. It has been so aggressive that almost every city and community in civilization has heard of the Latter Rain outpouring of the Holy Ghost, with many signs following, and not only has civilization been affected to more or less degree, but hundreds of missionaries have consecrated themselves and gone forth until almost every country on the globe has heard the message and also the prophecy which has been predominant in all this great outpouring, which is 'Jesus is coming soon,' to this old world in the same manner as He left it to set up His millennial kingdom and to reign over the earth in righteousness and peace for a thousand years.

As it is true in all great religious awakenings, as evidenced by past history, all kinds of chaotic conditions have been manifested, and as this great movement of God has no man nor set of men at the head of it but God to guide and mold it into clean-cut Scriptural paths by the Holy Spirit, individualism has been the human order of the day, every man being a law unto himself, and consequently that Scriptural cooperation and fellowship which go far to guarantee the presence and power of God have not been realized in the past in its fullest measure, but as we appropriate the divine order we shall experience the divine presence and power in that respect.

Several months ago men's hearts were calling for help to adjust these matters and open the way by which the ministerial, missionary, publishing and school interests might be advanced to the glory of God.

³³ Madsen, loc. cit.

And we believe in answer to our hearts cry, a number of representative workers of the Pentecostal movement in various parts of the country called a General Council, as was published in Word and Witness for several months prior to the session, to be held at Hot Springs, Arkansas, April 2 to 12, 1914.³⁴

At this convention E. N. Bell was chosen to be the first chairman of the General Council of the Assemblies of God, and J. Roswell Flower was appointed first secretary of this new fellowship. Both men offered to turn their periodicals over to the General Council. The Council then decided to recognize both magazines as official publications and asked the men to continue as editors.³⁵

This first General Council recommended the two magazines to the fellowship. A motion was passed that all ministers and laymen be appointed to secure all the subscribers possible for the periodicals.

A pastor in Findlay, Ohio, T. K. Leonard, had a small printing press in connection with his church. He made his equipment available to the new organization.³⁶ The equipment of E. N. Bell and J. R. Flower was taken to Findlay and installed in small quarters provided by the church.

The Gospel Publishing House was thus set up as the publishing agency of the new General Council of the Assemblies of God,

³⁴ Minutes of the First General Council, April 2-12, 1914, p. 4.

³⁵ Spreading the Pentecostal Message..., op. cit., p. 1.

³⁶ Klaude Kendrick, The Promise Fulfilled, Gospel Publishing House, Springfield, Missouri, 1961, p. 108.

and it began its operations at Findlay the summer of 1914. Here Editors Bell and Flower carried on the publication of the Word and Witness as a monthly and The Christian Evangel as a weekly. The Christian Evangel was enlarged in page size to 17½ by 12 inches but reduced to four pages in content. Later it was changed back again to its original size and number of pages.

By August 22, 1914, the combined circulation of the two papers was approximately 25,000 a month. Because of this circulation, which was considered large for that time, these official organs were greatly used in consolidating and coordinating the work of the young organization.³⁷

Right from the beginning, the new literature program contributed to the growth and expansion of the Assemblies of God. This was especially noticeable in missionary endeavors. By this time there were a number of missionaries already on foreign fields. Support for their work came through letters from friends in the United States. In an effort to gain further support, many missionaries joined the new fellowship. Of necessity, the missionary policy of the church was limited. The program, up to 1917, consisted largely of publicizing the needs of missionaries and forwarding available money. Thus it was that E. N. Bell wrote in the August 22, 1914, Christian Evangel:

Because of this great circulation (25,000), our papers are enabled to be strong agencies for use of missionaries, carrying the needs of the field direct to those in the homeland who have some of the Lord's money, who in turn respond to the need and send it

³⁷ In the Last Days, op. cit., p. 17.

to us to be forwarded, which we gladly do without charging a cent for postage, cost of drafts, or time consumed in taking care of this phase of the work. ...We, therefore, urge upon our readers the necessity of laying aside a portion for the missionaries each week, even but a ten-cent piece.... We will gladly forward free, any sum whether it be great or small.³⁸

Faced with many administrative problems and growing pains at Findlay, and authorized by the Hot Springs convention to convene another Council, the executive presbyters, through Bell and Flower, issued a call for the second General Council to convene at the old Stone Church in Chicago on November 15, 1914.³⁹

This second Council adopted the following resolution:

Whereas, the printing press has been one of the principal means whereby the special testimony of great spiritual movements has been most widely and rapidly promulgated, and

Whereas, the very life of the papers now owned and controlled by the General Council depends on equipment which will make them self-supporting, and,

Whereas, God has used these papers for the last year or more in gathering about \$10,000 for foreign missions, thus making them indispensable to foreign missionary work;

Therefore, be it resolved that the Executive Presbytery be and is hereby authorized to take immediate steps in securing funds through voluntary offerings, subscriptions or the sale of non-participating stock, or in any manner pleasing to God and the Executive Presbytery, of an amount of not less than \$5,000. for a publishing equipment to be owned and controlled entirely by the General Council, and to be used solely for

³⁸ Ibid.

³⁹ Ibid., p. 18.

for the glory of God.⁴⁰

At this Council, also, the first publication other than periodicals was ordered. It was to be a tract entitled, "Advice to Young Converts."⁴¹

As a result of this action, the executives and those engaged in publishing work moved from Findlay, Ohio to 2838 Easton Avenue, St. Louis, Missouri, in the spring of 1915. The move was not difficult, for very little printing and office equipment had been accumulated.⁴²

The Council at Chicago had authorized raising money for publishing equipment, but no money had actually been raised. A Christian man offered to donate a large early-model Huber press, an ancient paper cutter and other equipment. But all these were stored in a barn in Washington, D.C.⁴³ Money would be needed to ship them to St. Louis and to get additional equipment. The two editors managed to secure loans for this purpose. A linotype and a folding machine were purchased second-hand. All these machines were installed in a store room at 2838 Easton Avenue in St. Louis after the floor had been shored up to bear the weight of the printing machinery. The second floor of the building, previously used as an apartment, became the offices of the

⁴⁰ Minutes of the Second General Council, November 15 to 29, 1914, p. 10.

⁴¹ Ibid., p. 11.

⁴² In the Last Days, op. cit., p. 19.

⁴³ Madsen, op. cit., p. 6.

Assemblies of God headquarters.⁴⁴

The machines had hardly been installed when the folder broke down beyond repair and had to be replaced with a new one. The little handful of workers took great pride in their printing plant, especially in the new folding machine, which was the only up-to-date piece of equipment they had to work with.⁴⁵

There was another paper being published in St. Louis under the name, the Christian Evangelist, at that time. To avoid confusion, the name of the Assemblies of God magazine was changed to the Weekly Evangel.⁴⁶ The February 13, 1915 issue of the Christian Evangel was the first to be published in St. Louis, and the March 13, 1915 issue was the first to be published under the new name.⁴⁷

Because Bell was away from the St. Louis office the latter part of his first term as editor, the work was carried on by his assistant, J. R. Flower, who, at this time was general secretary of the Assemblies of God. Later Flower served as secretary from 1935 until 1960 when he retired after having been associated with the Assemblies of God longer than any other official. He is the only living person who has attended all the General Councils of the Assemblies of God.⁴⁸

⁴⁴ In the Last Days, op. cit., p. 19.

⁴⁵ Spreading the Pentecostal Message, op. cit., p. 2.

⁴⁶ Loc. cit.

⁴⁷ Johns, op. cit., p. 131.

⁴⁸ Parry, op. cit., p. X.

A third General Council was called at St. Louis October 1 to 10, 1915. The organization of the young denomination began to take shape a little more definitely with the preamble to a constitution agreed upon.

...Therefore, be it resolved, first, that we recognize ourselves as a general council of Pentecostal saints from local churches of like faith, whose purpose is neither to legislate laws of government, nor usurp authority over said various assemblies, nor deprive them of their Scriptural and local rights and privileges, but to recognize Scriptural methods and order of worship, unity, fellowship, work and business for God, and to disapprove of all unscriptural methods, doctrines and conduct, endeavoring to keep the unity of the Spirit in the bonds of peace;

Resolved, second, that we recognize the above said assemblies and when speaking of them refer to them by the general Scriptural name, 'Assemblies of God,' and recommend that all recognize themselves by the name and adopt it as soon as practicable for the transaction of business, owning property, executing missionary work in home and foreign lands and for general convenience, unity and fellowship.⁴⁹

At this third General Council an important resolution was passed on Friday morning, October 8:

Resolution on Publishing House

Whereas, ever since the Word and Witness and the Weekly Evangel became the property and official organs of the General Council of the Assemblies of God and the need arose for establishing a permanent printing and publishing plant to take care of our publications in a satisfactory manner, the problem has been before us of placing said publishing plant on a self-supporting basis, and of making the papers truly representative of the spirit and purpose of the General Council according to its constitution formulated at Hot Springs, and

Whereas, under present management and business methods the papers have been unable to meet these

⁴⁹ Minutes of the Third General Council, October 1 to 10, 1915, p. 3.

requirements both as to the editorial and spiritual matter published and their financial operation, the problem is now before us as to whether or not we shall retrench in order to reduce the expenses of the publishing plant in some manner or that we shall find some other means of meeting the emergency, and

Whereas, it is a well known fact, as well as Scriptural statement, that the children of this world are wiser than the children of light, in dealing with these problems we must take them up from a strictly business standpoint, profiting by the procedure of other publishing houses who find themselves placed in similar circumstances, and

Whereas, steps should be taken to accomplish these desired objects, therefore we recommend that the following resolution be adopted by the Council:

Resolved, that this Council recommend to the Executive Presbytery that it appoint for the management of the publishing plant three brethren who shall undertake to operate the plant under the control of the Executive Presbytery, in such a way as shall express the spirit of the constitution as adopted at Hot Springs, Arkansas, in April, 1914, and also that such business methods be adopted as shall place the publishing interests on a sound and secure financial basis.⁵⁰

The Executive Presbytery met and appointed three men as a managing committee of the papers. They were J. W. Welch, J. R. Flower and William G. Schell. The managing committee was requested to consider and formulate plans for a campaign on the field with the threefold object of securing donations, subscriptions and other support for the papers and the publishing plant.

At this third Council, John W. Welch was elected as chairman of the Assemblies of God. He moved to St. Louis to take up his duties in that office and also to be editor of the two periodicals being published. Like E. N. Bell, Welch was one of the prominent

⁵⁰ Ibid., p. 7.

men in the formative years of the Assemblies of God. When it was organized in 1914, he was appointed as one of the 12 executive presbyters. He served as chairman of the General Council from 1915 until 1920 and again from 1923 to 1925. He was secretary of the organization from 1920 to 1923. In 1931 he was invited to Springfield, Missouri, to be president of Central Bible Institute, the theological school of the Assemblies of God, and he served there until 1938. To the students he was affectionately known as "Daddy" Welch. On the campus of Central Bible Institute, John Welch Hall, the men's dormitory, is named in his memory. His death occurred on July 14, 1939.⁵¹

In 1916 Stanley H. Frodsham joined the staff at the printing plant in St. Louis. That same year the two magazines being published were combined into one which was called The Weekly Evangel. The size of the new publication was increased from 8 to 16 pages. The subscription rate was one dollar per year.⁵²

That year at the Fourth General Council in St. Louis, October 1 to 7, a resolution was passed "that the Gospel Publishing House, with all its interests, including all papers and periodicals, be and is hereby committed permanently into the hands of the Executive Presbytery to supervise and direct, also to appoint such help as is needed to conduct the same."⁵³

⁵¹ Parry, op. cit., p. XI.

⁵² Spreading the Pentecostal Message, op. cit., p. 2.

⁵³ Minutes of the Fourth General Council, October 1 to 7, 1916, p. 6.

This Council also passed a resolution that the General Council office matters should be separated from the Gospel Publishing House matters by opening up a separate office for the General Council as soon as it seemed practicable to do so.

The following year at the Fifth General Council in St. Louis, September 9 to 14, 1917, Chairman J. W. Welch gave this report:

Referring to the General Council office, that office during the past year has been established separately from the Publishing House, according to the plan devised by the 1916 Council. The resources derived from the distinctive work of the Council office, together with the offerings sent in for that purpose, have been sufficient to maintain the office and support the chairman.⁵⁴

An important feature of the chairman's report and one in which all were interested was the report of the business and conditions of the Publishing House and The Weekly Evangel. The report contained much to encourage the Council. It showed that God had given another year of prosperity to the Publishing House. Business had increased in a very satisfactory way, and friends of the work had contributed liberally to the support of the interests, making it possible for the Publishing House to be entirely out of debt.

The report also revealed that the continuance of the paper and the Publishing House depended upon the hearty support of the members of the churches. Expenses could not be met without donations. During the year a very generous gift was received from a friend, enabling the officials to meet all incumbent liabilities.

⁵⁴ Minutes of the Fifth General Council, September 9 to 14, 1917, p. 7.

This gift also made it possible for the season of depression, occasioned by the declaration of war and the naturally dull summer season, to be passed without deficit.

A feature of interest to everyone was the report that the General Council was publishing a paper in Spanish in addition to the Evangel in English. This paper, La Luz Apostolica, under the management of H. C. Ball of Brownsville, Texas, was carrying the Pentecostal message to Spanish-speaking people. An appeal was made for funds to be sent to Ball to help him publish his paper.⁵⁵

Of even greater significance was a resolution passed by this Council recommending to the Executive Presbytery that they do their best to make provision for and stimulate interest in Sunday schools for the children and young people in the churches.⁵⁶

In the meeting of 1917 Flower stepped out of office and Stanley H. Frodsham was elected in his place to fill both the offices of general secretary and assistant editor of periodicals.⁵⁷

The war created difficulties for the young organization. The April 6, 1918 issue of The Weekly Evangel said:

Since the beginning of the war in 1914, paper and materials have generally doubled in price, and in some things trebled. Help in the office costs more. All this has increased the burden. For several years The Weekly Evangel at one dollar a year for fifty issues has run short about \$5,000 in paying expenses.

⁵⁵ Ibid., p. 8.

⁵⁶ Ibid., p. 21.

⁵⁷ In the Last Days, op. cit., p. 20.

Why We Handle Books

Of course in handling books and Bibles we are doing it primarily to meet the needs of the brethren and to serve them to the glory of God. But there is, besides this, a real and terrible necessity upon us to increase the income of the house so as to cover this loss of \$5,000 above mentioned. For years all profits on books have been poured into this \$5,000 hole to fill it up.

Business Really Better

The volume of our business the past winter and the volume of money received has increased over the previous winter about one-third, a blessed and remarkable increase. We are not losing an inch, but...growing and increasing. If materials had increased only one-third, we would be all right, but in some cases materials and unavoidable expenses as a result have increased three times over.⁵⁸

Because of all these difficulties, the publication of the Evangel was reduced to 26 issues a year while the war was on.

In the spring of 1918 it became evident that larger quarters for the printing plant were necessary. Having received a gift of about \$3,600 for expansion purposes, the officials searched for a suitable building in St. Louis but found none which would be adequate for expected growth.

E. N. Bell, who had returned to St. Louis the previous year to assist J. W. Welch, was sent on a tour of near-by states. He returned with a report of an excellent buy in Springfield, Missouri, ideal premises for a printing plant and publishing house that could be obtained for one-fourth its value of \$12,000. J. R. Flower was dispatched to the city to confirm the report and

⁵⁸ "A Great Change and Why," The Weekly Evangel, April 6, 1918.

and proceed with the purchase of the property. He was also asked to oversee the moving and setting up of the printing equipment in the building.

There were many good reasons for locating in Springfield. Real estate prices were lower than in large cities. Springfield was the center of an excellent rail system for the distribution of mail throughout the country. Its civic leaders were enthusiastically welcoming the proposed move of the Publishing House to their city. It is doubtful that better cooperation could have been obtained from any other town or city in the United States.⁵⁹

A two-story brick building on the corner of Lyon and Pacific was purchased. The Springfield building, about 45 by 65 feet in size, had formerly been used for a grocery store and meat market. Rooms on the second floor were readily adapted for offices without remodeling. Adjoining property, consisting of small frame residential units, was purchased later to permit expansion of the plant.

A report of the move was carried in the June 1, 1918 issue of The Christian Evangel:

Like the dove that was sent out from Noah's ark, we of the Gospel Publishing House have not, for some time past, been able to find any rest for the soles of our feet. For some years we have been cramped up in small, inconvenient, dingy, unhealthy quarters in one of the dirtiest parts of St. Louis, and many have been the prayers that have been breathed up to heaven that we might be able to find a more commodious and clean location.

⁵⁹ Carl Brumbeck, Suddenly From Heaven, Gospel Publishing House, Springfield, Missouri, 1961, p. 43.

...During the past two weeks we have been in the throes of moving. We could not fill orders promptly because our goods have been on freight cars coming down from St. Louis. We are now sitting on a dry goods box at an old grocery counter preparing the press copy for the paper. Owing to our machinery not being put up yet, we are compelled to have the present issue of the Evangel printed out. We must apologize for its belated appearance, but we have gotten the paper out as soon as we possibly could under the circumstances.

It is necessary to have to make a number of alterations, to have some plumbing put into the building, and also to put in a heating plant before the winter comes.⁶⁰

Books advertised in this issue of the Evangel were:

The Doctrine of Holiness by Evangelist L. Wooteem.
Outline Studies in the Book of Revelation by
 C. W. W. Turner, \$1.00 for the cloth edition,
 57 cents for the paper-back.
The Revelation by A. C. Gaeblein, 60 cents.
The Book of Revelation by D. W. Myland, 85 cents.
Lectures on the Book of Revelation by W. Lincoln,
 85 cents.
Book of the Revelation by C. W. M. Turner, cloth
 \$1.00, paper 57 cents.

Every effort was made by the officials to encourage the churches and their members to increase their support for the publications of the Gospel Publishing House. The June 15, 1918 issue of The Christian Evangel included the following article:

Your Publishing House and Ours

Workers together with Him! Not individuals working apart from Him and apart from the brethren, endeavoring to build some mushroom spiritual movement around themselves.

Our part at the Gospel Publishing House is to be a spiritual munitions factory. Many tons of spiritual dynamite, carloads of 'high explosive,' must be turned

⁶⁰ "The Gospel Publishing House Moves to Springfield, Missouri," The Christian Evangel, June 1, 1918.

out these days. No carnal weapons, but that which does immense damage to the strongholds of the enemy of souls-- the living truth that sets free hosts of the unwilling captives of the enemy.

...Another feature of our work is to be a commissariat for some of those who have gone 'over the top' right into the enemy's positions to the regions beyond. Do not forget your part in the matter of seeing to it that the needs of our two hundred Pentecostal missionaries who are 'over there' in the hardest part of the battlefield are fully met. To equip them and do full justice in the fight, \$5,000 a month should go through this distributing center.⁶¹

The war and associated troubles added to the difficulties that were naturally a part of getting started on the new premises. The October 19, 1918 issue of the Evangel carried this notice:

At the moment of writing, three of our staff are absent through the prevailing epidemic of influenza, and this has thrown us behind somewhat with our orders. By the time this copy of the Evangel is in the hands of our readers, we trust we shall have prayed through the present situation, and that this difficulty will be righted. We trust all who have sent in orders will be patient with us under the circumstances.

Mechanical troubles did not lessen problems. The same issue of the Evangel also explained:

We have been somewhat hard put to it of late at the Gospel Publishing House through shortage of labor, and we have not been able to secure other printers in Springfield. That is why the paper has been late, and we have not been able to catch up after the recent breakdown of the press.⁶²

Following the move to Springfield, it was decided to have the next General Council there. At this Council J. W. Welch was

⁶¹ "Your Publishing House and Ours," The Christian Evangel, June 15, 1918.

⁶² "Your Order Being Late," The Christian Evangel, October 19, 1918.

re-elected as chairman and S. H. Frodsham as secretary. E. N. Bell was appointed editor of periodicals and manager of the Publishing House. In June of 1918 the official publication of the Council was again named The Christian Evangel. The monthly Word and Witness had been discontinued by this time.⁶³

At the Council in Springfield the chairman reported the purchase of the new property.

With the help of a gift of \$3,500 and a loan of \$3,000, a new building in Springfield was purchased as headquarters for the General Council and as permanent quarters for the Gospel Publishing House.⁶⁴

E. N. Bell, manager of the Gospel Publishing House, made his report to the Council. He told that during the previous 12 months there had been a substantial increase in the volume of business, the books showing the volume of business or the gross receipts to have been during the year, in round figures, \$23,000, as compared with \$17,000 the year before. Against this, the Publishing House had been to a large expense in moving, and the great increase in the price of paper and in the price of books, Bibles and other commodities used had swallowed up the increase. But if it had not been for the increase, the Gospel Publishing House would have been badly in debt.

A number of improvements were made in the equipment of the Publishing House during the year. A balance of about \$500 remained on hand after the payment of all bills, but against this

⁶³ In the Last Days, *op. cit.*, pp. 20, 21.

⁶⁴ Minutes of the Sixth General Council, September 4 to 11, 1918, p. 3.

was the necessity of installing a heating plant immediately, the cost of which would be from \$1500 to \$2,000. The Council was requested to pray for this need.⁶⁵

And so the Gospel Publishing House was moved to Springfield to begin a program of printing that none of the men then concerned ever dreamed, even in their wildest imaginations, would develop as it did.

EARLY DEVELOPMENT OF THE GOSPEL PUBLISHING HOUSE:
1919-1929

After the end of World War I and with the establishing of the Assemblies of God headquarters and printing plant at Springfield, Missouri, the Gospel Publishing House expanded and prospered.

Interest in Sunday schools, initially symbolized by Mrs. Flower's comments on the weekly lesson in the Evangel, continued to grow. During the first years that the Assemblies of God operated, no Sunday school materials were prepared. The 1917 General Council had recommended that provision be made for Sunday schools. By 1919 there was considerable demand that the Assemblies of God issue its own Sunday school literature. The growing Sunday schools of the Assemblies of God found difficulty in teaching the distinctly Pentecostal tenets from the unfavorable texts available from non-Pentecostal sources.

⁶⁵ Ibid., p. 7.

The officials of the movement decided to experiment and brought J. Z. Kamerer from Findlay, Ohio to Springfield early in 1919 to serve as foreman of the printing plant and to oversee the planned production of Sunday school literature.⁶⁶ Kamerer had been a foreman in the newspaper office in Findlay, where the Assemblies of God publications had first been printed.⁶⁷

The officials of the church did the writing and editing of all the literature during the first years of production.⁶⁸

In 1919 E. N. Bell was again appointed as editor of publications. He prepared a Sunday school quarterly for adult and intermediate classes, and Mrs. J. R. Flower prepared one for junior and primary age children.⁶⁹

At the 1920 General Council Bell reported:

The increase in the circulation of the Sunday school literature was very gratifying. A little over a year ago we began publishing cards, leaflets, and junior, intermediate and adult quarterlies for our Sunday schools. Within one year the total circulation of these has increased from about 4,000 to 26,000.

The "junior, intermediate and adult quarterlies" to which Bell referred were two publications which attempted to meet the needs of three groups, rather than three distinct publications. They were the Pentecostal Quarterly for the Sunday School Intermediate and Adult Grades and the Pentecostal Quarterly for the

⁶⁶ Kendrick, op. cit., p. 114.

⁶⁷ In the Last Days, op. cit., p. 22.

⁶⁸ Kendrick, op. cit., p. 114.

⁶⁹ Pentecostal Evangel, April 4, 1954, "Historical Highlights," p. 17.

Sunday School Junior Grade. These publications were used by both teachers and students.⁷⁰

Bell's report to the Seventh General Council in Chicago, September 25 to 30, 1919, revealed that the Gospel Publishing House had taken in \$30,373 since the last report was given. This represented an increase of \$6,000 over the previous year. "In most businesses," Bell said, "because of the great increase in expenses, the whole of this increase would have been absorbed." This was not the case in the Gospel Publishing House. He referred to the spirit of self-sacrifice of the members of the staff at the Publishing House who were willing to work at a much lower figure than they would have received if they had worked outside in a regular business.

The assets of the Publishing House the year before in machinery, furniture and stock on hand amounted to \$8,000, but this year the assets in the same items had increased to \$12,000. A balance of cash of \$2,000 had been set aside to pay back a loan that had been made from a friend to help purchase the Springfield property. A further sum of \$600 had been set aside to pay for Bibles. News had come that the Bible houses were likely to make a 30 per cent increase in the price of Bibles in October of that year, and in order to enable the patrons of the Publishing House to secure Bibles at the old prices, large orders had been sent to different Bible houses in order to get in a good stock of Bibles

⁷⁰ Johns, op. cit., p. 131.

for the Christmas trade. This left the Publishing House with a clean sheet, no cash on hand, but not owing a dollar in the world, and "the prospects the best for the glory of God that we have ever seen."⁷¹

At this Council a resolution was passed that the name of The Christian Evangel be changed to the Pentecostal Evangel and that the Pentecostal Evangel be recognized as the official organ of the General Council of the Assemblies of God.⁷²

The resolution was incorporated into the By-laws of the General Council of the Assemblies of God as Article XII, Section 3, which now states:

The Pentecostal Evangel shall be the official organ of the General Council of the Assemblies of God and shall be published in the interests of the fellowship and for the propagation of our distinctive testimony.

This was in keeping with the purpose that Kendrick described as "to set forth those things which are most surely believed among us (Luke 1:1) as well as to publish news concerning the denomination, its churches and its activities in missionary and evangelistic work." The magazine has always been intended for popular reading and general interest, being slanted primarily to the laity of the church.⁷³

There has been little shift in the editorial policy of the Pentecostal Evangel through the years, even with the change of

⁷¹ Minutes of the Seventh General Council, September 25 to 30, 1919, p. 10.

⁷² Ibid., p. 24.

⁷³ Kendrick, op. cit., p. 112.

editors. The fact that the Executive Presbytery determines the broad practices of the paper undoubtedly accounts for this stability of policy.⁷⁴ According to the By-laws of the General Council of the Assemblies of God, Article XII, Section 2, the editor of the Pentecostal Evangel shall be appointed by the Executive Presbytery subject to approval of the General Presbytery. In all important questions of policy the editor is amenable to the Executive Director of publications and the publications committee of the General Council.⁷⁵

The present editor of the Evangel, Robert C. Cunningham, has said:

The magazine has always exalted the Word of God as the infallible rule of faith and conduct. It has emphasized the need of a Spirit-filled life.... The Pentecostal Evangel has consistently pointed the way to cooperative effort and orderly process in the evangelizing of the world.

He further asserted:

The magazine has a big mission. Its primary purpose is to spread the full gospel directly by means of the articles it carries on such subjects as salvation, healing, the baptism of the Spirit, holy living and the second coming of Christ.... The secondary purpose of the magazine is to inform the readers of the activities of our foreign missionaries, home missionaries, evangelists, pastors, district councils, Bible schools, benevolence projects, radio broadcasting, youth rallies, Sunday school conventions and other gospel enterprises so that all members of the Assemblies of God may have a share in promoting the kingdom of God by their prayers, labors and gifts.⁷⁶

⁷⁴ Kendrick, op. cit., p. 112.

⁷⁵ Parry, op. cit., p. XIII.

⁷⁶ Loc. cit.

The advertising policy of the magazine has always been rather restricted. The only display advertisements carried pertain to the various departments of the Assemblies of God. There is a column for the listing of goods and services related to church work.⁷⁷

Even back in 1919 the importance of the Pentecostal Evangel was stressed. E. W. Bell pointed out to the Council at Chicago that "the Pentecostal Evangel lies at the base of all the work of God in the General Council." Bell went on to say:

Without it (the Pentecostal Evangel), the chairman would be tremendously handicapped, for this paper is the organ through which he reaches the greater part of his constituency. The same thing could be said of the missionary work. Without the Evangel it would be impossible for the missionary treasurer to keep the missionary enthusiasm at a boiling point. It is because of the continual publishing of the needs of the missionaries that he is enabled to make such a good report. No material advance can be made in any direction without the Evangel. In all our planning we must plan to increase the circulation and usefulness of the organ of the Council fellowship.⁷⁸

Bell also said that the average contribution of Evangel readers to foreign missions had been \$5 each during the year that had passed. He suggested that getting 5,000 new subscribers would mean an additional \$25,000 for the missionaries.

At this time the Gospel Publishing House carried the burden of the administration of the foreign missions program. Workers, stenographers, office editors and printers had been lent without expense to the missionary enterprise. Largely through the

⁷⁷ Kendricks, op. cit., p. 112.

⁷⁸ Minutes of the Seventh General Council, p. 11.

influence of the Evangel, a total of \$96,973.59 was raised for missions the preceding year. Because of the evident interest in foreign missions, the Council authorized the formation of a foreign missions department.

At the 1919 Council, also, E. N. Bell was elected as general secretary and John T. Boddy was appointed as editor for Assemblies of God publications. Boddy continued to serve in this capacity until July, 1921, when he resigned because of ill health. He died ten years later on November 9, 1931, at the age of 80.⁷⁹

The report given to the Eighth General Council at Springfield, Missouri, in September, 1920, showed that while cash was short at the end of the fiscal year, nevertheless all expenses had been met. And this was in spite of greatly increased expenses resulting from the high cost of paper stock, enlargement of work and the increase in the number of workers.

Cash on hand September 4, 1920, was only \$805.32, while bills due were \$1,911.44. The value of the plant and stock on hand had increased to \$20,584. The increase in the value of stock was due mostly to two items: an increase in paper stock of \$3,440 and of Bibles and similar books of \$3,470.

The increase in the circulation of Sunday school literature was gratifying. In addition to the two quarterlies already mentioned, there were picture cards for small children and lesson leaflets now being produced.

⁷⁹ J. Roswell Flower, History of the Assemblies of God, unpublished notes compiled and used in teaching the class, Church Orientation, at Central Bible Institute, 1949, p. 31.

The circulation of the Pentecostal Evangel increased during the year from about 12,000 to about 16,000. Bell reported that the high cost of paper stock, inks and labor made the Evangel cost more than was obtained from the subscription price of the paper. But the Evangel as a channel of communication from the General Council office to the preachers, of information for the missionaries and the missionary department to all readers, was again stressed. Through the Evangel over \$2,300 had come in for the expenses of the missionary office, over \$4,200 for General Council work in general, and over \$90,800 for the missionaries during the previous year.

Bell said:

While in itself the Pentecostal Evangel is no source of income, yet considered as a whole, it lies at the foundation of all the work we are doing for God, and it is a ... channel of missionary work and the greatest agency in our midst, aside from the personal preaching of the gospel, for the extending of the kingdom of Christ in the hearts of men throughout the world.⁸⁰

At this Council, standing committees were appointed to expedite the work of the next Council by being ready to report at once as soon as the next Council would meet. Appointed to the committee on publishing and literature were A. H. Argue, J. C. Wilder and C. O. Benham.⁸¹

In 1920 a recommendation was forwarded to the Gospel Publishing House that a Sunday school paper and a song book be

⁸⁰ Minutes of the Eighth General Council, September 21 to 27, 1920, p. 39.

⁸¹ Minutes of the Eighth General Council, p. 48.

published. The following year, the first Sunday school paper, Our Pentecostal Boys and Girls, was introduced on July 1.

As a result of the resignation of J. T. Boddy as editor in July, 1921, the assistant editor, Stanley H. Frodsham, was appointed to take Boddy's place. Frodsham had been invited to St. Louis in 1916 to assist J. W. Welch, who was then editor of the Evangel. He served as associate editor under Editors Welch, Bell and Boddy. In 1921 at the Ninth General Council he was named editor of the Pentecostal Evangel. He served in that position until 1949 when he resigned at the age of 65. With the exception of a brief period in 1920 when he was in Chicago, and another period of about one year from January, 1929 to January, 1930, when he was in Framingham, Massachusetts, because of the illness and death of his wife, he was associated with the Pentecostal Evangel from 1916 to 1949.⁸²

The continued growth of publishing activities and the branching out into Sunday school literature led to the general chairman, E. N. Bell, calling for the appointment of an editor to give most of his time to the work of Sunday school literature and another editor for the Evangel alone, the two to cooperate closely together in editorial matters in proper relations to the general office.⁸³

J. W. Welch, general secretary, having acted as manager of the Gospel Publishing House for part of the previous year, gave

⁸² Parry, op. cit., p. XIII.

⁸³ Ibid.

the report of the publishing work to the Ninth General Council which met at St. Louis September 21 to 28, 1921. Part of the report was rather discouraging.

The Publishing House has passed through one of its severest tests during the past year. The financial slump throughout the country came in the fall, and business dropped off so terribly that we lost over 4,000 subscribers from our Evangel list, and ran \$5,000 behind by the first of December. But business picked up wonderfully around Christmas, and we had all debts paid by January 1. A careful figuring of the cost of running the Evangel during the past year on paper stock which cost us about four times what it used to cost us shows that we ran the Evangel during the year at an all-time loss. At the present time, when we have to pay only about twice what we used to pay for paper, we are running about even on the Evangel. The prospects are bright for the greatest usefulness the Evangel ever had. We are now printing about 20,000 papers each issue and have about 19,000 subscribers on our list.⁸⁴

Welch suggested that if everyone would lay hold and help push up the list of subscribers to 25,000, the Gospel Publishing House could either double the issues of the paper and print it every week or could enlarge the paper and improve its quality while printing it only every two weeks as it had been being issued during the depression period.

The report told of about \$3,500 on hand in a new press fund. An appeal was made for contributions to match that amount to buy a large Webb press that could print 4,000 papers per hour. This press would also fold the papers and deliver them ready for the mailing room. Having the press not only would speed up the getting out of the paper but would also reduce the cost of printing

⁸⁴ Minutes of the Ninth General Council, September 21 to 28, 1921, p. 42.

the paper. This new press would be necessary if the Evangel were to be printed weekly, as it would have been impossible to print 25,000 papers on the old, slow press they had then and do all the other printing work they had in addition.

One small new press for the Sunday school literature and book work had been added to the equipment during the year. This enabled the printers to get the Sunday school literature and booklets out in about half the time they had formerly spent. They also added a new mailing system. All improvements had cost close to \$5,000 and all were completely paid for.

Despite the loss of business in the fall, the business taken the year around slightly exceeded that of the previous year. There was sufficient cash on hand to pay for a good stock of paper which was already ordered and would be delivered about January 1.

The report also showed that over \$100,000 for missions had come in that year as a result of the publicity given to the foreign missions program in the Evangel.⁸⁵

A resolution affecting publications was passed at this Council:

Whereas, it is deemed advisable to safeguard the Publishing House from matter for publication that is undesirable,

Resolved, that all matter offered for publication and to bear the imprint of the Gospel Publishing House, which contains doctrines that in the judgment of the staff at headquarters are seriously questionable, shall

⁸⁵ Minutes of the Ninth General Council, p. 42.

be submitted to a committee on publications composed of five men, three of whom shall be outside the staff at headquarters, for investigation and approval, such committee to be elected by the Council, and such books to receive the approval of at least a majority of this committee before being published with the Gospel Publishing House imprint on them.

The following committee was elected as a result of this resolution: E. N. Bell, J. W. Welch, D. W. Kerr, Joseph Tunmore and J. N. Gortner.⁸⁶

It was also moved and carried that all books and pamphlets that were already published with the imprint of the Gospel Publishing House which covered doctrinal matters, and to which objection had been raised or might be raised in the future, should be referred to this committee on publications.

The arrangement for only two quarterlies to be provided for a whole Sunday school ranging in age of pupils from beginners to adults was not too satisfactory. In an article, "Better Sunday School Literature Now," in the Pentecostal Evangel, it was indicated that in the first quarter of 1922, two full sets of questions would be printed at the end of each lesson in the Pentecostal Quarterly for the Sunday School Intermediates and Adult Grades, one set for adults and one set for intermediates. The article also stated:

We hope then next to get out two separate quarterlies for these two classes--one quarterly entirely suited to the needs of the Bible class and another suited wholly to the needs of the intermediate scholars.⁸⁷

⁸⁶ Ibid., p. 58.

⁸⁷ Pentecostal Evangel, "Better Sunday School Literature Now," October 15, 1921, p. 11.

The hope was realized in the third quarter of 1922 when the Pentecostal Quarterly for the Sunday School Adult Grade and the Pentecostal Quarterly for the Sunday School Intermediate Grade were published.

That same article, "Better Sunday School Literature Now," indicated that beginning the last quarter of 1921, each lesson exposition in the Pentecostal Quarterly for the Sunday School Intermediate and Adult Grades would be followed by a feature called "Pentecostal Points." The initiation of such a feature implied that there already was some feeling that International Uniform Sunday School Lessons were not completely satisfactory from a Pentecostal point of view.⁸⁸

In 1922 a new Sunday school paper for primary children, Our Pentecostal Little Folks, was printed for the first time. In 1923 the Pentecostal Evangel became a weekly again.⁸⁹

There was no General Council meeting in 1922, as a decision had been made to have the Council every other year. Therefore, the Tenth General Council met in 1923, September 13 to 18, at St. Louis.

A report from the editor of the Pentecostal Evangel revealed that the Gospel Publishing House was then printing 19,000 copies of the Evangel with 17,188 paid subscribers on the list.

Also being printed were 24,000 Sunday school quarterlies for adult scholars, 11,500 for intermediates and 14,000 for juniors,

⁸⁸ "Historical Highlights," op. cit., p. 17.

⁸⁹ Ibid.

as well as 11,000 sets of lesson leaves. Two years before, one Sunday school paper was being circulated at the rate of 5,000 copies weekly. The combined circulation for the two papers being printed for children at the time of the Council was 22,000.

The editor also reported:

We have many new tracts on salvation, healing, the coming of the Lord and fifteen new tracts on our distinctive Pentecostal testimony. We are now printing more than one million tracts yearly. It will be seen from the above that we are printing and sending out approximately 3,250,000⁹⁰ copies of publications of our own printing each year.

The increasing demand for literature other than the Evangel and Sunday school publications was evident from a resolution presented by Fred Lohman, chairman of the publications committee:

Whereas, we recognize that as a God-ordained movement we are lacking in the literature, in the books and pamphlets that we ought to have to set forth in clear language that which we most surely believe,

Resolved, that we recommend to the management of the Gospel Publishing House that they take this matter under immediate advisement, and endeavor to produce in the near future such books and pamphlets on our message of full salvation, of practical holiness, of divine healing, of the soon coming of Christ, and of our distinctive Pentecostal testimony as are actually needed in the movement.

We recommend that our Pentecostal children be not overlooked in the matter of book publications.⁹¹

The Council voted also for authorization for the publication of a song book and a correspondence course for ministers.

⁹⁰ Minutes of the Tenth General Council, September 13 to 18, p. 55.

⁹¹ Ibid., p. 59.

In 1924 the Gospel Publishing House advertised a complete line of Sunday school literature consisting of two story papers and three pupil quarterlies. During this year the first song book printed by the Gospel Publishing House was brought out, Songs of Pentecostal Fellowship.⁹²

By 1925 the Gospel Publishing House had begun to print a few of its own books. The report on publications given at the Eleventh General Council at Eureka Springs, Arkansas, September 17 to 25, 1925, gave the following figures:

Subscriptions to the Pentecostal Evangel--20,758

Adult Sunday school quarterlies--32,000

Intermediate Sunday school quarterlies--17,000

Junior Sunday school quarterlies--19,000

This was a total of 68,000, an increase of 18,500 since the last report was given at the previous Council.

Other publications were:

Sunday school leaflets--19,000

Sunday school cards for children--24,000

Sunday school picture rolls--650

More than two million tracts had been printed and the total number of copies of publications reached 5,235,900.

Total income for the two years was \$203,189.72 and operating expenses were \$168,519.68. The percentage of net profit in 1924 had been 15 per cent and in 1925, 18 per cent.

⁹² "Historical Highlights," op. cit., p. 17.

A theological school for the training of ministers had been started in the basement of a local church three years before with an enrollment of 65. The second year in the same location there were 75. Land was secured and a new building erected the following year when the enrollment reached 115.

Part of the profits from the Gospel Publishing House went to help the newly established Bible school which was known as Central Bible Institute, located at Springfield, Missouri. Donations to this school from the Gospel Publishing House for the two-year period previously were \$20,428.29.⁹³ Thus it became the policy of the Gospel Publishing House to help other departments of the Assemblies of God fellowship.

In 1926 Charles E. Robinson became associate editor of the Pentecostal Evangel, and a new quarterly for teachers, written by Milton Fish, was introduced. The first issue of the Pentecostal Teacher's Quarterly was the first quarter of 1927. This quarterly was designed specifically for use by teachers. The other three quarterlies continued to exist, but as quarterlies for students. The first issue of the new quarterly contained two features to assist teachers to adapt the lesson material to non-adult students. One feature was called "Approaching Your Class of Girls." The other was called "How to Tackle Boys." In the third quarter of 1927, another feature was added, "For the Primaries."⁹⁴

⁹³ Minutes of the Eleventh General Council, September 17 to 25, p. 55.

⁹⁴ Johns, op. cit., p. 132.

The existence of the new quarterly was announced to the General Council of 1927. That same Council adopted a by-law specifying that "...the Executive Presbyters shall have authority to publish Sunday school literature."

W. T. Gaston, who had been elected general chairman at the last Council, gave an encouraging report to this Twelfth General Council which met at Springfield September 16 to 22, 1927. He declared that the business of the Gospel Publishing House was in thriving condition. A debt of \$10,000 had been paid, and extensive improvements and alterations to the old building had been made at a total cost of \$24,029.87. This amount included the cost of enlarging the publishing plant.

New equipment had been installed at a cost of \$12,749.43, and it was all paid for. Of this amount, \$9,725.29 had been sent in by people in response to appeals in the Evangel and by letter; \$4,971.94 was the net proceeds from the settlement of an estate willed to the General Council; and \$1,500 was money previously invested in building and loan stock that was liquidated and placed in the building fund. The balance was from the proceeds of the business.

Gaston said that the Gospel Publishing House was in shape for a larger ministry and greater efficiency in handling the business of the constituency. His report also included this recommendation:

It is the opinion of the brethren residing at headquarters that we have reached the point in the development of our publishing interests when a publishing manager should be employed whose duties would be to assume responsibility for reading and, having

finally been passed upon by the committee, printing all manuscripts sent in for publication and to carry on correspondence and visit the field in the interest of full gospel literature and assist in every possible way in building our publishing and distributing agencies to their highest degree of usefulness.⁹⁵

For many years the administration of the printing enterprise had been relatively simple. The executive officers did the managing, hiring a few trained persons to do the production work. But by 1925 the operation had become so involved that the need of a general manager to head the Gospel Publishing House became obvious. It was this need that was presented to the Twelfth Council.

As a result of the recommendation, Jesse Z. Kamerer, who had been serving as foreman of the printing plant since 1919, was appointed as general manager. Though the Executive Presbytery remained the policy-making body, the new manager was responsible for detailed direction of the business.⁹⁶

The report on publications given at this Council showed that 31,000 Pentecostal Evangels were being printed each week. There were 29,033 actual subscribers.

In the field of Sunday school literature the list included:

- 40,000 adult quarterlies
- 25,500 intermediate quarterlies
- 25,000 junior quarterlies

⁹⁵ Minutes of the Twelfth General Council, September 16 to 22, 1927, p. 35.

⁹⁶ Kendrick, op. cit., p. 110.

27,000 sets of lesson leaves

31,800 little lesson cards.

The increase in Sunday school publications was 100 per cent in four years.

An announcement of the new teacher's quarterly was given:

Because of the demand for a Pentecostal Sunday school teacher's quarterly, we started to publish one at the beginning of the present year. There is no publication that is prepared with greater care, and we wish that all the teachers in our Sunday schools would take this quarterly. Up to the present time this has been published at a loss, but we believe that this quarterly is having a worthwhile ministry and that it meets a real need in our movement. We are circulating 6,000 copies of this each quarter and we feel sure that if all our Sunday schools will take a full supply of this, there will be no loss on the quarterly in the future.⁹⁷

The report reminded the Council that there were two Sunday school papers with a united circulation of 37,000 in 1925. It also announced that in April, 1926, another paper, Christ's Ambassadors, had been added, partly to fill a need for the older scholars in the Sunday schools and partly to help the young people in their own meetings. The new paper had already reached 16,500 while the circulation of the children's papers was up to 43,500.

Twelve new books had been printed since the last Council and one other book was set up to be printed shortly. The Executive Presbyters authorized the writing of the Pentecostal outpouring of the previous twenty years, and nine months before, the Gospel Publishing House had published the first edition of

⁹⁷ Minutes of the Twelfth General Council, p. 41.

With Signs Following, by Stanley Frodsham. The first edition of 5,000 copies was soon exhausted. A total of 66,686 books had been printed in the two-year period before the Council.

In addition there were 2,641,066 tracts printed and given out free of charge. The total pieces of literature for the period--Evangelis, Sunday school quarterlies, books and tracts--numbered 13,180,949.⁹⁸

The work grew to such an extent that it was necessary to install more equipment. The Gospel Publishing House had two linotype machines, one of which was in very bad condition and in need of much repair. This was traded in on a new one, and in addition, a rebuilt machine was purchased, making a total of three linotype machines. It was felt that the three machines would be capable of meeting the needs for the time being and also allow for expansion for some time to come.

Other equipment was installed in the mailing department. Up until this time mailing lists had been printed from paper stencils, and there had been many complaints from the post office, as it was almost impossible to get a clear impression from an old paper stencil. In the spring of 1927 an Addressograph mailing system was installed and it proved to be more economical to operate than the old way and also was more satisfactory to the post office.

The additional equipment made the plant very crowded. The Executive Presbyters decided to build an addition to make ample

⁹⁸ Ibid., p. 41.

space for the printing and mailing departments. Work was begun on a 49- by 119-foot addition to the printing plant.⁹⁹

The increased circulation of publications in addition to the large number of books being printed created a need for a new press. The old cylinder press was kept busy all day, many times running late at night and sometimes all night. Getting the dated publications out on time became more and more of a problem. Books and other work had to be put off indefinitely. The executives authorized a new press to be ordered, and this was a matter of rejoicing for the workers at the Publishing House.

Paper was secured on contract by the year in order to get the lowest price possible. About six carloads of paper were used during the year. For the two years previous, \$46,268.19 had been spent for paper.

The sum of \$12,749.43 had been spent for new equipment in this same period of time. There were 27 people employed in the printing and mailing departments.

J. Z. Kamerer, manager of the Gospel Publishing House, made this report about the book department:

The progress made in the book department has been remarkable. A few years ago we carried but a small stock of books which was located on the second floor of our building, but the rapid growth in sales of books has made it necessary to move to a part of the room formerly occupied by the printing department. This part of the room has been remodeled and redecorated and is fitted up with seven large sections of steel shelving, enabling us to store our books and Bibles in a very convenient manner.

⁹⁹ "Historical Highlights," op. cit., p. 17.

We are at present carrying on our shelves seventeen of our own publications, twelve of which have been published since the last General Council. Our account books show that the sales of our own editions have greatly increased in the past year.

The manuscripts are prepared for a number of additional books ... and as soon as equipment can be placed in our press rooms, these books will be printed and ready for our readers.¹⁰⁰

The financial report of the Gospel Publishing House operation for the two years ending August 31, 1927, showed the following:

Income:

Foreign merchandise sales	\$ 91,526.16
Domestic sales	32,076.50
<u>Pentecostal Evangel</u>	38,073.88
<u>Pentecostal Boys and Girls</u>	24,845.72
<u>Pentecostal Little Folks</u>	8,699.62
<u>Christ's Ambassadors</u>	8,018.33
Job work	20,191.77
Sunday school literature	35,026.19
Miscellaneous sales and sub- scriptions	4,497.26
Other income	<u>13,093.07</u>
Total income	\$276,046.50
Operating expenses	<u>243,587.70</u>
Balance	\$ 32,458.80 ¹⁰¹

In 1928 a new Sunday school paper, Gospel Gleaners, was issued to take the place of Christ's Ambassadors. A special

¹⁰⁰ Minutes of the Twelfth General Council, p. 43.

¹⁰¹ Ibid., p. 47.

magazine for youth was started, Christ's Ambassador's Monthly, with Arthur H. Graves as editor.¹⁰²

The building addition that was erected in 1927, enlarging the floor space of the Gospel Publishing House by about 100 per cent, was entirely filled with equipment and offices by the time of the Thirteenth General Council which convened in Wichita, Kansas from September 20 to 26, 1929.

By this time the title of the leading official of the Assemblies of God had been changed from "chairman" to "superintendent." The superintendent's report to the Council showed that a net profit of \$21,405.11 had been made by the Gospel Publishing House for the fiscal year ending August 31, 1928, and for 1929, \$23,402.53, making a total of \$44,807.64 profit for the two years.

Part of the money had been invested in machinery and fixtures, making the publishing plant "an up-to-date institution where the business of our fellowship is being conducted with efficiency and economy." The balance of the profits were for publishing a new song book, for an appropriation to the missionary rest home and for assistance to Central Bible Institute. The report said, "Since there are no selfish interests served by this business, but its legitimate profits are available for advancing the united interests of our fellowship, it should have the loyalty of every individual that is interested in advancing the cause we represent."¹⁰³

¹⁰² "Historical Highlights," op. cit., p. 17.

¹⁰³ Minutes of the Thirteenth General Council, September 20 to 26, 1929, p. 40.

A financial statement for the previous two years was presented to the Council:

	Year ending Aug. 31, 1928	Year ending Aug. 31, 1929
Sales	\$155,536.16	\$171,298.82
Cost of sales	<u>53,492.00</u>	<u>45,839.47</u>
Gross profit on sales	102,044.16	125,459.35
Operating expenses	<u>87,637.37</u>	<u>102,477.75</u>
Net operating profit	14,406.79	22,981.60
Other income	<u>8,195.54</u>	<u>1,557.21</u>
Total	22,602.33	24,538.81
Other deductions	<u>1,197.22</u>	<u>1,136.28</u>
Net profit	\$ 21,405.11	\$ 23,402.53

Donations from the net profit to other departments of the fellowship were: to General Council offices, \$3,677.20; to Central Bible Institute, \$6,070.98; and to the Foreign Missions Department, \$1,548.34.

The report of the manager of the Gospel Publishing House revealed that several items of new equipment had been added. One was a new automatic sprinkling system in the building. This was needed for better fire protection and to reduce insurance rates. The installation of this system cost approximately \$6,000.

In December, 1927, a new printing press had been purchased at a cost of \$10,000. This press was the best of its kind and was equipped with an automatic feeder and pile extension delivery.

The United Tupothetae Cost Finding System had been instituted on May 1, 1929, and proved a great benefit in determining actual costs of operation throughout the different departments of the Publishing House. The company which audited the books

commended the officials for installing this system.

Because of Stanley Frodsham's absence on account of his wife's ill health, Harold H. Moss was serving as editor of publications. He reported to the Council that the demand for Assemblies of God publications, especially in the Sunday school line, continued to increase. His report also stated:

The rising tide of modernism and the resultant loss of spirituality have affected much of the current denominational Sunday school literature. The spiritually minded are turning to new sources of supply for their quarterlies and papers. We have felt that this was a real opportunity for an enlarged and effective ministry, and so we have entered the open door, with the result of a material increase in the number of Sunday schools using our literature.

There are at the present time nearly 3,000 Sunday schools taking our papers and quarterlies. The output of Sunday school papers has now increased to a total of 7,388,648 for the two years, which is 2,163,815 more than the previous two-year period. The combined increase in quarterlies is 1,908,000 over the number reported in 1927.¹⁰⁴

Nineteen new books were printed in the two-year period. The combined copies printed of these books totaled 67,288. Other books were about ready for publication, including two that were to be printed for children.

Books about missionary work were also being prepared. Two that were mentioned were Jungle Trails and Life on the Congo, both stories of missionary activity in the Belgian Congo.

In addition, a new song book which would contain 256 pages was being compiled.

¹⁰⁴ Ibid., p. 53.

For many years tracts had been printed and distributed free of charge. As the funds for this project were depleted and insufficient funds were coming in for the continuation of the program, there had to be a change of policy. A small charge was being made for tracts. This naturally caused a decrease in demand. However, there had been a new interest in the tracts, and the loss was not too great, considering the drastic change in policy. The report for 1927 showed an output of 3,762,400 tracts whereas the report of the Council in session showed 3,173,699, which was a loss of 588,731 in this type of literature for the period.

The Pentecostal Evangel continued to be an important publication in the fellowship. The Council report showed a total of 3,211,050 Evangels printed for the two years. Plans were made for the addition of a "Family Circle" page, a children's page and additional Sunday school lesson comments.

Mr. Moss said to the Council:

The tremendous growth in the output of pernicious literature which is degrading to the moral and spiritual life of the youth of this present time has brought forcibly to us the power in the printed page. Never in the history of the world has there been so great a need for the spread of the gospel message through the agency of the printed page, to offset the sinister evil of modern literature.¹⁰⁵

The manager reported that another member had been added to the editorial staff, while a new writer had been secured to develop the proposed new features for the Evangel and also to

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Ibid., p. 56.

prepare missionary literature.

The Bible Correspondence School, which had been started by Central Bible Institute and then transferred to the Gospel Publishing House, had 208 students enrolled.

A summary of publications was read:

<u>Pentecostal Evangel</u>	3,211,050
Sunday school quarterlies and leaflets	1,348,500
Teachers' quarterlies	75,000
<u>Gospel Gleaners</u>	2,164,000
<u>Boys' and Girls' Paper</u>	3,128,648
<u>Little Folks</u>	2,096,000
<u>Christ's Ambassadors Monthly</u>	79,594
Books	67,288
Tracts	<u>3,173,669</u>
Total output for two years	15,343,749

CONTINUED DEVELOPMENT OF THE GOSPEL PUBLISHING HOUSE
1929-1947

The Assemblies of God, as a denomination, continued to grow. The organization, which began only 15 years before, in 1929 had 1,612 churches with 91,981 members, 1,641 ordained ministers and 279 foreign missionaries.

The growth in the denomination created additional demand for gospel literature. On the other hand, the literature provided by the Gospel Publishing House contributed much to the growth and establishment of the denomination.

At the Fourteenth General Council which met in San Francisco from September 8 to 13, 1931, reports of the literature program were encouraging to the ministers and delegates.

The general treasurer's report showed that the Gospel Publishing House had transferred to the treasurer's office the sum of \$35,308.35 which had been distributed as follows:

- \$7,995.25 for the erection of a modern bungalow at Central Bible Institute.
- 6,707.29 to Central Bible Institute for operational expenses.
- 3,440.16 to Central Bible Institute for repairs and replacements for the main building.
- 2,638.20 General Council office operation.
- 4,666.06 used in the operation of the General Council Investment Department.
- 7,623.13 invested in property at Springfield, Missouri.¹⁰⁶

The report of the Gospel Publishing House told of progress. An automatic feeder for the Cleveland folder had been purchased, as well as a new automatically fed job press, a Dupligrath machine for the mailing room, and other smaller equipment. The total amount spent on equipment had been \$12,702.82.

A new Sunday school paper for children had been added, but the Christ's Ambassadors paper was discontinued because the circulation was too small to justify continuing its publication.

Two new song books were published, Evangel Songs and Spiritual Songs. Over 90,000 copies of Spiritual Songs were

¹⁰⁶ Reports of the Fourteenth General Council, September 8 to 13, 1931, p. 43.

printed in less than two years, and this song book was well received by the membership. Evangel Songs, which was placed on the market in March, had approximately 40,000 copies printed.

A new line of illustrated tracts was issued. The denomination had launched a program the previous spring called the Million Tract Campaign. It was planned to encourage the churches to take part in tract distribution and resulted in orders for over a million and a half tracts.

The correspondence school continued as a department of the Gospel Publishing House, and there were 682 students enrolled at Council time. During the previous two years 102 students had finished their courses and received certificates.

The statement of operations for the Gospel Publishing House from September 1, 1929 to August 1, 1931, was:

Sales	\$384,311.90
Less returns and allowances	<u>9,653.30</u>
Net sales	374,658.60
Cost of sales and department expenses	<u>328,945.14</u>
Net profit from operations	45,713.46
Other income	<u>3,240.50</u>
	48,953.96
Other deductions	<u>1,527.23</u>
Net profit	\$ 47,426.73

The profits had been used as follows:

To General Council offices	\$ 1,848.51
To Central Bible Institute	1,544.19
To Foreign Missions Department	4,193.85
To the General Fund of the General Council	35,308.35

The financial statement of assets and liabilities was:

Assets

Current assets:	
Cash, accounts receivable, notes receivable, inventories, etc.	\$ 62,868.27
Fixed assets:	
Land, building, machinery, equip- ment, etc.	84,368.86
Deferred items	<u>2,201.63</u>
Total assets	\$149,438.76

Liabilities

Current liabilities:	
Accounts payable, outstanding refunds, accrued payroll	\$ 2,308.20
Other liabilities:	
Unearned subscriptions, royalty reserves, etc.	23,694.64
Capital investment	<u>123,435.92</u>
Total liabilities	\$149,438.76¹⁰⁷

The report on publications revealed that the Gospel Publish-
ing House was printing more literature than at any time in its
history. More than three million copies of the Pentecostal
Evangel has been circulated in the two-year period. There had
been an increasing demand for Sunday school literature. Over
8,500,000 copies of the three Sunday school papers had been put
into circulation since the last Council.

Twelve new books were published during the period. A total
of 48,000 books altogether had been put out. In addition, the
Gospel Publishing House had started a series of inexpensive
booklets, and 20,000 of these had already come off the presses.
Over two million new tracts had been printed of a series of 63

¹⁰⁷ Ibid., p. 46.

titles. During the previous 23 months a total of 3,651,400 tracts had been produced.¹⁰⁸

Rather than trying to give a report of the increase in circulation of the different periodicals as reported at each General Council meeting, I shall include a chart showing the circulation from year to year as Appendix I. All periodicals continued to increase in circulation. In 1931 the circulation of the Evangel increased 26 per cent in two years in spite of the economic depression.¹⁰⁹

There was a time when one worker could fill practically all orders for Sunday school literature by himself, but by 1932 it took a busy line of laborers more than a month to send out all the supplies.¹¹⁰

The last issue of the Pentecostal Teacher's Quarterly was published for the first quarter of 1932. Beginning the second quarter of that year, two quarterlies made their appearance: the Adult and Young People's Teacher's Quarterly written by Myer Pearlman and the Junior Teacher's Quarterly written by Alice E. Luce. The latter contained helps for teaching primary age children.¹¹¹

It was soon discovered that just having a few helps for primary teachers included in the quarterly for intermediate and

¹⁰⁸ Ibid., p. 47.

¹⁰⁹ "Historical Highlights," op. cit., p. 18.

¹¹⁰ Loc. cit.

¹¹¹ Loc. cit.

junior age workers was not sufficient. In the first quarter of 1933 a special Primary and Beginners Teacher's Quarterly was issued.

Myer Pearlman, who had been writing extensively for publications and was also the author of a number of books, was named associate editor of the Pentecostal Evangel in 1933. Pearlman was a converted Jew, and the Assemblies of God owes a great debt to him for his writings, especially on doctrinal subjects. One of his books, The Life and Teachings of Christ, has been used as a textbook in this country and translated for use in many Bible schools on foreign fields.

The Fifteenth General Council at Philadelphia in 1933 heard reports of the continued increase in publications. The correspondence school had 550 students from 36 states and seven foreign countries. Two new courses of study were being offered: The Personal Worker's Course and the Life and Teachings of Christ. Two other courses were soon to be ready.

The Pentecostal Evangel had gone past the 36,500 mark in circulation.

Gospel Publishing House income for that two-year period was \$368,716.32 while the total expenditures were \$296,242.64. It was becoming obvious to the officials that some thought of the future should be considered in regard to the printing plant. General Superintendent E. S. Williams, in his report, had this to say:

We recommend the following policy relative to net earnings from the Gospel Publishing House:

First, to follow a policy of sound business, as recommended by the auditors, there ought to be laid aside for depreciation the following percentages from the profits of the business: depreciation on buildings and sprinkler system, four per cent on value of property; depreciation on furniture, machinery and equipment, ten per cent on value of property; depreciation of type metal twenty-five per cent of value of type and metal.

Second, it is recommended that any deficits in operating expenses at Central Bible Institute be cared for. This may require \$2,000 annually.

Third, twenty to twenty-five young men should be given half expense at Central Bible Institute.

Fourth, should the blessing of the Lord provide earnings beyond that which would be needed to keep the plant in proper condition and to provide needs which we have mentioned, we recommend that such surplus earnings be divided as follows: 15 per cent to assist indigent ministers and missionaries and 85 per cent for missions.¹¹²

Advances were made in all departments of the Gospel Publishing House in the next two years. In the spring of 1934 work was started on an addition to the building of approximately 8,000 square feet, making room for equipment that was needed. Many changes were made in the old parts of the building, the main one being in the business office. Renovations to this part of the building provided a large, light room with ample space for carrying on business. The approximate cost of additions and improvements was \$16,000.

In the spring of 1935 about \$20,000 worth of new equipment was installed. The equipment included one large cylinder press with automatic feeder, one job press, one large Dexter folder,

¹¹² Reports of the Fifteenth General Council, September 14 to 20, 1933, p. 63.

a book sewing machine and other equipment for the bindery department.

The Sunday school department headed the list in advancement. Part-time service of R. M. Riggs was secured, and a book written by him aided in building up interest in Sunday schools. This book was A Successful Sunday School. Another book published at this time was Successful Sunday School Teaching by Myer Pearlman.

As interest grew in Sunday schools, there was a growing demand by the teachers for help and literature to enable them to become more proficient in their calling. To supply this demand, teacher training courses were provided. Two courses were ready by 1935 and a third was being prepared.

A gain of 12,000 in the circulation of the Evangel put the total circulation of that periodical up to 49,000. There was a gain in all Sunday school papers and quarterslies. The Gospel Gleaners had the greatest of all with a gain in circulation of 45 per cent.

At the Sixteenth General Council in Dallas, Texas, September 12 to 19, 1935, an announcement was made of plans to publish a primary quarterly for pupils' use and a new special paper for children of this grade.

The book room was transferred to the second floor of the new addition to provide needed space for this department. A number of new books were added to the line being sold.

In January, 1935, a new song book, Songs of Praise, was placed on the market and immediately surpassed sales of any song book previously published.

The income from the Gospel Publishing House neared the half-million mark--\$484,078.32--while expenditures were \$358,383.40.

The combined working force in all departments numbered between 75 and 80 persons.¹¹³

In 1936 the Gospel Publishing House employed its first full-time artist, Charles Ramsay, whose gospel cartoons began to appear regularly in the Evangel and in the Sunday school quarterlies.¹¹⁴

With the first quarter of 1936, the Primary and Beginners Teacher's Quarterly became the Children's Teacher's Quarterly. At the same time the Intermediate and Junior Teacher's Quarterly became the Senior and Intermediate Teacher's Quarterly. A companion quarterly for pupils was also issued for each of these teachers' quarterlies. Junior teaching helps were included in the Children's Teacher's Quarterly for the first three quarters of 1936, and in the Senior and Intermediate Teacher's Quarterly for the last quarter of 1936 and the first three quarters of 1937. In the fourth quarter of 1937 the Junior Teacher's Quarterly was introduced.

For the last quarter of 1936 the International Uniform Sunday School Lessons were discontinued for the Children's Teacher's Quarterly, and a graded three-year cycle for primaries and beginners was introduced in that publication. The following

¹¹³ Reports of the Sixteenth General Council, September 12 to 19, 1935, p. 60.

¹¹⁴ "Historical Highlights," op. cit., p. 18.

quarter, the first quarter of 1937, the International Uniform Sunday School Lessons were discontinued in the Adult and Young People's Teacher's Quarterly and the Senior and Intermediate quarterlies, and the Whole Bible Course was introduced. Thus, the International Uniform Sunday School Lessons were completely abandoned by the Assemblies of God.

The Whole Bible Course was originally intended as a seven-year cycle for juniors, intermediates, seniors, young people and adults. It was planned to teach the special doctrines of the Assemblies of God, such as salvation, divine healing, the baptism in the Holy Spirit, the soon return of Christ and the things pertaining to a Spirit-filled life.¹¹⁵

The announcement of the change in courses was made at the Seventeenth General Council at Memphis, Tennessee, which convened from September 2 to 9, 1937.

Great interest is being shown by Sunday schools all over the country in new courses which have been provided. In the spring of 1936 it was decided that we publish our own special courses for the different departments of the Sunday school. Beginning with the fourth quarter of 1936 a three-year course was published for the primary and beginners departments. This course contains all the important subjects desired for children up to eight years of age and such subjects as will not be difficult for the teachers in these departments to explain. This could not be said of many of the lessons suggested and furnished by the International Uniform Lessons Committee, and which lessons we used prior to this time.

Beginning with the first quarter of 1937 we began publishing our own uniform whole Bible course. This course covers a period of study for seven years

¹¹⁵ Johns, op. cit., p. 133.

and sets forth every truth in the Scriptures from Genesis to Revelation.¹¹⁶

At this time Sunday school literature was being furnished to more than 6,000 Sunday schools. A large number of these schools had organized a teachers' training class and were using the courses published especially for this purpose by the Gospel Publishing House.

A weekly primary story paper for small children had been added to the list of publications. Another addition was a class quarterly for children in the primary grade.

The book department continued to gain in business. Attention was called to the Council of one of the most recent books to be published, Knowing the Doctrines of the Bible, by Myer Pearlman. It was announced that "the fundamental doctrines as outlined by the General Council of the Assemblies of God are set forth in a clear and concise manner in this book."

New equipment was installed in the bindery department which made possible the plant doing its own cloth binding. Before then, such work had been finished in St. Louis.

Because of the increase in the circulation of all publications, the institution of new departments and the demand for more room for editorial workers, it was necessary to plan for further expansion. Ground was broken for two additions to the Gospel Publishing House to provide 20,000 square feet more floor space. The larger of the additions was to be a one-story

¹¹⁶ Reports of the Seventeenth General Council, September 2 to 9, 1937, p. 99.

building, planned especially to care for the expansion in the printing, bindery and mailing departments. The smaller addition was to provide room for the missionary and book departments. The approximate cost of these additions was \$60,000.

The publication of a periodical of lasting influence began in 1938. This was the Christ's Ambassadors Herald, designed especially for youth. Previous attempts for a youth publication had not been successful. In 1926 the Gospel Publishing House issued Christ's Ambassadors, a Sunday school paper for young people. This was followed in 1928 by the C. A. Monthly, which continued for two years. While this was being published, Carl E. Hatch, a youth worker in California, began putting out the Christ's Ambassadors Herald, or the C. A. Herald, as it became known. In 1938 Hatch turned the magazine over to the General Council, and the publication then took on a national scope and ultimately became the official organ of the youth department. It has been published regularly since then. Robert C. Cunningham was appointed office editor for the C. A. Herald when it was taken over by the Gospel Publishing House.¹¹⁷

The Eighteenth General Council met at Springfield, Missouri, from September 7 to 12, 1939. At this time an adjustment was made regarding the profits of the Gospel Publishing House. A resolution was introduced and passed:

Resolved, that a Fellowship Extension Fund be created by appropriating a percentage of the Publishing House profits for this fund at each General

¹¹⁷ Kendrick, op. cit., p. 112.

Council meeting. The Fellowship Extension Fund shall be administered by the Executive Presbytery of the General Council, which shall be empowered to make donations for the following purposes:

- 30 per cent of the surplus profits of the Publishing House to be retained to cover replacements or to be available for expansion of the Publishing House.
- 20 per cent to be distributed to districts for extension of Sunday schools and home missions.
- 15 per cent to be available for distribution through the Home Missions Department.
- 15 per cent for foreign missions administration.
- 10 per cent for aged ministers benevolence fund.
- 5 per cent for retired foreign missionaries fund.
- 5 per cent for any special need at the discretion of the Executive Presbyters.¹¹⁸

Further explanations of finances were given to this Council:

The Gospel Publishing House requires not less than \$25,000 as a working capital. It would not be safe to permit the plant to operate on less. Income for Sunday school literature is received in quarterly surges, as the Sunday school literature is prepared and offered for sale. The weekly payroll of over one hundred workers amounts to approximately \$2,500. Paper is purchased in from one to five carloads at a cost of about \$2,250 per car. Accounts payable often reach \$10,000 a month. A certain sum must also be set aside each year to cover depreciation on machinery and equipment, for the life of printing machinery is usually set at ten years before replacement. All this means that the Gospel Publishing House must have a fairly large working capital to meet its regular needs for daily operations.¹¹⁹

Stanley Frodsham, editor of publications, reported that he had been informed the Pentecostal Evangel had the largest circulation of any religious denominational periodical in the country. It was also announced the circulation of the new youth magazine,

¹¹⁸ Reports of the Eighteenth General Council, September 7 to 12, 1939, p. 48.

¹¹⁹ Ibid., p. 49.

the C. A. Herald, had jumped from 1,400 on its first issue in January to 14,000 by September.

Income for the Gospel Publishing House for the two-year period was \$718,269.53, and expenditures were \$535,547.94.

In April of 1939 the page size of the Pentecostal Evangel was increased, providing about three additional pages of reading material according to the old size. This enlargement increased the cost of the publication considerably, but the subscription price was not raised.

In the Sunday School Department, Marcus Grable was given the responsibility of promoting Sunday school literature and Sunday schools in general. There were 1,080 new Sunday schools opened in the United States in the Assemblies of God fellowship the year before and 1,000 that year. This brought about a greatly increased demand for literature. With ever-growing interest in the Sunday school program, special literature was prepared to set forth plans for building up Sunday school attendance in local churches.

A new ten-cent series of booklets was brought out. Six different books in the series were printed in quantities of 10,000, and almost immediately two of them required second printings.

Vacation Bible schools were just coming into prominence throughout the country. These short summer sessions of Bible school for children became popular and created a new demand for literature. Publishers of literature for such schools did not

put the spiritual emphasis in their courses that Assemblies of God churches felt they needed. The Gospel Publishing House, therefore, decided to publish its own courses. Work was started in 1939, but it proved to be a bigger undertaking than planned on, and the preparation could not be finished until the following spring.

It was announced to the Council that the Gospel Publishing House had "just finished our General Book Catalog which lists a fine line of Bibles, books and supplies for ministers together with Sunday school literature and supplies."

New equipment added since the last Council included a linotype of the latest design, a Cleveland folder, an automatic Precision paper cutter, an Elrod lead caster, a Rosback gang stitcher, a large rotary gathering-table, a Keyboard Graphotype, an automatic rounder and backer machine, an automatic postage meter machine and some other small equipment.

E. K. Ramsey, superintendent of the printing department, reported that he and his workers had mailed out more than 33 car-loads of paper during the previous two years.

The equipment installed for hard binding two years before had been put to such good use that the increased work required more room for the bindery department.

The business office of the Gospel Publishing House was under the direction of M. T. Whidden and employed from 15 to 18 people. More than 100,000 orders were being received each year in the business office.

Approximately \$96,000 worth of paper stock was purchased during the two years, and approximately \$54,000 was used for postage during the same period.¹²⁰

In 1940 the first national Sunday school conference met at the Gospel Publishing House from February 13 to 15. District Sunday school representatives made up most of the group. There were round-table discussions on practically every phase of Sunday school work. Marcus Grable led the discussions. Visual aid materials were introduced for primaries, beginners and juniors.¹²¹

The year 1941 brought war again. Myer Pearlman began writing a gospel paper for servicemen. This was Reveille, which came to be one of the most widely distributed publications of its kind during the war.

Two other items were introduced: Daily Devotions, a quarterly of readings planned for family worship sessions, and Our Sunday School Counsellor, a monthly magazine planned to help improve Sunday schools in local churches.¹²²

The report of the Gospel Publishing House given at the Nineteenth General Council at Minneapolis, Minnesota, September 5 to 11, 1941, called attention to increased costs of paper. Rising costs had not advanced enough to require an increase in selling prices at the time, with the exception of slight increases made on Bibles and books purchased from other publishers.

¹²⁰ Ibid., pp. 87-89.

¹²¹ "Historical Highlights," op. cit., p. 18.

¹²² Loc. cit.

Although 22,000 square feet of floor space had been added to the Gospel Publishing House four years before, which was thought at the time sufficient to allow for expansion and growth for many years, by 1941 increased production made the plant's space inadequate.

The Publishing House at that time was producing 19 regular periodicals. The visual aid materials that had been introduced at the Sunday school conference met with a good response and were being used in large quantities.

A three-year course of vacation Bible school text books had been completed and were used in the churches the previous two seasons.

A new song book, Full Gospel Songs, was getting a good response.

A new edition of With Signs Following, rewritten and arranged by Stanley Frodsham, was published. This was a book of the history of the outpouring of the Holy Spirit, and it sold for one dollar in the cloth-bound edition.

Two other books, The Story of the Future, by R. J. Riggs, and Windows into the Future, by Myer Pearlman, both dealing with the subject of prophecy, were in great demand.

New machinery had to be added to keep pace with the growth of the publications. Included were two new presses, two folders, an Addressograph machine, as well as other small equipment. A new linotype was on order at the time of the Council and was installed a few weeks later.

The additional equipment made up a printing plant that printed approximately 25 cars of paper at a cost of nearly \$67,000. Postage for the previous two years was about \$80,000.

Early in 1941 it became necessary to provide more floor space. An additional 1,000 square feet was added to make more room for the business department. There were 130 people regularly employed in the different departments.

In the late fall of that year the old lighting system was replaced by new fluorescent fixtures throughout the entire building at a cost of approximately \$6,000.¹²³

With America at war, demand for gospel literature for servicemen increased greatly in 1942. Reveille, tracts and New Testaments were in special demand.¹²⁴

In 1942, also, sectional and district Sunday school conferences were held all over the United States to promote interest in Sunday school improvement and development.¹²⁵

The war created new problems for the Gospel Publishing House. The manager's report, given at the Twentieth District Council at Springfield, Missouri, September 1 to 7, 1943, said:

Since making our last report, which was presented in Minneapolis in 1941, many important world events have taken place. The unsettled conditions caused by the war have greatly affected our efforts in the spreading of the gospel through the printed page. However,

¹²³ Reports of the Nineteenth General Council, September 5 to 11, 1941, pp. 96-98.

¹²⁴ "Historical Highlights," op. cit., p. 18.

¹²⁵ Loc. cit.

we are pleased to report that the Lord has been with us throughout these past two years. There has been an appreciable gain in net earnings and increased circulation of most publications.

Owing to government rulings relative to the amount of paper which can be used in the publishing of our periodicals, books and other supplies, we have had quite a handicap to overcome since January of this year. In order to conform to these rulings it has been necessary to reduce the size of some of our periodicals and reduce the number of pages in others. Also it has been necessary for us to discontinue printing minutes and stationery for district councils, which service we have been pleased to render our districts for many years past. It is our hope that we shall again be able to do this printing for our districts just as soon as the curtailment of paper stock is lifted.¹²⁶

Some of the experienced men at the Publishing House were called into the service, and because of war conditions, there was a rapid turnover of employees throughout the entire plant. These circumstances necessitated the employment of many inexperienced workers. All this affected the quality of service from the Publishing House.

A new standard to judge progress in Sunday schools was presented. Six of the features were foundations to guide leaders in laying a Scriptural and spiritual foundation for growth and efficiency. The other six features were designed to direct leaders in soul-winning and building up the pupils' spiritual life.

During the previous two years, 1,515 new Sunday schools were provided with literature at half price.

Several new Sunday school publications were added in spite of war-time restrictions. The need for materials to aid the

¹²⁶ Reports of the Twentieth District Council, September 1 to 7, 1943, p. 53.

teachers and pupils in the beginner age level became more apparent, and a quarterly was prepared for teachers, and lesson pictures and picture cards for the children. Also flannel-board figures were provided for this department. For the junior and senior-intermediate departments, workbook quarterlies were published. A new quarterly for youth leaders, the C. A. Guide, was introduced.

The circulation of the Pentecostal Evangel passed the 100,000 mark for the first time. By Council time there had been eight issues of Reveille, the servicemen's paper, and four million of these had been printed in addition to millions of patriotic tracts.¹²⁷

Although there was difficulty in securing Bibles, Testaments and other books, book sales increased. The financial report indicated that the percentage gain in sales was greater in this department than in any other.

In the printing plant another Miller Major press was installed. Other equipment included a hinged paper covering machine, a Ludlow type casting machine, a postage meter and a number of small pieces of equipment.

There were 155 persons employed in all departments at this time.

In 1944 the Assemblies of God fellowship suffered a great loss in the death of Myer Pearlman, who had served as associate editor of the Pentecostal Evangel and had written many books as

¹²⁷ Ibid., p. 42.

well as making contributions to the periodicals put out by the Gospel Publishing House. Robert C. Cunningham was named to take his place as associate editor of the Evangel.¹²⁸

In 1944 also a new missionary publication, The Missionary Challenge, made its appearance. Kenneth Short was appointed as editor. The Missionary Challenge was a monthly magazine to promote the cause of foreign missions.¹²⁹

At the Twenty-first General Council at Springfield, Missouri, September 13 to 18, 1945, a long and significant resolution was passed.

Whereas, the Gospel Publishing House has outgrown its present quarters, and the need of an enlarged modern building is evident; and

Whereas, after due consideration the General Presbytery recommends that this General Council to on record as authorizing the erection of a building as proposed by the architect's drawings and specifications presented herewith, with the provision that competitive bids shall be obtained and the contract let to reliable, bonded contractors; and

Whereas, the General Council of the Assemblies of God has recently purchased a tract of land on Boonville in Springfield, Missouri, with the intention of constructing thereon very substantial buildings and improvements and properly equipping the same for the purpose of housing and operating the publishing business conducted under the name of the Gospel Publishing House; and

Whereas, it is contemplated that there will be invested in this property when the improvements are completed, and the building or buildings to be constructed are fully equipped, the sum of approximately one and one half million dollars; and the General Council of the

¹²⁸ Spreading the Pentecostal Message, op. cit., p. 2.

¹²⁹ "Historical Highlights," op. cit., p. 18.

Assemblies of God will have available for this construction work and equipment approximately seven hundred and fifty thousand dollars, and it will be necessary to borrow a sufficient amount, which together with the amount on hand as available, will be adequate to fully pay for the improvement and equipment, and it is impossible to determine at this time the exact amount for this purpose:

Now therefore, be it resolved and ordered by the General Council of the Assemblies of God as follows:

1. That the General Council does hereby fully authorize and approve incurring an indebtedness in the amount not to exceed the sum of one million dollars, the payment of which shall be the obligation of the General Council of the Assemblies of God;

2. That the amount of said indebtedness not to exceed one million dollars shall be an amount which together with the moneys on hand and available for that purpose shall be sufficient to completely construct and equip the buildings and improvements to house and be used by the Gospel Publishing House and administrative offices belonging to the General Council of the Assemblies of God;

3. That the said indebtedness shall be in the form of bonds or notes of the General Council of the Assemblies of God;

4. That the Executive Presbytery acting as trustees of the General Council of the Assemblies of God are hereby given the following authority and power:

a. To determine the amount of the bonds or notes to be authorized and issued, not exceeding one million dollars;

b. To determine the denominations or the amount of each bond or note to be issued;

c. To determine the maturity dates of said bonds or notes and the rates of interest said bonds or notes shall bear and the dates said interest shall be payable;

d. To authorize the execution of said bonds or notes and designate the officers of the General Council of the Assemblies of God who shall sign said bonds or notes for and on behalf of the General Council of the Assemblies of God;

e. To prepare the form of said bonds or notes and the provisions thereof including any redemption privileges, if thought advisable, and the interest coupons, if any, and designate the place of payment.

f. To determine whether or not the payment of any or all of said bonds or notes shall be secured by deed or deeds of trust on any real estate belonging to the General Council of the Assemblies of God, and if said Executive Presbytery should determine that any or all of said bonds or notes should be secured by deed or deeds of trust on any such real estate, to authorize the executing of any deed or deeds of trust on behalf of the General Council of the Assemblies of God and designate the proper officers of the General Council of the Assemblies of God and empower them to execute such deed or deeds of trust on behalf of the General Council of the Assemblies of God;

g. To sell and dispose of said bonds or notes for not less than the par or face value thereof and accrued interest thereon at the time of sale;

h. To use the money from the sale of said bonds or notes in the payment for the costs of the construction of the building or buildings and improvements on the real estate on Boonville Street in Springfield, Missouri, and the equipment thereof for the use of the Gospel Publishing House and administrative offices belonging to the General Council of the Assemblies of God hereinbefore described;

i. To do any and all things and acts that may not hereinbefore be specifically covered or designated so as to bring about the general purposes sought to be accomplished by this resolution;

j. To make the proper report of all matters contained in this resolution at the next regular or special meeting of the General Council.

The resolution was adopted by a unanimous vote.¹³⁰

Income for the Gospel Publishing House as reported at this Twenty-first Council was well over a million dollars for the two-year period: \$1,629,252.83. Expenditures for this period

¹³⁰ Minutes of the Twenty-first General Council, September 13 to 18, 1945, pp. 27-30.

were \$1,109,857.86.¹³¹

The Council learned that over fourteen million copies of Reveille had been printed and distributed to servicemen. The Chief of Army Chaplains acclaimed this publication as by far the most popular religious literature among servicemen.¹³²

The end of the war brought hope for easing restrictions on paper. But the two years previous to the war's end had been critical. Orders limited the use of paper, and government orders which affected labor and wages had created many problems. In August, 1945, the Gospel Publishing House was notified that practically all restrictions on the use of paper had been lifted. This meant that if they could get the paper, they could use it. However, they were also informed at the same time that the paper mills were still operating under a limitation order and that the paper supply would be short for months to come.

Because of the lack of paper, a number of the periodicals were reduced in size. In spite of all the difficulties created by the war, there was a good increase in circulation of publications. The Pentecostal Evangel moved up to 116,000 copies per printing.

Employment problems had not lessened during this time. The Gospel Publishing House lost men from the linotype department, the composing room, press room, bindery and cutter departments. The turnover in office workers was heavy also. This was because

¹³¹ Reports of the Twenty-first General Council, p. 52.

¹³² Ibid., p. 83.

some of the women office workers were getting married to servicemen and following them to their places of training, and second, because the wages offered by the government and war industries were beyond what the Gospel Publishing House could grant.

The sale of books increased, and the demand for vacation Bible school material far surpassed anything expected. There was difficulty in keeping up with the demand for song books. With the hope of better printing conditions, plans were made to bring out a new song book. Also a separate music department was to be added to the Gospel Publishing House.

Even before the Council when the resolution calling for a complete new building had been presented, the Executive Presbyters had met to discuss the need for such a move. After careful consideration was given to the amount of ground needed and the type and size of building needed, a search for a suitable site was made.

The property chosen was a baseball park located on the 1300 block of Boonville Street in Springfield, Missouri, approximately five blocks from the county court house and the post office, and six blocks from the city hall and public library. There was slightly over five acres in this plot of ground, and the purchase price was \$35,000.

Plans were drawn for a new building which would adequately care for publishing needs for years to come. The quarters at that time provided approximately 45,000 square feet of floor space, but the plans for the new building called for three times that amount.

It was hoped that work could be started on this building in the spring or just as soon as materials could be purchased in sufficient quantities to justify doing so.¹³³

In 1946 the number of Reveille printed went past the fourteen million mark.

That same year Gwen Jones was named editor of the C. A. Herald.¹³⁴

Two changes occurred in Sunday school publications in 1946. The Senior and Intermediate Quarterlies, teachers' and pupils' editions, were discontinued after the first quarter of the year. In the second quarter the Teen-Age Teacher and Teen-Age Student were introduced. The Adult and Young People's Quarterly was discontinued after the second quarter of the year, and in the third quarter the Adult Teacher took its place.

Thus at the end of 1946, five teachers' quarterlies were being published: the Beginner Teacher, the Primary Teacher, the Junior Teacher, the Teen-Age Teacher and the Adult Teacher. There were corresponding quarterlies for students' use.¹³⁵

The continued growth of the movement and of the literature program necessitated several changes at this time. At the 1945 General Council a decision was reached to increase the personnel at headquarters by the election of four assistant general superintendents. These officers were elected without portfolio, their

¹³³ Ibid., pp. 88-92.

¹³⁴ "Historical Highlights," op. cit., p. 19.

¹³⁵ Johns, op. cit., p. 135.

duties to be assigned to them by the general superintendent. When they reported for duty on January 1, 1946, three of them were appointed immediately to supervise departments. One of these assistants was Gayle F. Lewis, who was given the responsibility of being in charge of publications.

In 1947 a new publication, Family Altar Guide, replaced Daily Devotions, which had been discontinued during the war due to paper shortage. Chat, the Pocket Chaplain, was published for the young men in veterans' hospitals.¹³⁶

At the Twenty-second Council at Grand Rapids, Michigan, September 4 to 9, 1947, announcements of changes in editorial policies were made. The Christ's Ambassadors Department took over the responsibility of the editing of the C. A. Herald from the editorial department of the Gospel Publishing House. The Missionary Challenge was edited by the Foreign Missions Department. The writing of Sunday school literature was assigned to the editorial department of the Publishing House. The Publications Committee was to serve as a liaison between the Gospel Publishing House and the Department of Education, which was chiefly concerned with general promotion of Bible schools and Sunday schools. Those appointed to serve on the Publications Committee were: G. F. Lewis, chairman; J. R. Flower, general secretary; Stanley H. Frodsham, editor; J. Z. Kamerer, manager of the Gospel Publishing House; and Ralph M. Riggs, educational secretary.

¹³⁶ "Historical Highlights," op. cit., p. 19.

A Department of Publications was set up to coordinate the recommendations of the General Presbytery.

In order to strengthen the Sunday school program, responsibility for the editing of Sunday school literature was lifted from the shoulders of Stanley H. Frodsham, the editor of the Pentecostal Evangel. Hart R. Armstrong was brought to headquarters and employed as editor of church school publications, the change being made in January of 1947.

For a long time it had been realized that there was a need for making some changes in the Sunday school program. After ascertaining from field workers what changes would be most acceptable to the churches of the fellowship, a revised Sunday school program was put into operation with the beginning of the Sunday school year, October 1, 1947. The program included:

1. The name was to be changed from the Lighthouse Plan to the National Sunday School Standard of the General Council of the Assemblies of God.

2. The twelve features of the plan were revised and strengthened.

3. New and improved record books were designed and adopted.

4. A plan for the re-establishment of the family altar was added.

5. A plan for the definite and systematic follow-up of absentees and for Sunday school enlargement was adopted.

6. Greater emphasis was placed upon evangelism in the Sunday school.

7. Some revision was made in Sunday school promotion materials.¹³⁷

There was an increase in sales in most of the publications of the Gospel Publishing House since the last Council. From the publisher's standpoint, however, business conditions showed but slight improvement. The paper situation was even more critical than two years before. The printing of a number of books and pamphlets was held up indefinitely.

The crowded situation in the publishing plant was even more of a problem by this time. A temporary building for the offices of the Sunday school department was erected, but there was still no room for further expansion.

Critical shortages of building materials and the greatly increased cost of both materials and labor prevented the letting of a contract to begin construction on a new printing plant. Two years before, the architects had estimated that costs of the proposed building would be approximately \$1,588,000. Since that time costs rose so that the estimate then for the erection of the new building was near the two million mark. There was a reserve of only \$390,000 in the building fund.

Very little printing equipment had been purchased during these two years, as there simply was not room for anything else. With the ever-increasing circulation of 30 or more periodicals, together with the large number of books printed, a heavy strain

¹³⁷ Reports of the Twenty-second General Council, September 4 to 9, 1947, pp. 3 and 4.

was put on the pressroom equipment. Some of the presses were kept running on a 24-hour a day schedule to turn out the work. The presses were badly worn and would need to be replaced as soon as such machinery was available.

Gross sales made a good increase, but net profits did not keep pace with sales. This was because of the greatly increased cost of materials and labor required in the publishing of the periodicals and books. In the fall of 1946 a slight increase in the selling price of practically all books and periodicals was made. The one exception was in the price of the Pentecostal Evangel.

The Evangel had reached a circulation of 132,000 by this time. However, from a financial standpoint it did not make a very good showing. For the fiscal year ending July 31, 1946, the auditor's report showed a net profit on this periodical of \$17,414.68. But for the fiscal year ending July 31, 1947, the report showed a deficit of \$8,616.27.

This great difference between profit and loss in the two-year period was caused mainly by two factors. During the fiscal year of 1945-46, owing to a lack of paper, many eight-page editions were published, while in the year 1946-47 all issues had a full 16 pages. Then, during the previous two years the cost of paper increased more than 100 per cent, and the great amount of overtime required to run the presses due to the increased circulation added much to labor costs.

Since the last Council a new program of printing Spanish literature had been started. Four periodicals--La Guia Dominical, Ninos Christianos, Porlas Ventanas and Joyas Escogidas--as well as two song books in that language were added.

New Sunday school record books were prepared and published after they had been carefully planned and then submitted to Sunday school representatives on the field for suggestions and criticism.

In response to many requests from Sunday school workers, color was added to the visual aid materials that were used in connection with the Sunday school lessons. This required an increase in the selling price, but the volume of sales increased. Plans were made for color to be added to other Sunday school publications.

A gain in the combined circulation of all publications of 217,770 for the two-year period was announced to the Council.¹³⁸

PERIOD OF RAPID EXPANSION: 1948-1957

A new era opened for the Assemblies of God literature program in 1948. By this time the membership of the denomination had grown to nearly a quarter of a million. There were 5,311 churches in the fellowship. These churches demanded a great volume of literature. In addition, many other denominations, especially those of the Pentecostal faith, were using Assemblies of God literature. The demand was too much for the facilities

¹³⁸ Ibid., pp. 45-49.

of the printing plant. The original building on Pacific Street had been enlarged five times until it occupied more than 50,000 square feet of floor space. There was no further room for expansion on that site.

There was only one thing to do, and that was to build. After much planning and serious consideration given to the undertaking of building, it was decided by the Executive Presbyters and other members of the building committee not to attempt to erect the entire building at one time, but first to complete the printing plant and later the administration and editorial offices.

On March 3, 1948, a ground-breaking ceremony was conducted on the new building site. A few days later excavation machinery was moved in, and the construction work began.

The printing plant was to be 280 feet long and 170 feet wide. There were to be two stories, a basement and first floor. The building was to be built of buff-colored brick.

There was difficulty with labor troubles, and construction work did not proceed as rapidly as expected at first. Other difficulties such as bad weather conditions and the problem of finding needed building materials caused further delays. But progress was made, nevertheless.

In the first quarter of 1948 the Assemblies of God discontinued its Whole Bible Course, which for 11 years had formed the basis for lessons at the junior level and above, and adopted the lesson outlines of the National Sunday School Association, the Uniform Bible Series. The Uniform Bible Series offered a Bible-

centered curriculum which was believed would not necessitate a softening of the distinctive Pentecostal emphasis of the Sunday school literature of the Assemblies of God.

The history of Sunday school publications in the Assemblies of God evidences a consciousness that curricular materials must be adjusted to age-level characteristics of the pupils. Instructions for using existing materials with other age groups was included in early publications. Later publications showed a definite trend toward the production of curricular materials for specific groups.

Initially, adjustment of curricular materials was achieved by adapting a uniform lesson, as much as was possible within the limitations of the existing literature, to various groups of students. However, the discontinuance of the International Sunday School Lessons and the adopting of a graded three-year cycle for the Children's Teacher's Quarterly in 1936 introduced a new trend, a trend toward graded lessons as a means of adjusting curriculum materials to the age-level characteristics of the pupils. Graded lessons are not adaptations of a uniform lesson; they are lessons designed particularly for the group for which they were produced.

The trend toward graded materials was accelerated in 1942 by the division of the graded Children's Teacher's Quarterly into two publications which were more closely graded, the Beginner Teacher and the Primary Teacher.

A joint session of the Educational Advisory Committee and the Executive Presbyters on December 13, 1945, gave the trend further impetus when it adopted a report favoring graded lessons. This report was submitted to the September, 1946, meeting of the General Presbyters and was approved by that body.¹³⁹

With the introduction of the new series of lessons in 1948, even greater emphasis was placed upon this trend to provide graded quarterlies according to age-level characteristics.

The Twenty-third General Council met at Seattle, Washington, September 9 to 14, 1949. The report of the general treasurer revealed that at the end of the fiscal year a total of \$904,653.94 had been spent on the construction of the new Gospel Publishing House. It was estimated that the total cost of the printing plant and boiler house would be \$1,250,000. The indebtedness on the building at the time of the Council was \$233,866.35. Loans covering this amount had been made to the General Council at a favorable rate of interest. Offerings had been received from the churches of the fellowship in the amount of \$41,089.53 for the new plant.¹⁴⁰

The treasurer also reported that the income for the Gospel Publishing House for the previous two years had increased to \$2,416,012.83. Expenditures during the same period were \$1,902,761.89.¹⁴¹

¹³⁹ Johns, op. cit., pp. 138, 139.

¹⁴⁰ Reports of the Twenty-third General Council, September 9 to 14, 1949, p. 11.

¹⁴¹ Ibid., p. 15.

The manager of the Gospel Publishing House reported:

While we have had to operate under adverse circumstances owing to the extremely crowded conditions throughout our entire Publishing House, yet we are pleased to report that marked gains have been made in the circulation of many of our periodicals and that we have been able to publish many new books.

The net sales of periodicals, books, Sunday school supplies, etc., for the past year have exceeded all past records, amounting to more than a million and a quarter dollars. This volume of business has caused us, during the past year, to change the system by which we handled the orders in our business office. This change naturally caused some confusion at first, but we are now able to render far more effective service than while operating under the old system and at the same time save thousands of dollars each year.¹⁴²

Although the supply of paper and other materials used in connection with publishing became a little more plentiful, the price of these items remained high. Owing to this high price of paper, a change was made to a cheaper grade of paper than was used before the war.

Although there was a substantial increase in sales, net earnings did not reflect the same increase. The decrease in earnings was attributed to increased costs in direct and overhead expenses. Two substantial pay raises were granted, an extra week's vacation with pay was given to employees, an additional \$1,000 in employee life insurance benefits was added, payments on premiums for the employees' retirement plan had caused additional expense, and finally there were the increased prices of materials used in connection with publishing.

¹⁴² Ibid., p. 57.

At the time of the Council there were 33 periodicals being put out. Twenty-eight of these were printed entirely by the Gospel Publishing House, but five were done by the Standard Publishing of Cincinnati, Ohio. These five were four-color jobs of picture cards and picture rolls. The Gospel Publishing House had no equipment at the time for doing such printing.

More color was being used in Gospel Publishing House publications, however. In most cases this was just a matter of two-color contrast. Because the response to the use of color had been so good, further plans were made to increase this type of printing.

The editorial work for some of the publications had been completed for the new graded Sunday school quarterlies for both pupil and teacher. However, the publishing of this graded course was a big undertaking, and the printing and publishing work could not be done until the new printing plant was ready for occupation.

The manager called attention of the Council to the fact that the Pentecostal Evangel had been published at a loss for a number of years. It had been decided to increase the subscription to \$1.50 a year, and this increase was put into effect in December, 1947. As a result, no deficit was reported for this publication for the past year. However, the circulation dropped from 132,000 two years before to 123,000 at the time of the Council.

The Spanish Sunday school periodicals met with much favor by those using this literature, and plans were made to expand this branch of publishing.

A number of new books and other printed materials were prepared by the workers' training division of the Sunday school department. It had been decided by the Publications Committee to publish an entirely new series of vacation Bible school books. These would cover a three-year cycle, and the books for the first year would be placed on the market in 1950.

The latest song book, Assembly Songs, which was introduced two years before, was having a very good sale.

The manager closed his report with these words:

We are planning to move the different departments which will occupy the new building shortly after the close of this session and hope to be in full operation by the early part of October.

The prospects for the future in the way of publishing look bright, and as soon as we can get into our new quarters and install the new two-color rotary press and other equipment now on order, we expect to greatly increase our output of periodicals, books and tracts.¹⁴³

The new building was occupied in October, 1949, with a grand opening ceremony in March, 1950. The Gospel Publishing House had become an important business to the City of Springfield, and the move into the building was given special picture coverage in the local newspaper, the Springfield Leader-Press.

In fact, the newspapers gave such good publicity that one disgruntled citizen wrote in to complain about it. The rather amusing answer to the letter was printed in an editorial:

A bravely anonymous citizen peevishly asks why the newspapers give so much space to the activities of the religious organization known as the Assemblies of God.

¹⁴³ Ibid., pp. 57-60.

'You'd think,' Citizen A complains, 'that it was the only church in town,' and concludes with a slanderous implication.

Citizen A is quite right in observing that the Assemblies get an awful lot of newspaper publicity. If the church keeps a scrapbook, it must be bulging. Citizen A might also have observed that the Assemblies are a mighty active church. Something doing all the time. Activity makes news. News brings publicity--in fact, it's about the only way I know of to get very much publicity. Try it sometime, you jealous churchman.

The Assemblies of God is one of Springfield's greatest industries--if you can call a church an industry. It is an admirable industry--it creates no smoke or stench, it has no labor problems, it has no seasonal shutdowns, it never runs out of material and it never seems to have any difficulty meeting its payrolls.

Its manager and employees, to continue speaking--not disrespectfully, I hope, in industrial terms--are substantial and respectable citizens engaged in an enterprise which requires no apology and needs no federal subsidy or supervision.

Its product is in constant demand and there is no evidence that its market will be exhausted.

The moving picture theaters, the taprooms, the tobacco counters may not profit extensively from the patronage of the Assemblies' staff and followers--but that is a situation which does not, in my present haste and indifference, bring tears to my eyes.

As a non-participant in the activities of the Assemblies of God, but as an active well-wisher for the church's continued success and growth, I think I am entitled to repeat that it is one of Springfield's most impressive and valuable assets and one which, I hope, will continue to make substantial inroads upon our news space.

At this time approximately 85 per cent of the items produced in the Gospel Publishing House was Sunday school literature and other items especially prepared for that department. Approximately 40 periodicals with a combined circulation of 1,598,675 were being published, some weekly, some monthly and some quarterly.

For instance, the Pentecostal Evangel with a circulation of 125,000 was published weekly, which meant that 6,500,000 copies were printed in a year. The total of all publications for the year exceeded 41,000,000. This did not include tracts, song books and other such items. It required 750 tons of paper to take care of all this printing. Approximately \$75,000 was paid annually to the post office for postage. Publications were going to Canada and 50 foreign countries as well as to every state in the union. There were 300 people employed.

In 1949 M. L. Grable resigned as head of the Sunday school department. His successor was Paul Copeland. A new program to encourage provision of literature to foreign fields was launched under the name Boys' and Girls' Missionary Crusade. Little barrel-shaped banks were provided from the Foreign Missions Department and given to children in the Sunday schools all over America. The pennies that these children saved each month started the first real program of missionary literature assistance.

Stanley Frodsham retired as editor of the Pentecostal Evangel in 1949, and Robert C. Cunningham was named acting editor. The following year he became editor and has filled that position since then.¹⁴⁴

At the Twenty-fourth General Council in Atlanta, Georgia, August 16 to 21, 1951, a report of the cost of the new building was given. It had exceeded earlier estimates, and the full cost

¹⁴⁴ Spreading the Pentecostal Message, op. cit., p. 3.

was put at \$1,400,000. A year before, the indebtedness stood at \$644,352.80. The indebtedness was covered by small loans, for which demand notes had been issued. Some gifts had been received, and the Gospel Publishing House was able to pay from its income a part of its indebtedness so that at the close of the fiscal year the indebtedness stood at \$450,006.88. At that rate of payment, it was figured that the new printing plant would be paid for fully in from three to four years.

The income of the Gospel Publishing House enabled the management to add to its printing equipment, which greatly increased production. The general treasurer reported the income for the two years as \$3,047,535.23 and expenditures as \$2,370,496.67.¹⁴⁵

The manager of the Gospel Publishing House reported a steady growth in all departments. Getting sufficient paper stock was still somewhat difficult, but enough had been secured to meet the needs.

The manager also reported of the move to the new building:

It was in the fall of 1949 that the first unit of our new building was completed. This unit houses the production department, which includes the printing, bindery and mailing divisions, and also houses the book sales, art and Spanish departments. In October of 1949 the big task of moving into these new quarters was undertaken, and in a very short time all the equipment and machinery was in full operation. All this moving was accomplished without missing a single issue of any publication, and all periodicals were mailed out on time. This was no small undertaking, and we give

¹⁴⁵ Reports of the Twenty-fourth General Council, August 16 to 21, 1951, p. 12.

credit for this accomplishment to the faithfulness and splendid cooperation of our employees.¹⁴⁶

Two large new printing presses were purchased to help in the production of periodicals and books.

All offices were maintained in the old building and were to remain there until the administration building could be added. About 150 persons were employed in the offices of the old building, which included the editorial offices and business offices. As the old building was four blocks away, difficulties in communications created ever-mounting problems.

With the move to the new building, a separate department was created as the production department under the direction of J. O. Harrell. The production department was composed of three divisions: printing, binding and mailing. There were 88 persons employed in this department alone, and combined with those in the book sales department, the art department and the Spanish editorial department, there were about 150 workers employed in the new building.

The move to the new building also required the addition of new equipment, particularly in the pressroom, where much overtime had been required to keep up with the printing schedule. In January, 1950, a new two-color Miehle sheet-fed rotary press was installed at a cost of approximately \$100,000. This press was used primarily in the printing of Sunday school papers, which had a combined circulation of 350,000 weekly. The production on this

¹⁴⁶ Ibid., p. 74.

press in the printing of these periodicals was more than five times that of the presses on which they were formerly printed. The printing on the press was produced from plastic plates, something rather new to use on a press of this kind. These plastic plates were found to be economical to use, and they fit into the line of work very nicely.

Another addition to the pressroom was a Mann sheeted Perffector offset press. This press was something new with the Gospel Publishing House. It was to be used in printing the Pentecostal Evangel, as it would produce approximately five times faster than the presses on which this periodical had been printed. The cost of the new press was about \$70,000.

A new folder and a tipping machine in the bindery division, and several small machines in the mailing division meant much in producing literature economically and getting it in the mail on time.

A book and sales department was organized under the direction of David Johnston as manager. All the stock of books, Bibles and supplies was transferred to the new building where there was ample room and facilities to carry a much larger variety of merchandise and to give much more efficient service in every way.

During the two-year period more than a half million books and eleven million tracts were printed and made ready for distribution. These figures included new merchandise as well as reprints. Forty-five editions of new books were printed, and eleven manuscripts which represented new books were in the hands of the printers.

The demand for the Gospel Publishing House song books, Assembly Songs and Songs of Praise, exceeded all expectations. On several occasions orders came faster than the books could be produced. The same was said of the new vacation Bible school courses. Several reprints were necessary on this material for the year 1950.

In the old building the business office, managed by M. K. Morris, was able to find more room. The department was divided into separate operating units by partitions which added much to the appearance of the offices and provided for better working conditions for the staff. Several new office machines were added, and a number of new desks, filing cabinets and other office equipment installed.

Orders received and processed through this office increased by approximately 11 per cent in two years' time. Because of the large number of Sunday school orders (between 13,000 and 14,000) which were received and which had to be processed in the short period of from three to four weeks each quarter, it was imperative that a change be made in the system for handling these orders. Such a change was made, and the department operated under a new system by which it processed a far greater number of orders in a shorter time with less expense than before.

At the same time this new system was put into operation, a cost-accounting system was installed, through which all costs of operation in the production of periodicals, books, tracts, Sunday school supplies and other materials were determined. The work of

compiling all the figures relative to the costs of all finished products was handled through this office.

Hart R. Armstrong, editor of the church school literature department, reported to the Council that many other denominations besides the Assemblies of God were using the Sunday school lesson series.

In addition to the Spanish Sunday school publications, translations of the Sunday school materials were being made in French and German. Assistance was given from the department for translation to be done in Sweden, Denmark, Finland and Norway, and requests had also come from Japan and Switzerland.¹⁴⁷

At the end of 1951, J. Z. Kamerer, who had served as general manager of the Gospel Publishing House for 25 years, retired from that position. The Executive Presbyters, departmental heads and their wives observed the occasion by meeting together to honor Kamerer and his wife. Assistant superintendent Gayle Lewis was master of ceremonies, and former superintendent E. S. Williams paid tribute to the many years of happy association he had enjoyed with Kamerer and mentioned the remarkable growth the Publishing House had seen under his management. General Superintendent Wesley Steelberg presented a gift to Kamerer as a token of loving appreciation.

Although Kamerer laid aside the general manager's responsibilities, he continued serving the Gospel Publishing House as

¹⁴⁷ Ibid., pp. 75-80.

credit manager. Up until that time there had been no credit department in the organization, but the need of a more efficient policy in regard to keeping accounts had long been felt. By consenting to take charge of the credit department, Kamerer filled this need.

J. O. Harrell was appointed as general manager. One of his first acts of office was to notify the Assemblies of God constituency of new policies being put into effect:

Beginning January 1, the following policies have gone into effect:

1. No orders will be mailed C.O.D. Requests for C.O.D. shipments have always caused extra work and needless expense both for the Gospel Publishing House and for our customers, and sometimes have resulted in unfortunate misunderstandings. The practice of sending orders C.O.D. has therefore been discontinued.

2. We are requesting that cash accompany all orders amounting to \$5 or less. This new policy is effecting a considerable savings to the Lord's work, inasmuch as the bookkeeping costs on small orders are prohibitive.

3. Credit will gladly be extended to our customers on orders amounting to more than \$5, provided they have established credit with us. In most cases a letter introducing yourself and giving certain business references will be sufficient to do this.

4. All accounts to be payable within 30 days. We shall be grateful if all our friends will remember this. If credit has been granted to you, kindly pay all bills within 30 days after date of invoice in order to maintain a good credit standing. Longer periods of credit will be allowed only by special arrangement.¹⁴⁸

The Springfield News and Leader carries this account of Kamerer's retirement and Harrell's appointment:

¹⁴⁸ Pentecostal Evangel, March 2, 1952, "A Word from the New General Manager," p. 11.

The retirement of J. Z. Kamerer was announced here today. Kamerer first became acquainted with the Assemblies of God when he worked at Findlay, Ohio, as a printer. In 1914 his newspaper printed an Assemblies of God periodical. Five years later, after the church had established a small printing house in Springfield, Kamerer moved to the Ozarks to get out their Sunday school literature. At the time, there wasn't an Assemblies of God church here, only a tent where members attended services.

Kamerer said in an interview, 'We had four workers in our printing department then and printed 5,000 copies of one quarterly. Now the Publishing House has some 150 workers in production departments alone and prints 34 periodicals, including five in the Spanish language.'

After six years in the production department, Kamerer was named general manager and the phenomenal growth of the business began.

'I remember once when we started printing 30,000 quarterlies called the Adult Student,' Kamerer says. 'The superintendent told me that we'd about reached our saturation point.'

Now some 280,000 copies of the Adult Student roll off the presses each quarter.

Taking his place on January 1, 1952, will be J. O. Harrell, a former newspaper man who was eight years superintendent of production. Harrell first came to the Gospel Publishing House in 1925 as a linotype operator.¹⁴⁹

On July 8, 1952 the general superintendent of the Assemblies of God, Wesley R. Steelberg, died while on an overseas trip. Gayle F. Lewis was chosen by the General Presbyters to fill the unexpired term and took up his new duties on September 2. James O. Savell was chosen to succeed Lewis as assistant general superintendent. This meant that Savell was appointed also as

¹⁴⁹ Springfield News and Leader, January 6, 1952, "Turning Back the Pages."

director of publications.¹⁵⁰

Other appointments made in 1952 were Marvin Knott as production superintendent and Earl Foster as manager of purchasing and transportation. In 1953 Ralph Harris was named editor of church school publications.¹⁵¹

At the Twenty-fifth General Council in Milwaukee, Wisconsin, August 26 to September 2, 1953, further action was taken to make the Gospel Publishing House more effective in its administration. A resolution was passed that Sunday schools be removed from the department of publications and that a separate Sunday school department be established.¹⁵²

The problem of trying to do business from three buildings several blocks apart was evident to the Council, which passed this resolution:

Whereas, the evident blessing of God upon our Gospel Publishing House and national headquarters makes it imperative that we obtain appropriate administration facilities, the General Presbytery recommends the following:

Be it resolved that this General Council empower the Executive Presbytery, and they are hereby empowered, to borrow a maximum of one million, five hundred thousand dollars for the erection of national administrative offices in Springfield, Missouri.¹⁵³

¹⁵⁰ In the Last Days, op. cit., p. 25.

¹⁵¹ "Historical Highlights," op. cit., p. 19.

¹⁵² Minutes of the Twenty-fifth General Council, August 26 to September 2, 1953, p. 15.

¹⁵³ Ibid., p. 18.

A report from the Executive Presbytery revealed that the entire indebtedness of the Gospel Publishing House building had been paid. One of the highlights of this Council was the burning of the mortgage. An announcement of this ceremony was carried in the Pentecostal Evangel before Council time:

One of the highlights of the Assemblies of God convention in Milwaukee will be the mortgage burning ceremony in connection with their big new printing plant built in 1948-49 at a cost of nearly \$1,500,000.

The entire output of this modern printing plant, said to be one of the finest in the midwest, is devoted to church and Sunday school literature.

At the mortgage burning ceremony, J. Z. Kamerer, manager-emeritus, will speak briefly, reviewing some of the past history of the Gospel Publishing House. Then the present manager, J. O. Harrell, will describe the work as it is today.¹⁵⁴

Gospel Publishing House income for the two-year period preceding the Council was reported as \$3,711,826.83, while expenditures were \$2,842,087.48.¹⁵⁵

The Council was told of another new press being installed, a Mann two-color offset press that would take a sheet of paper 25½ inches by 36 inches. The cost was approximately \$38,000.

Also added were a new book binding machine, much larger than the old one and also faster, and a casing-in machine for putting the covers on cloth books.

The publishing plant was then using metal castings and plastic plate for letter press printing, in addition to offset.

¹⁵⁴ Pentecostal Evangel, August 2, 1953, "Assemblies to Burn Mortgage on Million Dollar Printing Plant," p. 15.

¹⁵⁵ Reports of the Twenty-fifth General Council, p. 4.

There were 15 presses of varying sizes in operation as well as 6 large folders, 5 linotypes, 3 big cutters, 2 gang stitchers and many other smaller items of printing equipment.

The production department was using more than three carloads of paper each month and over 100 pounds of ink a day.

The merchandising division was divided into five operating units: sales, advertising, order shipping, reserve stock and retail store.

During the previous two years 685,768 books and 3,820,816 tracts had been printed. Nine editions of new books were published.

The business office handled a total of 189,401 orders for the two-year period. Steps were taken to reduce both the cost of handling these orders and the number of errors made during the clerical process. Statistical quality control, a scientifically improved work procedure, was installed in February to improve the quality of the work produced by the clerical staff. Within two months the number of errors was reduced to less than 1 per cent of the total orders handled in the office.

Approximately \$75,000 worth of tabulating equipment was installed in the accounting department, and major changes were made in the work procedures to give more information concerning the various operations.

The editor of the Pentecostal Evangel announced that in July this publication had passed its fortieth birthday. The new off-set press recently installed made the printing of the Evangel

faster and it also put out a much better looking paper. A new type face was purchased at a cost of \$1,500 which made the magazine more modern and more readable than before. The price of the Evangel was still only \$1.50 a year.

In recent years a special issue of the Evangel had been prepared each fall for use in the Sunday school enlargement campaign. In 1950 there were 550,000 copies of the special campaign issue printed, including the regular run.

The church school literature editor reported that the literature prepared by his department had continued its steady growth in circulation. This growth was partly due to the increase in the size of Assemblies of God Sunday schools and partly to the larger use of the literature by Assemblies of God people and partly to the many other churches outside the Assemblies of God which had found the literature appealing and complete enough for their use.

Arrangements had been made with the printers to prepare the Sunday school picture cards and picture rolls without English printing so that they could be shipped to foreign countries and there printed with suitable foreign words. The translation of the Sunday school literature in various languages continued to increase, so that it might truthfully be said that Assemblies of God Sunday school materials were girdling the globe.

The literature had been changed and improved in several instances. The beginner and primary picture papers were enlarged and would be more effective in their new form. A decision had

been made after much discussion with people in churches and conventions to rename the workbooks, since the name was not attractive to children and young people. The junior book was to be known as Bible Explorers and the teen-age book as Search.

No new church school publications were introduced in these two years, but there was improvement in the material already being published.¹⁵⁶

In 1954 a Public Relations Department was established, and Harry Myers was invited to serve as secretary as from June 7, 1954.

The reports of the Twenty-sixth General Council which convened at Oklahoma City September 1 to 6, 1955 showed progress and growth since the last Council. J. O. Savell, executive director of the department of publications, said:

The picture has changed greatly in the last two years in personnel, new divisions, new equipment, and new and improved publications. A committee on publications represents the Gospel Publishing House and the General Council departments. This committee meets once a month and carefully prays over and weighs every change or new publication.

With our ever-expanding program we are finding some of our equipment inadequate. A careful study was made and several new, modern machines were ordered; these are making a good showing in speeding up operations, and at the same time they are reflecting nice savings because of their higher efficiency.

An appointment made recently was that of business office manager Ray Roepke, who has had seven years of service with the Gospel Publishing House. A new division has been created under the heading of Expediter. This division has the responsibility of doing just what the name implies, to expedite, coordinate and aid work to move through production on schedule. This division

¹⁵⁶ Ibid., pp. 67-69.

is under the supervision of Homer Menzie. He has sixteen years of service as a background.¹⁵⁷

Savell also reported that costs had continued to climb. Everything from paper to equipment had increased in price, especially in the last six months of the fiscal year. This condition made it necessary to make some price adjustments. This move was studied very carefully by a committee, and the increases were made in such a way as to be very small as far as the individual church was concerned, but gave the Gospel Publishing House added margin to help with increased costs.

The circulation of church school literature was about twice that of ten years before. The circulation of all publications was just under two million, while there were 38 different publications under the supervision of the department of church school literature. These included 16 Sunday school quarterlies, 6 Sunday school papers, 8 visual aid materials and 8 other items of a general nature.

A number of changes had been made since the last General Council. There were before then two sets of quarterlies above the junior level--the teen-age and the adult, with the latter also being used in the young people's department. Three sets of quarterlies replaced the two: the Adult Teacher and Student for those of adult age; the Youth Teacher and Youth Student for those of high school and college age; and the Intermediate Teacher and

¹⁵⁷ Reports of the Twenty-sixth General Council, September 1 to 6, 1955, p. 45.

Intermediate Student for those of intermediate age.

Another forward step was taken in relation to the junior lessons. For some time it had been felt that the Assemblies of God should have its own full gospel course for juniors. Some years before, a two-year course for beginners and a three-year course for primaries had been instituted, and they had proved their value over a period of years. A three-year course for the junior department of the Sunday school was begun in January, 1955. This course was planned to help teachers present material which was completely adaptable for boys and girls of the junior age. The studies were chosen which would give the juniors what they needed most at that particular time of life. The plan was that by the time they had finished the course, they would have become thoroughly indoctrinated in the basic beliefs of the full gospel faith.

A new set of materials was soon to make its appearance. This was the nursery course, Happy Times in the Nursery, which was inaugurated the first week of October.

A special quarterly for Sunday school superintendents, the Superintendent's Assistant, had proved successful, and beginning with the first quarter of 1956, it was enlarged and improved. With the emphasis upon departmentalization in the Sunday schools there had come a growing need and demand for departmental helps for opening worship services.

Another assistance feature was developed by the department of church school literature in the form of an E-Z Pattern Book

and Pattern Packets. These were for the assistance of Sunday school workers in promoting interest and enthusiasm among the children of beginner age.

The Pentecostal Evangel continued to expand in circulation. There were 170,000 copies being printed each week. The regular issues of the Evangel continued to have 16 pages. This was the same that it had been through the years, ever since the early days when the Assemblies of God was very small and when there were only two or three departments in the work. From year to year the number of departments had kept increasing and the number of divisions within those departments kept multiplying, until the editorial staff found it extremely hard to satisfy the desires of all the departments for publicity and still have the necessary space for the inspirational material which had always been predominant in the Evangel. It seemed the time had come to consider increasing the size of the magazine.

The Executive Presbyters authorized the general manager of the Gospel Publishing House to purchase a large new printing press and an automatic stitching machine in order to make it possible to double the size of the Evangel.

The increase in size would necessitate an increase in price, and the new price was announced to the Council as \$2.50 a year. This was only the second time in the magazine's history that an increase in price had been necessary.

With a larger magazine it was planned to give more publicity to certain departments of the work which were comparatively new,

such as Men's Fellowship, Women's Missionary Council and Evangelism. Although there would be some changes in the number of pages and the amount of material to be covered, the message would not change. Editor Cunningham declared that "from one generation to another, it has continued to proclaim the whole counsel of God fervently, fearlessly, faithfully."

New machines added since the last Council were a Miehle 29 offset press, a Sheridan automatic stitcher and trimmer, a gathering and inserting machine, a Lawson three-way trimmer, and some new addressing equipment called Speedamat.

During the two years 795,778 books and 7,870,421 tracts were printed. Twenty-five editions of new books were published.

On June 1, 1954, the merchandising division established a West Coast branch of the Gospel Publishing House at Pasadena, California. This branch was established to serve the many churches in California, Arizona, Nevada and Utah. At the time of the opening of the store there were approximately 1,000 customers in these states. Just a little more than a year later there were 2,000 customers in the same area.

At the time of the Council, plans were being made for a new location of the Pasadena store. A lot in the heart of the business district had been secured. A new building to be erected would give a large display area for walk-in trade, a large area to carry on mail order business, and parking facilities for employees and customers. The new building would have adequate space to stock every item carried at Springfield.

The business office at the Gospel Publishing House was divided to improve service. There were the order clerical division to receive and process all orders up to the point of wrapping and shipping, the customers' service division to take care of order adjustments such as returns and cancellations, and credits and collections division to approve new charge accounts and handle those accounts which needed special attention.

During the 1954-55 fiscal year the business office handled a total of 189,495 orders.

For the first time, sales in the Gospel Publishing House went over the four million mark for a two-year period. The profit and loss statement for the previous period was:

Income:	
Net sales	\$4,125,659.15
Other income	<u>22,356.61</u>
Total	4,148,015.76
Expenses:	
Cost of sales	1,836,789.45
Departmental operating expenses	948,981.24
Other deductions	<u>561,862.66</u>
Total	3,347,633.35
Net increase	800,382.41
Transfers to other departments	<u>496,887.72</u>
To Gospel Publishing House General Fund	\$ 303,494.69 ¹⁵⁸

On January 1, 1956, the size of the Pentecostal Evangel was increased from 16 to 32 pages, as had been recommended, and the

158 Ibid., pp. 47-54.

format was extensively revised. Many more pictures were used. Large modern headlines were introduced. A much greater variety of articles and features was offered for the benefit of all classes of readers. The subscribers expressed appreciation for the great improvement that had been made. They also applauded the announcement that color would be used in the magazine.

With the enlarging of the magazine there was an enlarging of the staff to include the following men: Robert C. Cunningham, editor; Leslie Smith, layout editor; Glen D. Anderson, editorial assistant; and Richard G. Champion, circulation manager. The staff was greatly strengthened by the appointment of an executive director for counsel and supervision. The man appointed to this office in January, 1956, was J. Roswell Flower, who originated the Evangel in 1913 and who served as its first editor and publisher.¹⁵⁹

In May, 1956, the Springfield News and Leader carried an account of an open-house for the Gospel Publishing House:

The Gospel Publishing House will have open house on Thursday. Tours will be set up to give the public an opportunity to see the plant in operation.

The Gospel Publishing House contains approximately \$1,142,827 in modern equipment and is one of the world's largest exclusively religious publishing concerns. Literature printed in the building there currently is being used by thousands of Assemblies of God churches in every state in the union and by missionaries in 69 countries of the world.

During 1955 the Gospel Publishing House printed approximately 1300 tons of literature and used 25

¹⁵⁹ Spreading the Pentecostal Message, op. cit., p. 3.

tons of ink. It is the biggest single user of the Springfield post office.

With 448 employees, including 235 in the publishing plant, the Assemblies of God is one of Springfield's largest industries.¹⁶⁰

At the Twenty-seventh General Council in Cleveland, Ohio, August 28 to September 3, 1957, the report of the Executive Presbytery revealed that the Gospel Publishing House net sales increased approximately 50 per cent in the previous two years, but the margin of earnings decreased 5 per cent. However, increased efficiency and economy in operation in departments that had been receiving help from the profits of the Gospel Publishing House made it possible to decrease these subsidies by about \$100,000.

The financial statement for the two-year period was:

Net sales	\$5,659,507
Cost of sales	<u>3,194,980</u>
Balance	2,464,527
Departmental operating expenses	<u>1,268,765</u>
Net operating income	1,195,762
Other income	<u>1,253</u>
Net income	\$1,197,015

The general treasurer reported that the economy of the nation had continued to squeeze down on the profit margins of all businesses. The Gospel Publishing House had enjoyed no immunity to this common problem. Most businesses were able to raise their prices, transferring rising costs to consumers. But the Gospel

¹⁶⁰ Springfield News and Leader, May 20, 1956, Tours Set Up by Assemblies--Open House Event Slated Thursday," p. 1.

Publishing House raised its prices very little proportionately. It absorbed most of the increases in wages, price of paper and ink, cost of shipping and other costs. The margin of profit, therefore, had dropped during the previous five years as follows:

1953--30.6 per cent
 1954--26.1 per cent
 1955--25.0 per cent
 1956--19.9 per cent
 1957--19.3 per cent¹⁶¹

The Executive Presbyters reported:

We are still working under the handicap of functioning in three separate buildings which are situated about four blocks apart. An intercommunication system and messenger service between the buildings cannot overcome the disadvantage and delay which this involves. The building which houses the executive offices and most of our departments is old and inefficient and sometimes uncomfortable. The architects' plans for our new administration building are drawn up and paid for. The ground on which it will stand is also bought and paid for. Steel to be used in the building's construction has been purchased and delivered. The value of the other two buildings is also equity, of course. We thus have about \$400,000 already invested in the new building. Our treasurer, however, will report that we cannot consider it sound business to proceed with the erection of the new building until we have a greater over-all income.¹⁶²

At the time of this Council the Gospel Publishing House had four major divisions: production (printing); merchandising (church supplies); business office (order handling); and production control (work scheduling).

To improve production a new Webendorfer press had been installed. This was a two-unit roll-fed press and was a perfector

¹⁶¹ Reports of the Twenty-seventh General Council, August 28 to September 3, 1957, p. 10.

¹⁶² Ibid., p. 1.

(printing both sides of the sheet at the same time). Its two units could be used to print two sections at a time or could be used for printing two-color work at the same time. The press was equipped with two folders and could actually run two different jobs in a single operation. It was brought in primarily to handle the enlarged Pentecostal Evangel. It also had an individual color printing unit that permitted color to be added to the Evangel.

The purchase of the press was considered newsworthy enough for an announcement to be carried in the Springfield newspaper.

A new \$225,000 press was recently purchased by the Gospel Publishing House. This Webendorfer double-web press is equipped with drying oven and two folders and is versatile enough to handle two separate jobs at the same time, complete with folding. The press can produce 16,000 pieces of literature an hour. It was constructed to Gospel Publishing House specifications, which were drawn up by General Manager J. O. Harrell, and was built by American Type Founders of Elizabeth, N. J.¹⁶³

With the enlargement of the Evangel and the introduction of some other publications, there was a need to increase the capacity of the typesetting machines. This was accomplished by the purchase of a new Comet linotype and the installation of two Teletypewriter keyboards. These keyboards were used to punch tape which in turn were used to operate the linotype automatically. They enabled the plant to absorb additional typesetting without additional personnel.

¹⁶³ Springfield Leader-Press, February 28, 1956, "New Press."

Since the last Council the transition from letter-press to offset printing had been continued. A department to make photographic offset plates was put in. A man already trained for this phase of the work went into immediate production.

One result of the adding of all this equipment was that the electricity bill went up to over \$1,000 a month.

The merchandising division added a review service to its responsibilities. Only books best suited for the wants and needs of the Assemblies of God people would be sold, and nothing was added to the list of books that had not been carefully reviewed and approved.

About a year before the Council, books produced by the Publishing House were made available to book-stores throughout the country. Previously no books had been offered on the wholesale market, but the incessant demand for certain books published only by the Gospel Publishing House made it imperative for the Publishing House to become a wholesale distributor.

Early in 1957 the Gospel Publishing House, for the first time, entered the field of printing the Scriptures. This was Worrell's Translation of the New Testament, which had first been published many years before. Worrell's heirs sold the rights for reprinting to the Gospel Publishing House.¹⁶⁴

Closely related to the merchandising division was the music division, set up since the last General Council and placed under

¹⁶⁴ Evangelical Visitor, February 28, 1957, "Worrell's New Testament To Be Reprinted," p. 5.

the charge of Edwin Anderson. Prior to the establishing of this division, some work had been done on producing a new song book. With the coming of Anderson, this project moved along rapidly, and the first hymn book to be entirely compiled by the Gospel Publishing House was ready at Council time. Along with this new hymn book, Melodies of Praise, a book of orchestrations was offered. The report to this Council declared: "Since music is such an important part of every religious service, we feel we are moving to meet a very pressing need among us, and as time goes on many new features related to music will be developed in this division and offered to our churches."

The business office reported that in two years it had handled a total of 387,004 orders.

The function of the production control division was to take each individual job and schedule it for printing. Many operations were required in the production of a periodical or a book, and all of these related operations had to be carefully studied and timed so that the printings would be ready on their mailing dates. Also as parts of this division were the artists, job estimator and silk screening workers. Ten artists made up a staff which gave its full time to art work.

Rising costs continued to be a problem. The book paper used for quarterlies and the Evangel had increased \$2.28 per hundred pounds. When 120 tons of paper a month were used, the increase amounted to a large sum.

The director of the church school literature department made this report:

One of the over-all objectives of our literature program is that of indoctrinating the people of our constituency. It is generally conceded by Christian educators that graded materials, providing a special course for each age level, are the best way to reach this objective. Therefore, steps have been taken toward achieving this goal.

In 1955 there was introduced a new junior course which had met with general approval. One year ago a teen-age course was launched. There has been a phenomenal acceptance of this material with nearly 50,000 circulation for the student quarterly in a little over six month's time. Because some schools find it difficult to use the graded material, because of their organizational set-up, we have continued to publish the uniform lessons for the intermediate and senior departments. Although there was some drop in circulation in the uniform material for these two age levels, when we take the circulation of the Teen quarterlies into consideration, we find an over-all increase.¹⁶⁵

There was also an announcement made of visual helps on the adult level. To meet this need, partially at least, a large full-color quarterly chart was produced, beginning with the first quarter of 1957.

In the fourth quarter of that year a large-print quarterly was to appear for the first time. This new quarterly contained the same material as the adult student, but was in large print, making it more readable for older people. As far as was known, the Gospel Publishing House was the only source of such a quarterly.

Other improvements in publications included an enlarged Superintendent's Assistant. The new one provided opening worship services not only for schools where a general session was held,

¹⁶⁵ Reports of the Twenty-seventh General Council, p. 51.

but also for schools which were departmentalized. At the same time Hi-Call, a Sunday school paper which was published for high school young people, was given a new format and printed in a more readable type. The paper known as Gospel Gleaners had its name changed to Live. A larger, more readable type was also used for this magazine, and new features were added.

Organizational changes made necessary the provision of two associate editors for the church school literature editor. These were Dorothy Morris, associate editor in charge of Sunday school papers, and Hardy Steinberg, associate editor in charge of quarterly materials.

The organizational structure of the department was improved by the setting up of editorial policies and procedures which enabled the staff to give a more thorough and careful check to the publications. Editor Harris said: "The publications produced by our department are so vital to the success and well-being of our people that we must spend every effort to make them of the very highest quality from both a secular and spiritual standpoint."

The increasing use of Sunday school materials in foreign lands was evident. In addition to the Spanish literature division at the Gospel Publishing House, there were also efforts to develop the use of Sunday school literature in European countries.

For France, the galley proofs of the Adult Teacher and the Adult Student were sent by airmail to that country for translation. The translated material was then sent to Belgium to be

printed. Then the printed publications were sent to France, to French West Africa, to Eastern Canada and to other places where French was spoken. This plan made it possible to have current materials in the French language. Steps were being taken to make a similar arrangement for Italy.

The number of publications increased from 28 to 36 during the two-year period. The Pentecostal Evangel increased in circulation to 163,000.

Since the last General Council a circulation manager was added to the staff. One of his accomplishments was the introduction of a little periodical called Exclusive, which was sent to ministers of the Assemblies of God free of charge four times a year to suggest ways of using the Evangel effectively in their church work.

The appearance of the Evangel was improved greatly by the use of more color than before. A layout editor, with the help of the staff of artists, succeeded in combining up-to-date art techniques with dignity and good taste.¹⁶⁶

The rapid expansion of the Gospel Publishing House during this period from 1945 through 1957 was in keeping with the growth of the Assemblies of God as a whole. At the end of 1957 the membership of the denomination had reached almost half a million with nearly 8,000 churches affiliated.

This growth added to the already serious problem of crowded quarters for editorial and administrative offices and of the

¹⁶⁶ Reports of the Twenty-seventh General Council, pp. 48-55.

difficulty in communications between the three buildings being used.

ADEQUATE FACILITIES PROVIDED: 1958-1963

The growth in the literature program of the Assemblies of God was emphasized in reports made at the General Council at San Antonio, Texas, August 26 to September 1, 1959. The Pentecostal Evangel at this time had a paid circulation of 167,000, making it one of the largest religious periodicals in the nation. A new emphasis had been placed on missions in the Evangel when the World Challenge, a monthly missionary magazine, was merged with the Evangel on April 1, 1959. Under the new arrangement a world missions issue of the Evangel was published once a month with the entire issue being devoted to the various phases of Assemblies of God missionary work, at home and abroad.

Five years before, there were 28 publications of church school literature; in 1959 there were 63. This gain was accomplished without any appreciable increase in the number of employees. The outstanding trend of the five years had been the swing to graded lessons.

A new monthly magazine for ministers, Pulpit, was launched. It was not intended for mass circulation, as subscriptions were restricted to the clergy. There were 3,683 subscribers at the time of the Council.

The report revealed that almost half of the employees at headquarters were employed by the Gospel Publishing House. This

did not include the editorial workers in the various departments who prepared much of the literature. At that time 73 carloads of paper were being used in a year's time, and over \$100,000 was spent for postage and freight. The business office processed 194,193 orders in a year for the 6,000 items carried by the merchandising division. Five to eight tons of mail were being shipped each day.¹⁶⁷

The report of the general treasurer for the Gospel Publishing House finances was:

	Year ending March 31, 1959	Year ending March 31, 1958
Net sales, less discounts	\$3,210,987	\$2,357,159
Cost of goods sold	<u>1,690,939</u>	<u>1,289,047</u>
Gross income	1,520,048	1,068,112
Departmental operating expenses	<u>706,021</u>	<u>542,679</u>
Net operating income	814,027	525,433
Other deductions (or income)	<u>15,745</u>	<u>(6,780)</u>
Net income	\$ 798,282	\$ 532,213

Profits from the Gospel Publishing House continued to be distributed among other departments.

Department:	Year ending March 31, 1959	Year ending March 31, 1958
Executive, financial secretary	\$ 20,027	\$ 59,068
Radio	20,911	
Christ's Ambassadors	23,388	25,518
Sunday School	147,864	102,320

¹⁶⁷ Reports of the Twenty-eighth General Council, August 26 to September 1, 1959, p. 16.

Evangelism	\$ 9,266	\$ 8,215
Education	12,900	7,305
Men's Fellowship	7,236	6,520
Personnel	5,736	3,732
Public Relations	<u>12,386</u>	<u>5,184</u>
Total	\$259,714	\$217,862 ¹⁶⁸

The publications department continued to embrace three large areas of operation: the Gospel Publishing House, the Pentecostal Evangel, and the church school literature division. Thomas F. Zimmerman served as the executive director of the Gospel Publishing House and also directed business matters of the Pentecostal Evangel and church school literature. J. R. Flower had the editorial content of the church school literature and the Pentecostal Evangel under his supervision. Some publications were assigned to other departments, such as the Foreign Missions Department and the Sunday School Department, but all were printed by the Gospel Publishing House.

The work of the business office had greatly increased because of the increase in orders for supplies. Because of the large number of orders, a customer's service division was started to make adjustments in areas where for some reason the merchandise or handling of the order had not been satisfactory.

The music division continued to meet a need in the growth of the denomination. It purchased and prepared materials to meet the music needs of Christian worship. In addition, it provided a music bulletin, prepared music promotion materials, set up music

¹⁶⁸ Ibid., pp. 46, 47.

clinics, acted as a clearinghouse for ministers of music and helped set up a music standard for churches.

Helps for song leaders, aids for developing choirs and a catalog of new songs and song writers were prepared.

Improvements in printing methods continued. A large press that had become obsolete was disposed of, and a new smaller press was installed. Some presses were equipped for die-cutting, and operations were expanded in this area. A new gathering machine was secured. New work in color separation and four-color process printing was done.

An editorial policy board was created to help in the publishing of the ever-growing Pentecostal Evangel, whose circulation had passed 167,000. This board was made up of the executive director of the Pentecostal Evangel, who acted as chairman, and the members of the executive presbytery not residing at Springfield. These executive presbyters represented the various geographical areas of the nation and were able to give advice that proved helpful to the editor.

Editor Cunningham reported to the Council:

As the official organ of the Assemblies of God, the Pentecostal Evangel is continuing to serve its purpose as a news medium, promoting unity among the local churches, providing a channel of communication between the General Council officers and the church members, and promoting the work of all the various departments of the General Council. At the same time it maintains a strong evangelistic and Bible-teaching emphasis.¹⁶⁹

¹⁶⁹ Ibid., p. 107.

New vacation Bible school materials with the theme Flying with Christ had been printed in the previous year. The writing of the publications for church school literature required 11 full-time workers as well as three part-time employees. Five other writers worked on a free-lance basis for quarterly materials.

New publications included nursery and beginner handwork packets. These were die-cut to help save the teacher time in preparation.

A new development was the production of undated courses on great themes of the Christian faith. In 1958, two courses were provided, one on the doctrine of Christ and the other on the Holy Spirit. A third course, Foundations of the Faith, was almost ready.

These undated courses of study were very versatile in their usefulness. They could be used not only in the Sunday school session but also in youth meetings, mid-week Bible studies and other programs of the local church.

Another recent development was the annual lesson commentary. This was a yearly compilation of all the lessons of the Adult Teacher Quarterly.

Beginning with the fourth quarter of 1959, a three-year course for high school young people was made available, with the Teen course being revised somewhat to become the junior high course of study. The Hi-Teen course was planned to provide a solid foundation for the faith of young people. For example, the fourth quarter featured "The Bible and Science," showing their

basic agreement. A new type of visual aid was made available for use with the Hi-Teen course.

The church school literature division felt its responsibility to help develop the writing ministry of the Assemblies of God. In the fall of 1958, workers from the staff conducted a writers' conference at Southwestern Bible College at Waxahachie, Texas. This proved to be quite successful, and similar conferences were planned at other schools.¹⁷⁰

Conditions continued to grow more difficult in trying to take care of all business effectively from three different buildings. The erection of the editorial and administrative offices could not be delayed any longer.

A news item carried in the Springfield Sunday News and Leader of May 15, 1960, stated:

The Assemblies of God, long a valued resident in Springfield, has announced that work will begin in September on its \$2.5 million administration building in midtown.

The handsome new structure will adjoin the plant of the Gospel Publishing House, completed some ten years ago. Fronting on Boonville Avenue, the modern office building--to include chapel, library, broadcasting facilities and cafeteria--will require about two years for completion and occupancy. Its foundations will be adequate to support eight stories, indicating the belief of the Assemblies of God that their growth is far from ended.

International headquarters of the Assemblies of God were moved here in 1918. Steady expansion--first on Pacific Street, then in the new plant site on Boonville--has marked the Springfield operation. When the new building is complete, the combined plant and

¹⁷⁰ Ibid., pp. 103-109.

equipment will represent an investment exceeding \$6 million.¹⁷¹

A few days before, the same newspaper had given a description of the building being planned:

The denomination's international headquarters will be the largest and most costly building constructed in the Ozarks in more than 25 years. The modern structure will be 360 feet long and 105 feet wide where it joins the publishing house. It will contain some 126,000 square feet of space as compared to the less than 50,000 in the present office building.

Contemporary in style, the first floor of the structure will be done in granite with the 360-foot front broken by a 20 by 40 foot foyer also in granite. Remaining floors will be a curtain-wall structure using a modern building material, concrete, glass and steel. A sculptured pattern on the outside walls will decorate the building.

A large executive conference room will be located on the second floor of the foyer with additional general conference space planned on each floor.

Besides conference rooms and offices the structure will house a chapel measuring 60 by 116 feet, with a seating capacity of 654. The chapel will be used for morning devotions at the headquarters and will be equipped with sound and broadcast equipment for the release of Revivaltime, the weekly network broadcast of the Assemblies of God.

Other facilities will include a library for several thousand volumes, a large cafeteria, and storage and supply areas. The entire building will be zone heated and air conditioned.¹⁷²

Construction of the four-story administration building was begun in August, 1960.

¹⁷¹ Springfield Sunday News and Leader, May 15, 1960, "Assemblies' Growth Boon to City."

¹⁷² Springfield Daily News, May 11, 1960, "New Headquarters of Assemblies."

At the time of the Twenty-ninth General Council in Portland, Oregon, August 23 to 29, 1961, the report given by Bert Webb, executive director of the publications department and chairman of the building committee, revealed that the total construction at that time stood at \$2,956,973, of which \$2,158,000 had been paid. The building was about 90 per cent completed and occupancy date was set for December 1, 1961.¹⁷³

M. B. Netzel, general treasurer, gave a report on the progress of bond sales. Approximately 65 per cent of the \$2,000,000 in bonds had been sold.¹⁷⁴

At the close of the fiscal year there were 539 employees on the headquarters' payroll. Total payroll for the fiscal year ending March 31, 1961 was \$1,873,265.

The statement of income and expenditures for the Gospel Publishing House for the period was:

	Year ending March 31, 1961	Year ending March 31, 1960
Net sales	\$3,600,515	\$3,484,242
Cost of goods sold	<u>1,923,746</u>	<u>1,861,166</u>
Gross income	1,676,769	1,623,076
Departmental operating expenses	<u>837,666</u>	<u>771,146</u>
Net operating expenses	839,103	851,930
Other deductions	<u>21,467</u>	<u>32,939</u>
Net income	\$ 817,836	\$ 818,994 ¹⁷⁵

¹⁷³ Reports of the Twenty-ninth General Council, August 23 to 29, 1961, p. 11.

¹⁷⁴ Loc. cit.

¹⁷⁵ Ibid., p. 45.

A statistical report given at this Council showed that there were 8,233 Assemblies of God churches in the United States with a membership of 508,602. This was compared with a report given in 1916 of 118 churches and 6,703 members.¹⁷⁶

Mailing costs and controls were becoming a problem. Rates continued to increase, and regulations were difficult to live with at times. However, relations between the Gospel Publishing House and the local post office were good. The Gospel Publishing House was Springfield's largest mailer, and the manager reported that "we could not ask for better cooperation from the post office."

A total of 429,961 orders were handled in the two-year period, a percentage increase of 10.8. In May of 1961 a testing program for processing orders by automation was begun.

The advertising section was conducting an intensive effort of putting out catalogs. This section reported that the following catalogs were produced and distributed:

- 40,000 general catalogs
- 10,000 Sunday school literature catalogs
- 36,000 vacation Bible school catalogs
- 5,000 trade catalogs
- 72,000 Christmas catalogs

The maximum amount of display advertising was carried in all Gospel Publishing House publications, and thousands of advertising brochures were printed and distributed.

A new policy on postal charges was initiated. All items shown in the general catalog were shipped postpaid to customers

¹⁷⁶ Ibid., p. 7.

in the continental United States. This new policy involved considerable additional expense to the merchandising division. However, it was felt that the operation of the Gospel Publishing House was more of a ministry than a business, and the new policy was in line with constant efforts to help pastors and Christian workers in their ministry.

The music division reported a new song book entitled Gospel Melodies, consisting of 255 songs of which approximately half were orchestrated.

A new music publication, Choir Melodies, had received a very good response, and a second such choir book was prepared. The arrangements were done by Cyril McClellan, Revivaltime music director.

Melodies of Praise, a church song book, had gone through nine printings, consisting of 490,000 copies. A special service of printing the name and address of the local church ordering the books was offered for a nominal sum.

The great interest in music evidenced by Assemblies of God people had caused the workers of the department to have special music sessions at the General Council. From this evolved other plans to have yearly musical seminars for pastors, musicians and Sunday school workers at Springfield headquarters.

A list of new equipment added in the printing division included:

- Two new Scriptomatic addressing machines
- One Scriptomatic feeder
- Two Scriptomatic master card writers
- One Kolber casemaker, to make cases for all hard-cover books

One Kolber board cutter
 A gold-stamping machine
 A Schuler Super lining and head banding machine
 A Universal lift truck
 A 31-inch overhead Admiral W. A. Brown process camera
 A complete set of developing control sinks
 A quad bank of Ascorlux lights
 A 42 by 58-inch Lanson photo composition machine

The church school literature department announced that it had departmentally graded courses, either available or in the process of development for each department of the Sunday school from the nursery age through the adults.

In addition, new undated study courses for adults and young people had been provided. These were: Fundamentals of the Faith, God the Father, Practical Christian Living and Panorama of the Bible. Soon to be added were: Study on Ephesians, The Church, Contemporary Religions and The Christian Home.

The Family Altar Guide had been replaced with God's Word for Today, a devotional quarterly providing a pattern and incentive, and an inspiration for starting and maintaining family altars.

In addition to the churches of the Assemblies of God, about 8,000 churches from other denominations were purchasing church school literature. Publications showed a net gain of 129,708 in the two-year period.

A book that was of importance to the Assemblies of God fellowship was published in 1961. This was The Promise Fulfilled by Dr. Klaude Kendrick, president of Evangel College in 1955-58 and dean from 1958 to 1960. The Promise Fulfilled, a 237-page volume, was written as a history of the modern Pentecostal movement from 1900 to the present time.

In May of 1961 the circulation of the Pentecostal Evangel reached a new high, the average paid circulation for that month being 172,674 copies per week. A series of ads about the Evangel was placed in Christian Life magazine, an evangelical monthly published in Chicago. As a result, hundreds of people from all denominations wrote to Springfield to ask for sample copies of the Evangel.

The magazine was being printed on a much better quality of paper. The stock used was a coated type on which the pictures and colors showed up to greater advantage. Since the new stock was heavier, increased postage costs had to be absorbed, along with increased labor and material costs. However, there was no price increase in the magazine. Even so, it continued to pay its own way, as a result of increased efficiency and rigid economies in the production process.

A new circulation office was opened to facilitate the circulation procedures.¹⁷⁷

Early in 1961 a new four-color press was purchased to enable the Gospel Publishing House to do its own full color printing for picture cards and picture rolls and Sunday School papers, rather than hiring this done as had been the practice up until this time.

To find a machine of adequate capacity, J. O. Harrell, general manager of the Gospel Publishing House, and Marvin Knott,

¹⁷⁷ Ibid., pp. 98-105.

production superintendent of the Gospel Publishing House, went to Italy to inspect the Aurelia-Commander press. Visits were made to factories and printing plants where these presses were built and used. The Assemblies of God officials were accompanied on the tour by Robert Mueller, Western Newspaper Union representative.¹⁷⁸

The Aurelia-Commander offset, a 38-inch press, was reported to be the first of its size and kind in the United States. Only three companies in the world produced the 38-inch size press, and none were built in America. The Commander was produced in Milan, Italy. Its speed of 7,000 impressions an hour greatly increased the output of Sunday school literature.¹⁷⁹

The construction of the new headquarters building was completed in December, 1961. The big task of moving 250 workers from the old location began about Christmas and continued until late in January, when the entire staff was at last settled in the beautiful new offices.¹⁸⁰

The dedication took place on Friday, March 2, 1962. "This building has been erected to the glory of God," said T. F. Zimmerman, general superintendent of the Assemblies of God.¹⁸¹

¹⁷⁸ Springfield Leader and Press, Feb. 25, 1961, "\$120,000 Italian Press Sold to Publishing House."

¹⁷⁹ Round Table Magazine, January-March, 1961, "Four-Color Press Purchased," p. 1.

¹⁸⁰ Pentecostal Evangel, March 11, 1962, "New Administration Building Occupied," p. 12.

¹⁸¹ Pentecostal Evangel, April 22, 1962, "Erected to the Glory of God," p. 16.

The dedication address was given by E. S. Williams, former superintendent of the Assemblies of God. The Evangel College band provided music along with the college concert choir and the Revivaltime choir.

The new building was 360 feet long, approximately 60 feet longer than an average city block. It had four floors and a basement. The total cost was \$3,000,000, not including furnishings.

The outside walls featured porcelainized aluminum stamped panels in turquoise, with white vertical "V" channels breaking the horizontal lines. The first floor and foyer were finished in rainbow granite from Minnesota.

The interior designer made use of the colors of nature with an "earth" beige color as the general theme, highlighted by a different accent color on each floor.

Points of beauty in the building included a stained glass screen on the third floor, the general lounge on the first floor, and a sculpture mural by Warren Stratton on the east wall of the lobby. The stained glass screen was produced by the Philips Stained Glass Studio of Cleveland, Ohio. The seven panels were made to portray the six days of creation and the day of rest.

The structure was designed by the Eugene F. Johnson and Associates architectural firm of Springfield, Missouri. The general contractor was the Shar Brothers Contracting Company of Kansas City. The interior designing and decorating was by the General Fireproofing Studios of Youngstown, Ohio. Numerous

sub-contractors worked on the building, also.

Bert Webb, assistant superintendent of the Assemblies of God, served as chairman of the building committee with the other members of the committee made up of the remaining members of the executive officers, including Thomas F. Zimmerman, general superintendent; Gayle Lewis, Charles W. H. Scott, J. Philip Hogan and Howard Bush, assistant general superintendents; Bartlett Peterson, general secretary; and Martin E. Netzel, general treasurer.¹⁸²

With the completion of the new building, the literature program made a giant stride forward. Each department could operate more efficiently, and continual improvement in organization was made.

A Remington Rand Univac computer and other data processing equipment greatly speeded up accounting operations.

Order processing was improved. The following account will give an idea of the increased efficiency in this department:

The Gospel Publishing House fills orders from the customer's original order papers. All orders and related data are opened in a central mail-opening department. Remittances are recorded in the upper right hand corner of the orders. The orders are grouped in batches of 10 and 25 and released to the Order Clerical Division where they are processed and made ready for gathering, wrapping and shipping.

The orders, which are processed on a production-line basis, require eight basic steps in processing.

¹⁸² Brochure prepared for dedication services of the new building, March 2, 1962.

1. Order Reading--The order reader edits the order and marks a topper, preparing the order for complete and proper handling by each following step, without the necessity of any subsequent reading.

2. Pricing--Next, the pricer supplies or checks the prices on all items which are not received on a pre-printed order blank. Correct titles and catalog number of items, if omitted, are supplied. The order is also marked for price changes and discounts.

3. Calculating--The calculator makes extensions of all items and verifies the footing of all extensions, preparing an analysis sheet which shows discount allowed, refund, balance due, etc. The calculator also transfers to the proper form for handling in case of a multiple order.

4. Coding--The coding clerk assigns the charge account number to charge orders and checks preprinted or prewritten numbers for accuracy. The customer's credit is also checked at this point.

5. Billing Clerk--The billing clerk prepares an invoice for charge orders only. A copyflex (photocopy machine) is also used to assist the billing operation and for sales promotional purposes.

6. Sales Analysis--Each order is analyzed and accounting summaries of all transactions are made. Refunds and balance due are an automatic by-product of this operation.

7. Indexing--Mailing labels are prepared for all orders. The name and address are assigned to billing envelopes, refunds, balance due, etc. Also, the mailing list is checked and updated.

8. Checking--Orders are checked for accuracy of handling. The order is separated and component parts are routed to the respective mailing divisions. Each day's business is balanced against the banking totals.

The average number of orders processed each day, with approximately 17 employees, is 900. However, during rush periods a maximum of 1,500 have been processed with approximately 24 employees.

It is recognized that filling from the original order papers has some limitations. However, there are many advantages. It is possible to fill the customer's order more quickly, as only charge orders are billed.

Since only charge orders are billed, the cost of order processing is greatly reduced.

The order is filled more accurately as there is no chance for error in transferring to a packing slip. The order filler receives the order in the customer's exact language, preserving the intent and special requests.

There is also a psychological effect in returning the customer's original order papers inside the package. This allows the customer to check the order against the papers which he prepared, removing doubt as to blame if there was error on his part.

Filing costs are also greatly reduced by return of the customer's original order papers. The customer is requested to send back original order papers if an adjustment is due.¹⁸³

A visit to the printing plant of the Gospel Publishing House today would reveal an operation planned and established to fulfill the great demand for Assemblies of God literature.

If you were to enter the southeast door, you would see the plant superintendent's office on the left, where Marvin Knott oversees all matters having to do with the actual production of literature.

The large room right in front of you would be the composing room with J. D. Woodey as foreman. At your right would be five linotype machines. Two of these operate on teletype systems, and the bulk of the work is handled by these two machines. There are also two teletype perforators to prepare the tapes for the linotypes, and one more teletype perforator is soon to be added.

A Ludlow casting machine provides headlines for all publications. A reproduction proof press for offset jobs and other

¹⁸³ The Round Table, July-September, 1962, Protestant Church Publishers' Association, p. 8.

proof presses are in constant use. Large steel-topped tables to assemble the type and lock it into forms take up most of the space in the composing room.

Over in the corner is the cut department where thousands of engravings are filed away carefully in steel cases. Every cut is numbered and can be found by reference to the master file. There are also the usual saws, trimmers and similar equipment found in a composing room.

Next to the office of the plant superintendent is the proofroom, where every piece of literature is carefully checked to eliminate mistakes in type setting and to correct any mistakes in grammar that might have slipped by the editorial staff.

Straight ahead and through dual doors is the press room which also has machinery to make plastic engravings. The pressroom, under the foremanship of Arvil McGee, has the following equipment:

- A four-color Aurelia-Commander offset 26 by 39-inch press
- Two Miller Major letterpress flatbeds, 26 by 41-inch sheet size
- An American Type Founders' Webendorfer web-fed perfecting press, two-color offset, roll size 38 inches
- A Miehle 5-O flatbed letterpress, 61-inch cylinder, 44 by 59-inch sheet size
- An ATF Mann perfecting offset, single unit 38 by 53-inch cylinder press
- A two-color Mann ATF offset press, 24 by 36-inch cylinder
- A Heidelberg platen, 10 by 15-inch press
- A Kluger platen, 12 by 18-inch press
- A Miehle cylinder 14 by 20-inch press
- A Miehle 25, offset 19 by 27-inch press
- A Miehle 29, offset 23 by 29-inch press
- A Miehle letterpress, 22 by 28-inch

Not in the press room, but in a room near by are two Multi-liths, Model No. 1250 for one-color work and a 1275 for two-color work. Both take the same size paper, 10 by 14 inches, are used for small jobs, especially for promotional pamphlets for the different departments.

At the north end of the press room are the folders. Elmer Wooten is foreman here, and the department has one Baum folder and four Dexters, ranging in size from 4 by 6-inch minimum, 19 by 25-inch maximum to 12 by 16-inch minimum, 39 by 52-inch maximum.

To the left of the press room is the plate department, where Bob Ready is foreman. Here all offset plates for all presses, both surface and deep etching, are made. This includes the four-color separation work. Equipment in this department includes:

- A 20 by 24 Miller Trojan camera for black and white work
- A 31 by 31 overhead Brown camera for four-color process work
- An Avlite viewer for viewing color work
- Five film-stripping tables
- Two vacuum frames for burning plates
- Two down-draft tables
- Two whirlers for making deep-etched plates
- Two Lanston photo composition machines for step and repeat
- Two arc lights to do the burning

Further to the north is the bindery department with Oral Owens as foreman. Here are three cutters: two Seybold flat bed cutters and one three-knife Lawson. Other equipment in this department includes:

- A saddle stitching machine for pamphlet binding
- A Sheridan 4-pocket automatic stitcher
- Two Rosback hand-fed gang-stitchers

A Wright drill machine
 A 12-pocket Macy gathering machine
 Two Smyth #12 sewing machines
 A Crawly round backer
 A Morresford tipping machine
 An Ehlerman taping machine
 A Kolbus case maker for hard-back books
 A Kensol gold-stamping machine
 A Smyth casing-in machine to put books in cases
 Two presses for books
 A Schuler super liner and head binding machine

For paper binding:

A Pleger hinged paper covering machine
 Two Morrison side stitchers
 A round table for hand gathering
 A GBC plastic binding machine
 A perforating machine
 A Unifold calendar binder for putting metal strips
 across the top of calendars or booklets

Close by is the mailing and shipping department where Addressograph machines, scales, postage meters, machines for wrapping and tying packings may be found. A separate room is given to the subscription department.

In the basement is the book department storage. In one corner is the sample department where small packages of materials are made ready. About half the basement is used for storing finished materials and the other half for storing supplies.

The heating plant, which provides both heating and cooling facilities for both the printing plant and the new administration building, is in a separate building.

The present set-up makes one of the largest religious printing plants in the midwest. Literature continues to pour out by the ton. Still leading the circulation, as far as numbers are concerned, is the Pentecostal Evangel. In 1962 it reached a new

high of 178,765 paid subscriptions. The 1963 record is even better, with January having 180,393.

A backward view of the years since the establishment of the Assemblies of God and its widespread literature program makes the theme Scripture of the denomination acquire new meaning and importance--"Not by might, nor by power, but by My Spirit, saith the Lord."¹⁸⁴

DEPARTMENTAL USES OF LITERATURE

With the growth of the Assemblies of God there has come an increasing number of departments at headquarters, each of these concentrating on a certain phase of the work. It is only natural that these different departments would use literature to promote their departments and to further the ministry of the departments.

It is only natural, also, that some departments make use of literature much more than others. All of them use the Pentecostal Evangel to keep the membership informed of their activities. Others publish special brochures for this purpose. Still others publish periodicals as a part of the ministry or service they offer.

The Department of Benevolences, which has the responsibility for Hillcrest Children's Home in Hot Springs, Arkansas, depends upon the Evangel for its publicity. The home is supported by free-will offerings from local churches. Once each year a special offering is taken, and churches are encouraged to put the home on their monthly budget to help with its upkeep. Direct mail

¹⁸⁴ In the Last Days, op. cit., p. 22.

brochures are used at times, also.

The Department of Education, which oversees the high schools, colleges and Bible colleges of the denomination, also uses the Pentecostal Evangel almost entirely for its publicity about its needs and activities. The support of Christian educational institutions has always been a problem, and the high costs of supporting such private schools must be kept before the constituency for their continued support. Here again, churches are encouraged to include the Assemblies of God educational program in their monthly budget.

One of the newest departments at headquarters is the Department of Evangelism, established in 1954. All reports and announcements of evangelistic meetings all over the United States are edited in the department and published in the Pentecostal Evangel. Various pamphlets, including Building the Sunday Evening Service and Planning a Union Evangelistic Campaign are also produced and sent to more than 8,000 pastors free of charge. It contains the name, permanent address, phone number, type of ministry and photo of evangelists whose services are available to the constituency.

The Radio Department uses literature a great deal. On the coast-to-coast weekly radio broadcast, Revivaltime, books of sermons by the radio pastor, C. M. Ward, and other books of current interest are offered to anyone who will write in and request them. Sermons preached on the program are also printed and offered to listeners. Revivaltime has been on the air since 1950, and live network releases began in December, 1953. More

3,000,000 pieces of literature have been printed and distributed throughout the world as a part of the radio ministry.

Men's Fellowship, organized in 1954, was designed to give masculine identity to all activities in the church. The department publishes Team, a 32-page, two-color, monthly magazine in regular circulation since September, 1954. The pocket-size magazine carries articles slanted toward the interests of men, reports on activities of Men's Fellowship chapters throughout the nation, and is designed to be a soul-winning tool. Men's Fellowship also uses pamphlets and brochures for publicity. One of its projects is sponsoring Light for the Lost, the men's missionary program which supplies literature for special evangelistic campaigns in countries around the world. In most cases this literature is a small pocket-size gospel or some little booklet of Scripture portions. A further report of Light for the Lost will be included in the next section about literature used in foreign lands.

The Women's Missionary Council Department directs the activities of around 75,000 women members in approximately 6,000 churches. Monthly communications from the national department to the local officers unify the purpose and work of the Women's Missionary Council.

Two quarterly magazines are prepared and published by the department--WMC Slant for local Women's Missionary Council leaders and Missionette Memos for leaders and sponsors of the youth auxiliary of the Women's Missionary Council in local churches.

The women in the local churches help the foreign missionary literature program by collecting Sunday school quarterlies, Evangelists, Sunday school papers and picture rolls after they have been used in the local church and then sending them to different foreign fields. Many of the foreign fields use the literature a year later, and this makes it possible for the women of America to make a great contribution to the Sunday school program in foreign lands, where the people seldom have enough money to pay for all the supplies they would like to have.

The Women's Missionary Council does not ordinarily sponsor literature programs in foreign fields, but in at least one case, they did so. Norma Johansen, a missionary to Liberia who engaged in literature distribution on her field, set as a goal to raise money for the basic needs of her work while she was on furlough.

At a Women's Missionary Council rally in Long Island, New York, Miss Johansen told the women of her need for a typewriter, paper, paper cutter and some kind of a printing press. Although the women usually give quilts, household items and similar things, they responded to Miss Johansen's appeal by pledging \$900 for all of the items she needed.¹⁸⁵

The Home Missions Department, with its many activities, makes good use of literature. Special tracts and booklets are prepared for the use of the 13 workers who minister to Jews in large American cities. Most of this work is done by personal contact,

¹⁸⁵ Pentecostal Evangel, May 14, 1961, "WMC's to Equip Literature Department," p. 16.

although there are three churches established just for Jewish people.

The work among deaf people has been emphasized in recent years, and there are now 90 Assemblies of God deaf groups in 20 states. A special quarterly, the Deaf Student, is prepared for these groups.

The department provides thousands of free Bible study correspondence courses for prisoners. The work is correlated by a national representative who visits state and federal prisons from coast to coast.

The expanding ministry of prison literature was described in the November 11, 1962 Pentecostal Evangel:

The prison ministry of the Assemblies of God is very encouraging. Thousands of our Bible study courses written for prisoners are requested each year by inmates themselves as well as by prison chaplains.

Courses sent out from the prison division during July, August and September number 3,337. Completed courses during the same period of time number 1,368. More than 17,000 students have completed study courses in the program since it was begun in 1951. A new Bible study course entitled 'The Book of Acts' has just been printed, which makes a total of eight Bible study courses now available free of charge to those behind prison walls.¹⁸⁶

The Assemblies of God provides the only full gospel literature for the blind. Volunteer transcribers produce part of this material for the department. The Adult Student and Teen quarterlies are done commercially.

¹⁸⁶ Pentecostal Evangel, November 11, 1962, "Our Prison Ministry is Expanding," p. 12.

Mrs. E. W. Whitney of Pewaukee, Wisconsin has been the most active worker in preparing Braille literature. She first compiled a Pentecostal Digest which she sent out free of charge. Then she began work on quarterlies, producing the Intermediate Student, the Junior Pupil and the Primary Pupil quarterlies.

At present, with the help of a Multigraph supplied by the Women's Missionary Council of the Wisconsin-Northern Michigan District, Mrs. Whitney has been able to produce more literature. There are 453 names on her mailing list. Local church members, including two deaf ladies, assist Mrs. Whitney in preparing the Braille publications.¹⁸⁷

A very impressive program directed by the Home Missions Department is Teen-Age Evangelism, an effort to contact and win for Christ the teen-age gang members and juvenile delinquents in the big cities of America. The thrilling story of this activity has recently been published in a book, The Cross and the Switchblade, by Dave Wilkerson, an Assemblies of God minister who got started in his ministry to gangs when in 1958 he felt he should go to New York City to help seven boys indicted for the murder of Michael Farmer, a crippled teen-ager. The story of Dave Wilkerson and his workers as they recruit delinquents from street fights to the prayer meeting, as they visit gang hideouts and work with drug addicts through the agonies of "cold turkey" to the joys of

¹⁸⁷ Pentecostal Evangel, September 23, 1962, "Braille Publications," pp. 22, 23.

spiritual discovery is totally absorbing.¹⁸⁸

The July 27, 1962 issue of the Pentecostal Evangel carried this story of Teen-Age Evangelism's use of literature in its work:

Many gang members and drug addicts are being contacted on the streets each day by our workers. Many of these young people are hearing the gospel for the first time.

There are over 115 known teen gangs. Some gangs have over 30 divisions, and some of these divisions have as many as 3,000 boys.

Using shock-type literature, the teams from Teen Challenge Center make friends with gang leaders and ask permission to work the 'turf.' Visits are made to the homes of befriended gang members and addicts.¹⁸⁹

Another effort in New York City was to open a chapel right in the heart of one of the worst areas in the city. Devil's Pit is described as the place of pick-pockets, harlots, homosexuals, Lesbians, teen gangs, drug addicts, professional swindlers and gamblers of every description. Teen Challenge opened a chapel right across the street from the Devil's Pit. In this chapel Pentecostal young people sing and testify and distribute thousands of tracts and booklets. On one Sunday 20,000 pieces of literature were distributed to teen-agers who had come to the area seeking "fun, fun, fun" and "kicks."¹⁹⁰

The Foreign Missions Department is the Assemblies of God arm to carry the gospel to the "uttermost parts of the earth."

¹⁸⁸ Pentecostal Evangel, April 28, 1963, "Preview of The Cross and the Switchblade," p. 32.

¹⁸⁹ Pentecostal Evangel, July 27, 1962, "Teen-Age Evangelism in New York," p. 29.

¹⁹⁰ Pentecostal Evangel, September 2, 1962, "A Chapel at the Devil's Pit," pp. 16, 17.

The latest statistics show 826 missionaries in 73 different countries around the world. A separate section of this paper will be prepared on the use of literature on these fields, but the department also has its own literature for use in the United States.

Once a month the Pentecostal Evangel is devoted entirely to missions, and the responsibility for preparing this issue is given to the Home Missions Department and the Foreign Missions Department.

In order to keep the constituency further informed of missionary endeavors around the world, Global Conquest is distributed bi-monthly to 150,000 readers. This magazine highlights missionary activities of the Assemblies of God in literature, training of national workers and mass evangelism. Call to Prayer, a devotional bulletin, is prepared monthly and distributed free of charge to interested friends who would like to have regular missionary prayer requests for their devotions.¹⁹¹

The Foreign Missions Department also sponsors a series of biographical books on missionary pioneers of the Assemblies of God. This series is called "Missionary Heroes."

Information booklets on each mission field are prepared by Mrs. George Carmichael. These booklets offer descriptions of the countries and the Assemblies of God work being done in these countries.

¹⁹¹ Many Members, One Body, op. cit., p. 16.

A quarterly magazine, Key, is sent to all state officials and directors of missionary programs of the Assemblies of God. This is a promotional magazine of about 36 pages and is published to keep the activities of the Foreign Missions Department before "key people in key places."

Promotional materials for local church missionary conventions are prepared in the form of bulletins, announcements, posters and banners. A series of pamphlets in tract form, telling of outstanding victories on mission fields and also giving instructions on how a church can have an effective missionary program, has been prepared and is sent out for free distribution in missionary conventions.

Through all these publications, the department endeavors to keep the constituency informed of its overseas ministry and aware of the emergency needs and challenges of the world-wide missionary program.

One of the largest users of literature at headquarters is the Christ's Ambassadors Department. Each month the department publishes an attractive, youth-slanted magazine, the C. A. Herald. In language understood by today's youth, this official organ encourages individual C. A.'s to live godly lives. Content of the Herald falls into five general categories: features, fiction, articles, anecdotes and puzzles. Features are defined as true stories of a biographical "how we did it," or historical character. Only fiction that illustrates spiritual truths is used in the magazine. Articles are illustrative and instructional

material, especially of a doctrinal nature.¹⁹²

Another magazine published by this department is Campus Ambassador, a free bi-monthly periodical provided for students in colleges and universities. This magazine is prepared especially to help such students solve the problems that come to them when many of them are away from home for the first time, in the midst of an atmosphere that is not always what could be called Christian, and face to face with conflicts of interests.

To aid churches in holding on to their youth and in developing potential for Christian service, the department prepares a quarterly leadership manual, the C. A. Guide. The C. A. Guide puts materials into the hands of the local leader, who, in turn, can use them to inspire youth.

The department also prepares special tracts that have an appeal to youth. One published just this past year was "Chicken," a very attractively prepared tract that has had unusual success. This tract was published to be used in a special program of tract distribution in January of 1963. The Pentecostal Evangel carried this article:

One million teens reached in one week with the gospel. That's the goal of the 100,000 Christ's Ambassadors, youth arm of the Assemblies of God, during January 6 to 13, 1963, as they take part in Operation Saturation. This crash literature program is sponsored by the national C. A. Department.

During this week, C. A.'s will concentrate their thrust by using an evangelism piece, a tiny booklet entitled 'Chicken.' This 16-page booklet, measuring just 2½ by 3½ inches, is written in teen language.

¹⁹² Kendrick, op. cit., p. 112.

It is hard-hitting, interest-arousing and packs a powerful gospel message.

Author of the booklet is Dave Wilkerson, director of Teen-Age Evangelism, New York City. He and his workers have already distributed several hundred thousand of these booklets. One million copies of the new edition have just been printed by the Gospel Publishing House.¹⁹³

Another activity of the Christ's Ambassadors Department is maintaining an active servicemen's division whose ministry is interdenominational in scope. Frse literature--At Ease, Reveille and Sentinel--is produced for distribution to servicemen. More than 17,000,000 copies of Reveille have been printed since its inception in 1941.

The Christ's Ambassadors Department has a program to assist missionaries produce literature by supplying all kinds of printing machinery. This is a part of Speed-the-Light, the name of the program which was originally started for the youth of the Assemblies of God in America to provide vehicles for missionaries. Since the beginning of the program in 1944, the young people of the denomination have provided all cars and other vehicles that missionaries have needed in all parts of the world. They later added radio and electronic equipment for use on foreign fields. And then they included printing machinery. In April, 1962, total giving by Assemblies of God young people for this program passed the \$4,000,000 mark.

Promotional literature put out by the Christ's Ambassadors Department includes a booklet on how to plan effective youth

¹⁹³ Pentecostal Evangel, November 18, 1962, "C. A.'s to Launch Nationwide Crash Literature Program," p. 18.

rallies and another booklet on leadership and its meaning.

Organizational helps for local youth groups are provided by the department. These helps include GOAL Digest, a description of the national Christ's Ambassadors standard; a suggested constitution and by-laws for local groups; samples of C. A. membership application cards; and C. A. member's certificate of membership identification card. Other supplies recommended for local use and sold through the Gospel Publishing House are the C. A. Leader's Handbook, Your Ministry to Youth and the C. A. Quick 'N Easy Record Book, a complete record system for youth groups.

To encourage good reading habits among young people, a list of recommended books for a Christ's Ambassadors library is furnished by the department, and a booklet on how to build and maintain the church library is also provided.

In addition to the Campus Ambassador, the youth department provides folders about Chi Alpha, the Assemblies of God college youth organization, and other folders especially prepared for university students.

The servicemen's division of the department prepares a folder, With Him, to encourage churches to keep in touch with young people who go into the service of their country. Pamphlets to help youth decide what to do about joining or waiting for the draft, what to do after they are in the service, and other pamphlets to help youth solve their problems while they are in the services are made available. All these are cleverly and attractively done. Many other small-size tracts also are published for

servicemen in addition to Reveille, which has had outstanding success, and At Ease, a quarterly publication with articles of interest to those in the armed forces.

The Christ's Ambassadors Department sponsors a teen Bible quiz and teen talent search program, and special literature is provided to explain all that is involved in these programs. A catalog of supplies for use by local Christ's Ambassadors groups is also provided.

In addition there are millions of tracts prepared each year by the department with the aim of reaching non-Christian youth.

The Sunday School Department is the biggest user of literature of all the departments at headquarters. This is only natural, as about 85 per cent of the publications printed at the Gospel Publishing House is in connection with Sunday school work.

Two publications are provided especially for building up local Sunday schools in attendance and organization. These are the Sunday School Counselor, a monthly magazine with articles about every age group in the Sunday school, and the Superintendent's Planner, a quarterly prepared especially for Sunday school superintendents to help them plan opening exercises and special programs. Both of these publications are sold on subscription. In 1962 there were 43,501 subscribers to the Counselor and 13,975 to the Planner. Two other publications, Dart and Span, are prepared for district Sunday school leaders.

The department prepares pamphlets to help in organizing Sunday schools. These include a series on the national Sunday

school standard, explaining all the different features included in the standard, and an age level series for guidance in organizing classes and departments from the nursery age children up through the adults. A third series provides such helps as So You're a Sunday School Superintendent, So You're a Sunday School Teacher, and six others.

Free distribution items are prepared by the different divisions of the department. The cradle roll consultant offers such brochures as A Suggested Cradle Roll Day Program and So, the Cradle Roll Was Born. The primary consultant offers such helps as The Pupil of Primary Age--What Six, Seven and Eight Year Olds Are Like. There are also pamphlets from the junior consultant and the extension consultant.

The child evangelism division has provided a long list of guides and helps such as To All Children's Workers, Guide To an Effective Children's Church, and others.

The Sunday School Department is interested in boys' and girls' summer camps, and a series of study courses for use in these camps has been prepared. These include teachers' manuals, campers' workbooks, camp directors' handbooks and visual aids for use with teaching the lessons.

Manuscripts for Sunday school skits to be used either in local churches or in rallies are made available, as well as visual demonstration materials.

The Church School Literature Division prepares all the quarterlies, Sunday school papers and other materials used in the Sunday schools. For the nursery classes, these are as follows,

given with their circulation for the fourth quarter of 1962:

The Nursery Teacher	6,900
Picture-Aids (for teachers)	3,600
Remembering Pictures (for pupils)	24,800
Nursery Handwork Packet (pupils)	22,000

For the primary classes:

Primary Teacher	22,000
Primary Visual Aid (for teachers)	14,000
Primary Bible Picture Roll (teachers)	5,200
Primary Pupil Quarterly	112,500
Primary Picture Lesson Cards (pupil)	24,000
My Picture Paper (for pupils)	131,000
Primary Handwork Packet (pupils)	66,000

For the junior age:

Junior Teacher	23,300
Junior Visual Aid (for teachers)	11,800
Junior Pupil	145,000
Bible Explorer (for pupils)	77,000
Junior Trails (for pupils)	125,000

For junior high youth:

Junior High Teacher	12,600
Teaching Visuals (for teachers)	3,300
Junior High Student	76,000
Search (for pupils)	21,000
HiCall (for pupils)	161,000
Teen Instructor	7,000
Teen Student	47,000

For senior high classes:

Hi-Teen Instructor	6,000
Hi-Teen Student	53,000
Hi-Teen Visuals (for teachers)	1,580
HiCall (for pupils)	161,000

For adult and young adult classes:

Adult Teacher	115,000
Teaching Visuals (for teachers)	3,300
Adult Student	271,000
Large Print Adult Student	16,000
Youth Student (ages 18-24)	42,000
Sunday School Lesson Leaves (pupils)	104,000
Live (for pupils)	107,000

Quarterly Chart (for teachers)	1,800
Deaf Student (for pupils)	1,300 ¹⁹⁴

There is also a series of undated quarterlies which can be used at any time for special classes or even for study groups outside Sunday schools. These are published so that one quarterly is a manual for teachers and one is for students. The following subjects have been printed thus far:

Christ
 The Holy Spirit
 Fundamentals of the Faith
 God the Father
 Practical Christian Living
 Panorama of the Bible
 Ephesians
 The Church
 The Cults
 Great Psalms
 The Christian Home

All publications prepared by the Sunday School Department are sold through the merchandising division of the Gospel Publishing House. The merchandising division put out a 236-page catalog for 1963, showing approximately 6,000 items that are being offered for sale. Most of the items are prepared and published at the Gospel Publishing House. Others are ordered from various publishers. The catalog included a list of 153 books that are printed by the Gospel Publishing House.

And then, of course, there is the Pentecostal Evangel, still one of the most important publications of the Gospel Publishing House, read by nearly every member of the Assemblies of God in the United States and by many of other denominations and in other

¹⁹⁴ Sunday School Department, Handbook of Sunday School Services, pp. 59, 60.

lands. If the full history of this one magazine could be written, it would tell of countless individuals who have sacrificed in many ways to produce the periodical. There has been an outpouring of time, strength, and devotion on the part of many writers, editors and printers to send it out from week to week. There has been an outpouring of dollars to pay for all the millions of copies that have been distributed.¹⁹⁵

FOREIGN LANGUAGE LITERATURE PROGRAM

The Assemblies of God has felt a responsibility to take the gospel to all people of all languages. Even foreign language groups living in the United States have not been neglected. While the Gospel Publishing House does not itself publish literature for these foreign language groups, with the exception of Spanish, the foreign language branches of the Assemblies of God have their own publications. These were listed in the Pentecostal Evangel of June 7, 1953, as:

Licht and Leben (German)

Licht and Leben is a 24-page monthly paper, printed entirely in the German language. It is the official organ of the German Branch of the Assemblies of God. The editor is C. W. Loneser. Subscription price is \$1.50 a year.

The German Branch also publishes tracts and a 48-page quarterly in the German language, intended mainly for adults. The lessons correspond with those published by the Gospel Publishing House. Price of the quarterly is 25 cents per copy.

¹⁹⁵ Spreading the Pentecostal Message, op. cit., p. 3.

All orders for German papers and tracts should be addressed to the German Branch Publishing House, 226 W. 91st Street, Cleveland 2, Ohio.

Dobry Pasterz (Polish)

Dobry Pasterz is a monthly publication in the Polish language. The Polish Branch also publishes quite a number of salvation tracts.

The editor of Dobry Pasterz is John Kykiel. Subscription price in the United States is \$1.50 per year, foreign, \$2 per year. Orders for any of these items in the Polish language should be addressed to John Nykiel, 2 Atlantic St., South Boston, Mass.

The Voice of Pentecost (Greek)

S. Kostas is the editor of the monthly publication of the Greek paper, The Voice of Pentecost. The paper is written entirely in Greek and sells for 2,000 Drahmas (about 12 cents) monthly. Orders for this publication should be sent to The Voice of Pentecost, Tessalonikis Road 136, Athens, Greece.

La Buona Notizia (Italian)

La Buona Notizia is a bi-monthly publication. It is partly in English and partly in Italian. It is the official organ of the Italian Assemblies of God, edited by Philip D'Angelo. Subscription cost is \$1 per year. Orders should be sent to the Italian Assemblies of God, 39 Broadway, Patterson, New Jersey. Adult Sunday school quarterlies in the Italian language are also available at the above address.

Glasnik Puta Spasenja (Jugoslavian)

This quarterly paper is entirely in the Jugoslavian language. There is no subscription price. All publications are on a voluntary or free will offering basis. Peter J. Krnjeta and Paul Floreia are co-editors of the paper. Orders should be sent to Peter J. Krnjeta, 17193 Greely Avenue, Detroit 3, Michigan.

La Luz Apostolica (Latin American)

La Luz Apostolica is a monthly Spanish publication, the official organ of the Latin American District Council of the Assemblies of God. The Latin American branch also publishes the monthly El Embajador, which

is expressly for the Christ's Ambassadors of that branch. Both of these Spanish publications are edited by E. Jaramillo. Subscription price for either is \$10 per year. Orders should be sent to La Luz Apostolica, 714 S. Cibola Street, San Antonio, Texas.

Zvestovatel (Czechoslovakian)

The Czechoslovakian sub-branch of the Assemblies of God (affiliated with the Polish branch) publishes a bi-monthly magazine, Zvestovatel. No subscription price is quoted. Orders may be sent to the editor, Ladislav Huba, 3030 Cortland Street, Chicago 47, Illinois.

Evanhelski Palomnyk (Ukrainian)

The official organ of the Ukrainian Branch is published bi-monthly. Evanhelski Palomnyk is written entirely in the Ukrainian language. Fred Smolchuck is the editor, and the subscription price is \$1.50 a year. Free samples of the magazine will be sent on request. Tracts are also available in the Ukrainian language. All publications are available from the Ukrainian Branch, 9 East Seventh Street, New York 3, New York.¹⁹⁶

Three of the headquarters' departments have programs for providing literature for missionary work in foreign lands. The first of these programs was started under the Sunday School Department in 1952. It was called the Boys' and Girls' Missionary Crusade, and was begun specifically to provide literature for other lands. This program was limited to children who were given small barrel-shaped banks into which they put whatever money they could. Once a month the banks were taken to Sunday school and emptied. The money was then sent to headquarters.

Some of the money was used to purchase literature in this country and send it overseas. Part of it was also used to buy

¹⁹⁶ Pentecostal Evangel, June 7, 1935, "Full Gospel Papers in Foreign Languages," p. 9.

paper and supplies in foreign countries where the Assemblies of God had printing plants or where commercial plants could do the printing.

It might not seem that children would be able to do much for an important program, but in March of this year an offering from the Boys' and Girls' Missionary Crusade group in Paris, Illinois, sent the total giving of the children in all groups throughout America over the million-dollar-mark.

A report prepared by Frances Foster, Boys' and Girls' Missionary Crusade director, showed that the children of one church, Trinity Tabernacle in Baytown, Texas, gave \$1,331.62 in 1962, which entitled them to a first place award for highest giving. Runner-up award for highest giving went to the children of the Gospel Tabernacle, Minneapolis, Minnesota, with \$1,182.82.

The importance of literature sent out by the Boys' and Girls' Missionary Crusade was illustrated in an article, "Operation B.G.M.C.," in the December 23, 1956, Pentecostal Evangel:

Let me give you one testimony of the value of literature, using the words of Jones Mkpah, a minister in Africa:

'I was a fisherman and owned a fleet of canoes. My two-story house held my family and my idols, and I was happy. Then one day my wife became very ill, and through the months that followed I made myself poor by buying charms and jujus. But it did no good at all.

'Walking along the ocean one evening I found a piece of paper with printing on it. It was wet and dirty, but I took it to my house and read something I could hardly believe. This paper told of a man who had been sick unto death. It described his illness, but there was more. This paper told of how the writer heard of one called Jesus and how people prayed in His name. In answer to prayer this man was healed. Of

course, this was strange news to me, and I wished for more information. There was a name and address at the bottom of the page, and I decided to write to see if my wife could be healed. The name was Gospel Publishing House, Springfield, Missouri, U. S. A. That night I wrote to the Gospel Publishing House telling of my wife's great need and asking for help. They wrote to the missionary who lived forty miles from my home, and he visited me.

'How can I tell what took place? We had a long talk about salvation and healing in the name of Jesus, and then the missionary prayed. At first nothing happened, and I was disappointed. However, the next day my wife was better, and in three days she was doing all of her work again.

'Today I am in Bible school. I have sold all I own to come here to prepare myself to be a minister.'

Where did that tract come from? No one knows, but let us continue to sow the seed.¹⁹⁷

In Moslem lands a direct evangelistic approach is often difficult. But literature finds its way silently into homes where the Christian worker is not permitted to go. Some years ago our missionaries in Egypt launched an extensive missionary program. The Boys' and Girls' Missionary Crusade provided funds for the translation and printing of thousands of copies of books, numerous tracts and Sunday school materials in Arabic. These had a wide distribution.¹⁹⁸

An unusual opportunity arising in Manila, capital of the Philippines, in 1962 could be followed up because of the Boys' and Girls' Missionary Crusade. Antonia J. Villegas became mayor of Manila that year. Recognizing the importance of the

¹⁹⁷ Pentecostal Evangel, December 23, 1956, "Operation B.G.M.C.," p. 23.

¹⁹⁸ Ibid., "Egypt," p. 11.

Bible in the lives of his constituents, he asked Missionary Lyman Richards for 18,000 Bibles to be distributed among the public school students of Manila. Richards sent an appeal to the Boys' and Girls' Missionary Crusade, which offered to provide the first \$5,000 for the program.

To launch the program, Richards presented Bibles to city officials cooperating in the distribution. It was decided that the Bibles should be presented first to the graduating seniors in Manila's 18 high schools.¹⁹⁹

The second headquarters department to assist in foreign literature was the Christ's Ambassadors. This department sponsored a program to provide vehicles for missionaries. Then, as the vision and enthusiasm of the American youth increased, leaders decided to include printing equipment in this program. Today there are Assemblies of God printing plants on every continent. All of these printing plants have received equipment from the youth missionary program, which is known as Speed-the-Light. By the end of 1962 \$209,964.22 had been provided by Speed-the-Light for printing equipment.

The importance of these printing plants cannot be over-estimated. "One third of all literature published in India today is communistic," writes Missionary Robert Edwards. "So when Speed-the-Light funds were allocated for a gospel press in India, we were overjoyed. Now we look forward to an effective gospel

¹⁹⁹ Pentecostal Evangel, September 23, 1962, "B.G.M.C. Helps Provide the Word for the Philippines," pp. 16, 17.

literature program for India. We plan to print Sunday school quarterlies, books, tracts and other gospel literature."²⁰⁰

Other parts of the world have also benefitted. An announcement of Speed-the-Light Day, an annual event when American Assemblies of God youth bring special offerings for this program, asked: "Can you write an article in the Fijian language which would tell a heathen how to find Christ? Probably not, but through Speed-the-Light you are printing such articles by the countless thousands."²⁰¹

By 1962 there were 240 pieces of printing equipment around the world. In Europe, printing plants were established in Erhausen, Germany, and in Rome. These were equipped with Speed-the-Light equipment. In Germany, literature not only was supplied to the German people but also to United States servicemen there. In Africa, Speed-the-Light equipment publishes in 150 distinct languages. The literature ranges from small pieces of paper with a special text on to eight or ten-page booklets. At times even regular books for Bible schools and other large productions were made possible.²⁰²

Veteran missionary Harold Jones in Upper Volta, West Africa, tells what Speed-the-Light has meant to his field:

We came to Africa to print gospel literature.
But there were no funds available to purchase a press.

²⁰⁰ Christ's Ambassadors Department pamphlet, "Here's How You Speed the Light," p. 3.

²⁰¹ Pentecostal Evangel, October 14, 1962, "You Are There--Speed-the-Light," p. 8.

²⁰² Ibid., pp. 10, 12.

All we had was a little hand-turned multigraph machine. It took a long time to finish the New Testament.

Because the multigraph has been replaced by a Speed-the-Light Rotaprint offset press, no longer do Christians have to wait months for a piece of literature. With hours a tract, study book or gospel portion can be produced. Through Speed-the-Light, Assemblies of God youth have enabled us to produce gospel literature 800 miles in the heart of French-speaking West Africa. Our goal is to supply the twenty million of former French West Africa with the Word of life.

We're speeding the light with the new Speed-the-Light bookmobile. Loaded with literature, it is going to the remotest areas--some never touched before by a missionary. We are leaving there--as has been so aptly put by others, 'the missionary who remains, never tires, tells the story over and over again, bridges all political and social barriers, doesn't speak with an accent' --the printed page. All thanks to Speed-the-Light.²⁰³

The Men's Fellowship was the next department to begin a foreign literature program. This program is called Light for the Lost, and it started with an Assemblies of God insurance broker in Santa Ana, California, in 1952. While praying at the altar of First Assembly of God on a Sunday night, Sam Cochran received a vision from the Lord. He described this:

I saw a great multitude of people standing, looking up. A large hand out of heaven was holding a Bible toward the people. They were all reaching up as far as they could, stretching out their hands to take the Bible. As the hand and Bible came down, a trap door opened beneath the people, and flames and smoke shot into the air as the people dropped screaming into the pit.

I knew from that moment what God's purpose was for my life: to send the Word of God to every soul on earth as long as He gave me breath.²⁰⁴

²⁰³

Here's How You Speed the Light, op. cit., p. 15.

²⁰⁴

Pentecostal Evangel, December 2, 1962, "It Began with a Burden," pp. 10, 11.

Cochran began setting aside a certain amount of his own money each month to purchase gospel literature for distribution among those who had never heard about Christ. He asked other men in his church to do the same.

A male quartet from that church often went to other churches to sing, and as each of the men in the quartet was helping in the literature program, they talked of their plan when they went out to sing. The idea spread until the laymen decided they should organize the program, give it a name, and ask the Southern California District of the Assemblies of God for official recognition.

By 1959 the work had spread to such proportions that the General Council, meeting that year in San Antonio, Texas, decided to incorporate it into the Men's Fellowship Department and make it nationwide. Sam Cochran was invited to Springfield to be national administrator.

All offerings sent to headquarters from the men's groups are used 100 per cent for the purchase of gospel literature. In 1961, Light for the Lost sent out more than 3,000,000 gospel portions. In 1962 it joined forces with the Foreign Missions Department by supplying literature for foreign city evangelistic crusades. Light for the Lost has also launched an "Operation Saturation" program of house-to-house evangelism, beginning in Mexico City.²⁰⁵

²⁰⁵ Ibid., pp. 10, 11.

The Pentecostal Evangel often carries accounts of successful missionary efforts that have been assisted by Light for the Lost. A recent one was the production of the Gospel of John in the Fijian language. This was the first time a gospel portion was ever printed in this language, aside from the complete Bible.²⁰⁶

When Montericco, the new \$4,500,000 hippodrome in a suburb of Lima, Peru was officially opened on the Sunday before Christmas, 1960, students from the Assemblies of God Bible school in Peru stationed themselves at the ticket windows and distributed 10,000 gospel portions provided by Light for the Lost.²⁰⁷

More than 19,000 French-speaking people living in North Africa were given Light for the Lost gospels. This distribution was followed by giving out gospels in villages on the border of the Sahara Desert.²⁰⁸

Everett James, national field secretary for Light for the Lost, went to Mexico in 1962 to plan for an "Operation Saturation" program in Mexico City with Missionary Ray Morelock. This was to be a well-planned house-to-house evangelism and literature effort. As a result of a similar program in El Salvador three years before, Missionary Arthur Lindvall said that converts had increased from

²⁰⁶ Pentecostal Evangel, September 24, 1961, "Gospels Printed in Fijian Language," p. 11.

²⁰⁷ Pentecostal Evangel, March 5, 1961, "Operation Hippodrome," p. 16.

²⁰⁸ Pentecostal Evangel, March 6, 1961, "Light for the Lost in North Africa," p. 19.

11,000 to 34,000 in three years.²⁰⁹

Light for the Lost also helped in a "Blanket Every Village" crusade in Nyasaland, Africa. The aim of the crusade was to place a packet of gospel literature in every home in Nyasaland.²¹⁰

At a tenth anniversary Light for the Lost banquet on January 28, 1963, in Los Angeles, California, pledges were made in excess of \$22,500 for the purchase of gospels in Japan.

Light for the Lost has provided the evangelistic literature for major crusades in Osaka, Japan; Rangoon, Burma; Iloilo City, Philippines; Pretoria, South Africa; Djakarta, Indonesia; Paramaribo, Suriname; Guyaquil, Ecuador; Pago Pago, American Samoa; Montivideo, Uruguay; and Apia, Western Samoa.²¹¹

Global Conquest is a program sponsored by the Foreign Missions Department. Its purpose is to concentrate on evangelism, Bible schools and literature in the 73 countries where the Assemblies of God has missionary work. The department publishes a magazine, Global Conquest, which promotes the programs being sponsored.

One of the first needs to be publicized in Global Conquest was for Italy. In Italy during 1952 to 1956 when the Assemblies of God Christians were under great persecution--churches closed, pastors and entire congregations imprisoned, hundreds hailed to

²⁰⁹ Pentecostal Evangel, August 5, 1962, "Light for the Lost in Latin America," p. 20.

²¹⁰ Pentecostal Evangel, September 23, 1962, "Blanket Every Village Crusade," p. 14.

²¹¹ Men's Fellowship Department, National Missions Council Report, March 16, 1963, p. 5.

court trials--there seemed to be little hope for the evangelization of Italy. But the leaders of the work kept making preparations for the day when religious freedom would be granted them. After pursuing the matter clear to the highest supreme court in Italy, the Assemblies of God was finally granted official permission to operate.

Immediately an evangelistic program was launched in Bologna. Almost 100,000 tracts were distributed. Besides these, 28,000 Gospels of John were given out. The Christians enjoyed their newly-won freedom, and the campaign was a success.

Since that time, millions of pieces of gospel literature have been distributed in Italy: 11,500,000 tracts; 2,000,000 Gospels of John; 2,000,000 gospel booklets; 10,000 New Testaments; 90,000 Bible courses; and 180,000 Sunday school quarterlies. In addition, teacher training books, doctrinal books, missionary biographies, Christian calendars, hymn books and other publications have been printed.²¹²

Appeals have been made in Global Conquest for such different programs as printing 50,000 New Testaments in Italian at a cost of about \$13,000; a building for the press in Belgian Congo; equipment for the plant in Germany; a press for Liberia; and buildings and equipment for Evangel Press in the Philippines, as well as for a press in Tanganyika, East Africa.

²¹² Global Conquest, August, 1959, "Literature Brings Revival in Italy," p. 7.

A series of evangelistic meetings planned for the Philippines in 1960 was made more effective by Global Conquest supplying funds for literature for the campaigns.²¹³

Missionary Floyd Woodworth, describing conditions in Cuba under Castro's rule, said that Global Conquest had come just as though it were tailor-made for this hour in that country. With the government's literacy program going full speed all over the island, thousands of adults were learning to read. As a result, the printed page was a medium of evangelization suddenly burst into gigantic importance.

Literature slanted toward the Cuban, and presenting the life of Christ in simple language and large type was distributed to all who were learning to read.

One interesting project appealed to the Cuban's innate love for poetry and music. A very attractive tract was designed for mass distribution. It had the words of several gospel songs that carried a salvation message. At the close of the tract, the reader was told that if he wanted to learn to sing those songs, he should go to the Assemblies of God church at the address shown.²¹⁴

By 1962 Castro was following the usual communistic line of opposition to religious evangelism. A sudden halt in the delivery of United States-produced literature to Assemblies of God churches

²¹³ Global Conquest, November, 1960 -January, 1961, "Literature Sparks Philippines Revival," p. 6.

²¹⁴ Global Conquest, November, 1960-January, 1961, "Conquest in the Land of Castro," p. 3.

in Cuba was the first break in missionary work since Castro came to power. The stopping of literature from the States necessitated mimeographing of literature in Cuba to keep the Sunday schools in operation.

This work is now going on under national supervision. The latter part of March, 1963, all Assemblies of God missionaries were expelled from Cuba after being accused of being agents of the American Central Intelligence Agency. That is, all but one, for Floyd Woodworth was thrown into prison in solitary confinement. He remained there for 20 days, not knowing exactly what he was being accused of or what his future would be. But suddenly, just a few days before Easter, he was released, put on a plane and sent back to the United States. The hope of the church in Cuba today is that the national Christians, assisted by literature they are producing themselves, will be able to stand against the pressures of Communism.

In recent years Global Conquest has assisted in literature programs in every field where Assemblies of God missionaries are laboring.

By far the biggest single program of foreign language literature is the Spanish literature division of the Foreign Missions Department in Springfield. Because all of Central and South America, except Brazil, use Spanish and because there were millions of Spanish-speaking people in the United States as well as in countries of Europe and Africa, it was decided to publish the Spanish literature in this country, using the facilities of the Gospel Publishing House.

There are large Spanish-speaking populations in New York, Texas and California. The Assemblies of God has two Spanish Bible schools on the United States mainland and one in Puerto Rico. One of the most important developments in evangelical work in New York City has been the rapid growth of Spanish-speaking Pentecostal congregations. In 1937 there were about 25 such churches in the city. In 1960 the number had increased to around 140 with a total membership of 18,500 and a constituency well above that number. One of the largest is the Juan 3:16 church in the Bronx; it has a membership of 700 and a Sunday school enrollment of 900.²¹⁵

According to John Jackson, director of the Spanish Literature Division, the literature produced in this division goes to 30 countries. Most of these are in Central and South America, but Spain and North Africa are also included. Sixty-four other denominations besides the Assemblies of God make use of the literature. One of the officials of the American Bible Society wrote the department: "Your literature is surely superior to most of such literature that I have seen prepared for Latin America." And a missionary belonging to another mission group in Guatemala made the comment: "The evangelistic standpoint of this material is excellent. It is difficult to find such a definite spiritual application, especially with salvation in mind."

The literature is being used in leper colonies in Puerto Rico and Venezuela. Convicts in San Quentin receive it. During

²¹⁵ Pentecostal Evangel, January 14, 1951, "Literature for our Latin Neighbors," p. 9.

the Korean conflict, it was sent to Spanish-speaking soldiers on the battlefield there.²¹⁶

The department supplies textbooks and other material for 28 Assemblies of God Bible schools in Latin America. There are also correspondence lessons prepared for those who cannot go to Bible school.

Sunday school quarterlies, tracts, pamphlets and a monthly magazine patterned after the Pentecostal Evangel are also prepared in the department.

The Spanish Literature Department, known as Editorial Vida, came into existence in 1946 as an outgrowth of a need for Christian literature for the rapidly-increasing Spanish converts. The first printing of Spanish literature was in 1947 with 5,000 adult student quarterlies, 5,500 children's papers, 200 beginner-primary visual aid sets and 2,000 junior workbooks.

Fifteen years later over 1,000,000 pieces of literature had been printed. In 1961 13,021 orders were processed and mailed. The department spent \$67,815 on production costs. Sales of literature brought in \$101,722. The operating expenses for the year were \$131,795, which meant the department operated at a deficit of \$30,073. Boys' and Girls' Missionary Crusade offerings provided \$12,000. Other offerings added \$3,801.

This means the Spanish literature work must be subsidized. The department hopes to increase sales by promotion and publicity. In 1961 \$543 was spent for sales promotion, and sales went up

²¹⁶ Ibid.

\$10,000 over the previous year.²¹⁷

Poder, the monthly periodical, is attractively printed in two colors. It has a subscription list of 10,000. Sunday school publications include:

Primeros Pasos (beginner teacher)	7,000
Primeros Pasos (beginner handwork)	3,000
Primeros Pasos (beginner visual aid)	3,000
Joyas (junior paper)	25,000
Companero (primary pupil quarterly)	31,500
Sendero (primary and junior teacher)	8,200
Sendero (primary and junior visuals)	7,000
Explorador (teen student)	9,500
Explorador (teen teacher)	1,000
Guia (adult student)	86,000
El Maestro (adult teacher)	14,500

The department employs from 18 to 20 workers doing translation, adaptation and writing. The printing of all these publications and books is done by the Gospel Publishing House.²¹⁸

Many of the mission fields in foreign countries do not have their own printing plants, but they all have some form of literature work. For example, in East Pakistan 17,000 gospels were sold in three months and 25,000 tracts distributed in the Dacca area. This program was carried out with the aid of a literature team from the United States.²¹⁹

In the Dominican Republic, literature has been an important phase of evangelistic outreach. Missionaries there began a

²¹⁷ Spanish Literature Department, annual report prepared by John Jackson, pp. 1-3.

²¹⁸ Spanish Literature Department, "Meet Pedro Press," a promotional pamphlet, 1962.

²¹⁹ Pentecostal Evangel, July 27, 1962, "East Pakistan, Literature Distributed," p. 30.

literature saturation program early in 1958. Missionary Wayne Turnbull reported that Global Conquest and Light for the Lost funds enabled him and his workers to distribute two and one-half million pieces of gospel literature. National pastors spear-headed the crusade, and their church members took gospel packets to every home.²²⁰

The big rubber plantations in Liberia are fields for the distribution of Christian literature. There are 13 of these camps with a total population of about 20,000. The Assemblies of God has a work in all but five of these camps.²²¹

In February, 1961 a literature ministry was launched in Lebanon. Recognizing the value of full gospel literature in the Middle East, Miss Florence Christie transferred from Egypt to Lebanon to begin this ministry in Beirut.²²²

The Central Agriculture Show in Maseru, Basutoland, Africa is one of the great events of the year there. It is a time when people come from all over the district. In 1961 the Assemblies of God book room was encouraged to have an exhibit. Two thousand Gospels of Mark and 800 Gospels of John in the Sesuto language were distributed as well as a number of English and Afrikaans gospels. In addition about 15,000 tracts in Sesuto and English

²²⁰ Pentecostal Evangel, September 30, 1962, "Dominican Republic," p. 26.

²²¹ Pentecostal Evangel, May 27, 1962, "Liberia, Christian Literature Sold on Plantations," p. 16.

²²² Pentecostal Evangel, February 26, 1961, "New Literature Ministry Launched in Lebanon," p. 22.

were given away.²²³

In the early part of 1961 a new bookstore for North India was opened in Purulia and stocked with Bengali Bibles and Testaments. Hindi Bibles and Testaments, gospel portions and other Christian literature.²²⁴

South India has had unusual success in printing and mailing out home study Bible courses on the life of Christ. This work was started in 1953 by Alfred Cawston, who at the time was principal of the Southern Asia Bible Institute.

At present, in addition to the missionary in charge of the program, Kenneth Weigel, there are seven people employed in this project. The publications are prepared in English, Hindi, Marathi, Kanarese, Telugu, Tamil and Malayalam.

In 1962 approximately 150,000 pieces of literature were distributed in this program. The response was very encouraging. Just last year one couple, both of whom are B.A.'s, took a course in English, were convinced of the truth of the message, and applied for admission to the Bible school.²²⁵

An important part of the work today in Bolivia is in the field of literature. More than 100,000 Spanish tracts were distributed in 1961, and now an effort is being made to publish literature in the Aymara language. The need of literature

²²³ Pentecostal Evangel, January 29, 1961, "The Light Shines in Basutoland," p. 5.

²²⁴ Pentecostal Evangel, June 25, 1961, "New Book Store for North India," p. 14.

²²⁵ Letter from Kenneth Weigel, Bangalore, India, April 22, 1963.

presents a challenge to the missionaries, for the Bolivian people will read whatever is available, and communist literature is flooding the country.²²⁶

All these are only samples of how the Assemblies of God is using literature in the many foreign languages of the world.

OVERSEAS PRINTING PLANTS

While all the Assemblies of God mission fields throughout the world use literature, in many cases they depend on supplies that they get from the United States or Europe. However, more and more there are efforts to print the literature right in the country. Where languages are strange and difficult, on-the-spot oversight is preferable to depending on a long distance arrangement.

Most of the print shops in Latin America are small because the fields there depend on the Spanish Literature Department in Springfield for the bulk of their supplies. But even in these Latin American countries there are local needs and opportunities that can be met only by having equipment right there.

In 1961 a small printing plant was opened in Matagalpa, Nicaragua, to help supply literature. This gave renewed emphasis to literature as a method of communicating the gospel message in that country.²²⁷

²²⁶ Foreign Missions Department, Bolivia, p. 10.

²²⁷ Pentecostal Evangel, January 28, 1962, "Nicaragua," pp. 26, 27.

The growth of the Assemblies of God missionary work in Guatemala brought about an increased demand for literature there. To meet this demand, a printing program was started by Missionary Walter Haydus in 1959. A multilith press was provided by Speed-the-Light. Hundreds of thousands of tracts and other pieces of literature are now being produced and distributed in an effort to flood Guatemala with gospel literature.

A small book store opened in 1955 in Guatemala City served the constituency until September, 1960, when a new and larger store was dedicated. Libreria La Fuente, as it is known, is the center for tract distribution, and from there is mailed Sunday school literature to Assemblies of God churches and to other churches as well.

Bible school students take literature with them on their week-end preaching assignments. Through this effective employment of literature, 12 new churches were opened during one four-month period in 1960. The missionaries in Guatemala believe that "no agency can penetrate so deeply, abide so persistently, witness so daringly and influence so irresistibly as gospel literature."²²⁸

As in other mission fields, the need for Christian literature in Peru grew with the increase in the number of converts. A print shop was first established by Walter Erickson in Trujillo. Later it was moved to Lima with Richard Palmer in charge. The main products of this press are two national Pentecostal papers and the hymnbooks that are used in the Assemblies of God work there.

²²⁸ Foreign Missions Department, Guatemala, p. 9.

The book shop in connection with the press serves as the distributing agency for literature produced in Peru and also for that imported from the Gospel Publishing House and other sources.²²⁹

Missionary Cyle Davis started a print shop in Chile in 1958. At present a letter press and multilith are operated there. The equipment is at the Bible school where Bible school students help earn their tuition by working in the printing program. A regular publishing house and bookstore will be established in connection with an evangelistic center that is being planned for the capital city.

Literature produced includes a periodical in Spanish which is the official organ of the Assemblies of God in Chile, pamphlets, handbills, Sunday school helps and bulletins for youth and women's work.

Missionary Davis said:

We estimate that every piece of literature is read by at least four different people. The demand for tracts and Christian literature is unbelievable. We have testimonies of people that have been saved in remote mountain areas as a result of reading a tract that happened to fall into their hands. The Chilean people believe everything they read. If it is important enough to be printed; it has to be true, they say.²³⁰

There is also a small print shop in El Salvador and a book store in connection with it. The program in this country includes

²²⁹ Foreign Missions Department, Peru, p. 15.

²³⁰ Letter from Cyle Davis, Springfield, Missouri (on furlough), March 31, 1963.

extensive literature evangelistic campaigns that are conducted by Bible school students on week-ends.

Each student carries a bag containing gospel portions, Testaments, songbooks and other literature. Going house to house, the student tries to sell books, at the same time presenting the message of salvation. Each week about 30 students travel around 2,585 miles by bus, train and foot. As a result of this literature evangelism, more than 100 people accepted Christ as Savior in eight weeks.²³¹

The El Salvador press produces a monthly, eight-page periodical, La Voz, for church members there.

By far the largest literature program on the continent of South America is in Brazil. Because the people of this country speak Portuguese, they are not able to make use of the Spanish literature published in Springfield. The Assemblies of God has had outstanding success in Brazil and is at present the largest evangelical group in Brazil, having a membership of nearly 600,000.

The need of literature for all these people soon became evident to the missionaries working there. In an effort to meet this need, property was purchased in Rio de Janeiro, and equipment was purchased and installed by Andrew Hargrave in 1947. The publishing house is now controlled by a board of directors, elected by the national convention, and is composed of representatives

²³¹ Global Conquest, February, 1960, "Bible School Sparks Literature Evangelism," p. 5.

from the Swedish and American Assemblies of God and the national conference. The manager of the plant is a Brazilian.

Speed-the-Light has been of great help in furnishing machinery and equipment for this plant, including four presses, a linotype and a folder. There are 22 people employed.²³²

From the presses pour millions of pieces of gospel literature each year. Mensageiro da Paz, the official church paper, with a circulation of 50,000 is produced bi-weekly. Two Sunday school quarterlies with a circulation of 100,000, song books with an annual sale of at least 50,000, thousands of books, tracts and pamphlets are also published. A young people's illustrated magazine, Seara (The Harvest), has a circulation of 20,000.

Mr. and Mrs. O. S. Boyer are dedicating their lives to writing and translating good evangelistic books into Portuguese. Already they have had 38 books published. Missionary Boyer wrote that his thirty-eighth book was entirely sold out before the printing company could get the covers on it. Practically all sales are through book stores and book sellers throughout the Portuguese-speaking world, but particularly in Brazil. Over 1,000,000 books and tracts were sold to one customer in one year.

Boyer said: "The hunger of the people for the printed message is so great that the number of ardent distributors increases rapidly. The result is a demand for literature that bids fair

²³² Pentecostal Evangel, February 10, 1956, "Canadian Missionary Secretary Visits Brazil Publishing House," p. 9.

to be twice or three times that of last year."²³³

Production of books includes some of major importance. In 1957 an 800-page Bible dictionary in the Portuguese language was published.²³⁴ In 1962 the literature program produced 2,285,000 books and pamphlets.²³⁵

Europe

The most important literature programs in Europe are in the French, Italian and German languages.

In 1960 a print shop was opened in Belgium. Publishing in the French language, this plant produced literature for distribution in Belgium, France, Switzerland and French-speaking areas of Africa.²³⁶ Even before the print shop was opened, literature was produced in French. One of the first publications was the adult student Sunday school quarterly. Many thousands of tracts and books are now being published.²³⁷

In Germany an effort to launch a Sunday school program in the 1940's made the workers realize their need for literature. Walter Waldvogel translated and mimeographed the primary teacher's

²³³ Letter from O. S. Boyer, Rio de Janeiro, Brazil, March 22, 1963.

²³⁴ Pentecostal Evangel, July 21, 1957, "Portuguese Bible Dictionary Being Published," p. 16.

²³⁵ Global Conquest, January-February, 1963, "Conquest Comments," p. 10.

²³⁶ Global Conquest, Spring, 1961, "Conquest Comments," p. 15.

²³⁷ Foreign Missions Department, Belgium, p. 4.

quarterly and prepared visual aid material. Two years later he was given the task of promoting a Sunday school program. Today the beginner, primary and junior teachers' quarterlies, the junior workbook, and the teen teacher and student Sunday school quarterlies are being published. A Sunday school paper in full color is published each week as well as other Sunday school helps.

The Boys' and Girls' Missionary Crusade has contributed regularly toward the cost of this literature.

The printing program started in 1953 with the printing of the Sunday school lessons on an offset press in the Bible school office in Stuttgart. Through the help of Sped-the-Light, a printing plant with modern equipment is now in operation. Three offset presses, complete photographic equipment and other machines are in use.

These presses produce not only large quantities of Sunday school literature but also a monthly church paper, Der Leuchter, a young people's magazine, Von Jugend zu Jutend, and hundreds of thousands of tracts.²³⁸

Italy has one of the biggest Assemblies of God literature programs in Europe. The widespread use of literature has been one of the most effective methods of winning the Italian people for Christ. The Assemblies of God in Italy has set as its goal, "Gospel literature in every home in Italy." Under the capable leadership of Anthony Piraino, the accelerated literature program has become one of the outstanding features of the work on this

²³⁸ Foreign Missions Department, Germany, p. 7.

field. Speed-the-Light funds have provided presses and other printing equipment. The Boys' and Girls' Missionary Crusade and other sources have provided funds for paper and publishing costs.

Piaraino wrote:

Only eternity will reveal the results of this program of literature evangelism. A booklet called 'Ecco La Via' (Here's How!), translated into Italian by an ex-priest, printed by another ex-priest, was the means of bringing still another priest to Christ. And so the soul-winning ministry of the printed page continues.

Four Sunday school quarterlies are translated and printed regularly. The Sunday School Counselor is also being translated and printed. Books now being produced include translations of Knowing the Doctrines of the Bible, Successful Sunday School Teaching, Studying the Pupil, You Should Know, And He Gave Teachers, and What My Church Believes.

Currently 11,000,000 tracts, 2,000,000 Gospels of John and 2,000,000 booklets on salvation are being printed for distribution.²³⁹ The Life of Christ and the Book of Acts are available as studies in correspondence courses.²⁴⁰

The newest literature program in Europe was started in 1963 in Greece. In January work began on the preparation of Sunday school literature in the Greek language. The first material to be prepared was in the primary series. Also early in the year translation of Bible school text books began. Light for the Lost

²³⁹ Foreign Missions Department, Italy, p. 8.

²⁴⁰ Pentecostal Evangel, September 1, 1957, "Literature in Italy," p. 12.

has provided tracts and pamphlets. All work so far has been done on a mimeograph machine, but Missionary George Goomas wrote: "Our prayer and vision is to see here in Thessaloniki an offset outfit to handle the Sunday school literature as well as other gospel printed material."²⁴¹

Pacific Islands

There are printing plants established in Samoa, Fiji and the Philippines. A letter from Maurice H. Luce, stationed at Pago Pago in American Samoa, described literature activities there:

Translation of Assemblies of God literature is done by a staff of spiritual men selected from the Tutuila churches. Many of the younger Samoans are bilingual and eagerly read religious publications from America. This, however, is not enough for the many others who read little or no English. It is necessary to provide large quantities of Samoan gospel literature for free distribution. Many of the articles are taken from the Pentecostal Evangel and translated for our Samoan Evangel, O Le Evagelia. Besides the church paper, there are about twenty-four tracts and pamphlets printed in Samoan. More are in the process of preparation.

So far, most of the printing for large quantity distribution is being done outside Samoa and shipped in. There is no paper supply in Samoa. Outside printing in large quantities will probably be the best source of supply until cheaper paper is made available in the islands. There is a small press in Pago Pago, brought out in 1955.

Some of the national have learned how to print. The press has been used to produce publications in small quantities, such as song books, Sunday school forms and lessons, Bible lessons, tracts and pamphlets. The Samoan Evangel is produced on this press. Before

²⁴¹ Letter from George Goomas, Thessaloniki, Greece, March 20, 1963.

the press came, an A. B. Dick duplicator was used to turn out printed matter.

Distribution points for literature are in stores and shops whose owners agree to permit the display of a literature case placed prominently inside the store so that patrons may help themselves. A missionary with a bookmobile calls at the distribution points regularly and refills the cases. In Upolu there are about fourteen distribution points and in Tutuula there are about eight.²⁴²

A report in the September 9, 1962 Pentecostal Evangel said:

Since 1928 Assemblies of God missionaries have been working in Samoa, seeking spiritual awakening and the evangelization of the present generation. Because increased educational facilities have created a hunger for reading material, the missionaries have greatly emphasized literature evangelism. Missionary Maurice Luce has rebuilt an old truck to make a portable bookshop in which to take literature to all parts of Samoa.²⁴³

In the Fiji Islands, Adrian Heetebry began a literature program 15 years ago. He started with a Gestetner mimeograph machine and two small platen presses.

Recently a larger Tompson automatic press was purchased to replace one of the older ones. The building being used is wired for 3-phase electricity, and additional equipment is expected soon. An offset press will be the first new machinery to be installed.

The press in Fiji prints in three languages: Fijian, Hindustani and English. Up until the present time, printing has been limited to gospel tracts, but soon books and Sunday school

²⁴² Letter from Maurice Luce, Pago Pago, American Samoa, April 4, 1963.

²⁴³ Pentecostal Evangel, September 9, 1962, "Radio and Literature Work Together," p. 24.

lessons are to be produced. Missionary Lawrence Larson is now in charge of the literature program.²⁴⁴

A much more intensive program is being carried out in the Philippines. Evangel Press, located ten miles north of Manila, is established next door to the Bible school, making it convenient for students to help meet their expenses by working and at the same time providing the press with good Christian employees.

Floyd Horst worked in a print shop in America when he was in Bible college, and he started the literature program in the Philippines in 1953 with an A. B. Dick mimeograph and later a Gestettner. In 1955 two Chandler and Price letter presses were installed in a lean-to on the mission premises. The Pentecostal Voice, official organ of the Philippines Assemblies of God, was published, as well as Sunday school quarterlies in several dialects.

While on furlough in 1956 Horst raised funds for offset presses. Upon his return, new printshop buildings were erected and dedicated January 26, 1963. There are four buildings in all. One of them is air-conditioned for the offset department.

Press equipment includes three offset presses, three letter presses, one proof press, two paper cutters, two small paper folders, one addressograph, one Graphotype machine, one wire stitching machine, one electric stapling machine, two IBM typewriters, one varityper and complete photo-offset equipment.

²⁴⁴ Letter from Lawrence Larson, Suva, Fiji Islands, March 6, 1963.

Seven people are employed, not counting 15 translators, editors and part-time employees. Sunday school materials are printed in four major languages. Tracts and other supplies are published in several other languages. A recent project was printing thousands of pieces of literature for the Billy Graham follow-up courses. Last year approximately 1,100,000 pieces of literature came off the presses, most of that being tracts.²⁴⁵

Literature is distributed by 23 colporteurs on the many islands of the republic. Also 10 bookstores have been opened. When special evangelistic campaigns have been conducted in the islands, thousands of gospels and other booklets have been distributed.²⁴⁶

A missionary Sunday school director, Edward Blount, travels extensively promoting Sunday school standards, training teachers and encouraging the use of Assemblies of God Sunday school materials in the main dialects.²⁴⁷

Asia

On May 18, 1957 a new printing plant and an adjoining book room were opened and dedicated in Kowloon, Hong Kong. The purpose of this program was to supply Chinese Sunday school papers and books to Assemblies of God churches in Hong Kong, Macau, Formosa,

²⁴⁵ Letter from Floyd Horst, Manila, Philippines, March 6, 1963.

²⁴⁶ Global Conquest, January-February, 1963, "Global Comments," p. 10.

²⁴⁷ Foreign Missions Department, Philippines, p. 15.

Malaya, Singapore and Indonesia. L. M. E bree was appointed director of the press which saw its greatest growth under the leadership of J. R. Spence. The project was a joint effort of the United States and Canadian Assemblies of God.²⁴⁸

In 1961 600,000 pieces of Sunday school literature, more than 1,000,000 tracts and various books and pamphlets were published. Besides supplying Assemblies of God churches in areas where Chinese people live, the literature program reaches other denominations as well. The book room in Hong Kong is an important outlet for Christian literature at a time when it is so urgently needed to counteract the mass of anti-Christian literature from Communist China.²⁴⁹

Paul Kauffman, at present located in Hong Kong, is raising funds for literature work in all the Far East. He was responsible for supplying 50,000 salvation tracts in the Tamil language for distribution in Malaya. Kauffman is also helping supply literature for an all-out effort in Singapore. This literature is being printed in Hong Kong and shipped to Singapore.²⁵⁰

In Malaya there are several Gestettner duplicating machines owned by churches which publish their own monthly youth magazines. The Christ's Ambassadors of Penang publish Zeal, and the Christ's Ambassadors of Kuala Lumpur publish the C. A. Voice.

²⁴⁸ Pentecostal Evangel, July 28, 1957, "New Assemblies of God Press Opened in Hong Kong," p. 17.

²⁴⁹ Foreign Missions Department, Hong Kong, p. 9.

²⁵⁰ Letter from Howard Osgood, Kuala Lumpur, Malaya, March 7, 1963.

Small booklets of about 35 pages were printed two years ago for use in revival meetings. Some of these were Five Steps Into Christ, God's Gift of Power and Oateway to Life.

This year a city-wide campaign assisted by Light for the Lost will endeavor to reach every home in Kuala Lumpur with a package of strategic literature.

Ronney Kon, a graduate of the Bible school, is setting up a new department for the Assemblies of Ood work in Malaya and Singapore. It is called "Audio-Visuals and Literature for the Assemblies of Ood."

Languages used in Malaya are English, Chinese, Malay and Tamil. Missionary Howard Osgood wrote: "Literature printed locally is more effective than literature printed abroad. The former is slanted to reach Malayan people." Present plans include the printing of 60,000 tracts in Chinese.²⁵¹

In Korea a literature program was started with only a mimeograph machine, but a multilith will soon be installed to be used in printing tracts, books and the Full Oospel Evangel, which is a monthly periodical. All of the literature is produced in one language only, Korean.

Leslie Bedell started the literature program, and he is assisted by two full-time translators and a typist who is efficient in using the Korean typewriter. Most of the literature produced so far has been tracts, although two small booklets have been published. Bedell is also trying to get out textbooks for

²⁵¹ Ibid.

use by Bible school students.

A missionary lady, Margaret Carlow, stationed in Chonju, is also doing some literature work. She is helping translate the C. A. Handbook, C. A. Bible lessons and the book, Successful Sunday School Teaching.²⁵²

In India, Speed-the-Light assistance helped start a literature program, although the Indian missionaries depend a great deal on commercial printers to print their literature. Their own plant produces a magazine, The Asian Evangel, edited by Sydney Bryant. Articles by missionaries on the field, and reprints from the Pentecostal Evangel make up the paper.

A recent production of 1,000,000 tracts published in ten different languages of India was part of a program for the distribution of tracts throughout the nation. In Calcutta an evangelism team of men from the Assemblies of God Calcutta Evangelistic Center sponsored a door-to-door literature distribution campaign in 1962. These men also traveled 150 miles to the industrial city of Durgapur for another similar campaign.²⁵³

Tracts are also published in connection with the Assemblies of God radio program in India. In 1962 the radio committee put out 11 tracts, 6 in Hindi of 4,000 each, and 5 in English of 6,000 each, a total of 54,000 tracts. A booklet of radio messages, Letters of Dharm Mitra, was republished in the third

²⁵² Letter from John Stetz, Seoul, Korea, March 30, 1963.

²⁵³ Global Conquest, July-August, 1962, "Global Comments," p. 14.

printing. A second was published in Hindi, Krist Awatar Prawaahan (The Incarnation).

Paul Schoonmaker has produced four tracts for children and two novelettes, Dr. Chand, which appeared in Hindi, Urdu and Bengali, and Toshi, which is in Hindi.²⁵⁴

Japan produces a monthly magazine, Magumi no Otozuro (Evangelism Magazine) and other periodicals such as Magumi no Kotoba (The Words of Grace), Kohitsuji (Little Lamb), Taubue (The Trumpet) and Shonin (The Witness).

Taking advantage of the high literacy and the people's avid reading habits, Assemblies of God missionaries have recently put renewed emphasis upon the use of the printed page to spread the gospel. Communistic literature is found everywhere in the country. Japan's thirst for knowledge drives the people to read whatever is available.²⁵⁵

Africa

One of the oldest literature programs in Africa is Emmanuel Press, started in a native house of mud in South Africa in 1930. It moved to Nelspruit in 1938, and there a 90-foot-long brick building was erected for publishing work. Speed-the-Light furnished such equipment as a monotype typesetting machine, a large cylinder press and an automatic paper folder. Reports for 1954

²⁵⁴ Letter from Paul Schoonmaker, Mussoorie, North India, March 11, 1963.

²⁵⁵ Foreign Missions Department, Japan, p. 12.

showed that the press printed 41,000 books and booklets, 938,000 tracts and 85,000 gospel papers.²⁵⁶

In 1959 a rebuilt high-speed Kelly Automatic press was furnished for South Africa by Speed-the-Light.

H. B. Garlock, former missionary to Africa, said that Emmanuel Press is one of the most potent agencies for good in all of South Africa. Publications include tracts and books in the Zulu language.²⁵⁷

Emmanuel Press was a joint effort of the American, European and South African churches. With the re-organization of the work in South Africa as a result of official government policies and as a result, also, of a re-organization of the Assemblies of God work there, the two Assemblies of God missionaries who had been assigned to Emmanuel Press were asked to establish a new press at Johannesburg in September of 1962. This new project will be sponsored entirely by the Assemblies of God and will be directed by Merlin Lund and Phil Mangnum. Plans are being made for the printing of tracts in seven languages and Sunday school quarterlies in English, Sesuto and Zulu. Bible correspondence studies are also being prepared in these languages.

Mangnum wrote:

Literature in my estimation is of paramount importance in this area. First, literacy has increased to the point that more people can read than cannot.

²⁵⁶ Pentecostal Evangel, October 5, 1955, "Printing Presses Speed the Light," p. 6.

²⁵⁷ Pentecostal Evangel, June 14, 1953, "Preaching by Printing," p. 6.

Second, with the awakening of people's minds to the world around them, there has come a hunger for information--any information. If we do not supply Christian literature, this hunger will be satisfied with other, mostly unwholesome or dangerous literature. Third, frequently preaching or personal witnessing may come at a time when people are not particularly receptive, but literature can and frequently will be taken and carried until a more relaxed time will give an opportunity for reading. Fourth, literature, being mostly in the vernacular, has no color barrier or time limitation and being on paper, always tells the same story without variation, compromise or fear.²⁵⁸

The Congo has had a very successful printing program for a number of years, as far back as 1940 when two of the lady missionaries produced tracts on a mimeograph. Bible school notes and small booklets were also printed by this means.

In 1955 a Multilith Model 80 was purchased, and in 1959 a Multilith Model 1250 was added to establish a literature program that made much better progress than the one carried out by a mimeograph. For composition for the multiliths, a verityper and two typewriters were secured.

A building valued at \$50,000 was secured for only \$14,000 in the City of Paulis in May, 1962. The building contains a press room, two storage rooms, a book shop, a chapel, two offices and an upstairs apartment for the missionaries.

The printing plant employs two men as printers and one book-seller for the book shop. Two students work part time in the press.

The language used is Uele Ngala, although a series of Sunday school lessons is now being prepared in Lingala, and a very little

²⁵⁸ Letter from Phil Mangnum, Johannesburg, South Africa, April 24, 1963.

is done in French.

The press prints Sunday school quarterlies for students, the Primary Teacher and the Intermediate Teacher. Also tracts, pamphlets, booklets and a few books are published.

A 1959 report told of the distribution of 171,994 Bibles, New Testaments and gospel portions in 32 African and 5 European languages. The Sunday school quarterlies published by the press were supplied to five other missionary groups in addition to the Assemblies of God. Even the Protestant chaplain in the Congo armed forces used the quarterlies.²⁵⁹

When fighting broke out in the Congo after independence, all missionaries had to leave the country. Nationals carried on the printing program until the missionaries could return. But conditions in the Congo were such that the former schedule has not yet been reached. In 1962 only about 4,000 Primary Teacher quarterlies and 1,500 advanced quarterlies were printed. However, orders have increased, and circulation will undoubtedly increase also.

Gail Winters, one of the missionaries in charge of production of literature, wrote:

Literature and its distribution are of major importance. Africans are always eager to receive literature, and they prize that which they receive. Our book shop is a supply house not only for this city of 50,000 but also for the surrounding area. Our average monthly sales from the book shop is 80,000 francs, which at official exchange would be \$1,335.

²⁵⁹ Global Conquest, February, 1960, "Literature," p. 6.

Lillian Hogan and I give full time to production of literature. We translate, prepare copy for the presses, compose, supervise the printing and the book store.

The general attitude toward literature in the Congo is illustrated by an experience Miss Winters had when she was staying at a hotel. She gave a waiter a pamphlet. Soon another waiter came to the table and bowed several times. When asked what he wanted, he asked if he could also have "some words of God." Before she left the hotel, Miss Winters was approached by nearly every employee, all of them wanting one of the pamphlets.²⁶⁰

In the East African countries of Tanganyika and Nyasaland, the establishing of Sunday schools led to the need for literature in the vernaculars in these countries. Missionaries began preparing, translating and printing Sunday school literature. The work was done by typewriters, mimeographs and spirit duplicators until a small press was made available. Now, in addition to printing Sunday school literature which in itself is a tremendous job with a growing Sunday school program, the missionaries are putting out thousands of tracts and other gospel literature.²⁶¹

In 1960 the press at Limbe, Nyasaland, printed 51,150 tracts and 3,500 books in addition to study and publicity materials for the Bible school, Sunday schools and churches in English and Chinyanja.²⁶²

²⁶⁰ Letter from Gail Winters, Paulis, Congo, March 22, 1963.

²⁶¹ Foreign Missions Department, Nyasaland, p. 9.

²⁶² Global Conquest, Spring, 1961, "Conquest Comments," p. 15.

On December 3, 1961, a new publishing house was dedicated at Limbe. This new plant was the most modern printing establishment in that section of Africa and was built to serve East and Central Africa.

At the dedication Speed-the-Light printing machines were demonstrated. Among these machines were a power guillotine, an automatic folder, a litho press, plate burnishing machine and varityper. Missionary Paul Wright, who began the literature program in 1958, still serves as editor of publications. On January 1, 1961 Delmar Kingsriter took charge of the production and distribution departments.

In 1961, production of literature exceeded half a million pieces, and it was expected that production would exceed 2,000,000 pieces in 1962.

In 1962 a committee to coordinate literature evangelism in Tanganyika and Nyasaland was established. Missionaries from the two countries planned a united effort for printing and distributing gospel literature.²⁶³

The printing plant is in Nyasaland, but a varityper will be provided for Tanganyika. On this the workers will do their own composition. They will also do their own lay-out, and the work will then be ready for the camera when it is sent to the printing plant in Nyasaland.

The field in Tanganyika publishes mainly in Swahili, which is the government language. Several tracts have been done in

²⁶³ Pentecostal Evangel, November 25, 1962, "Tanganyika-Nyasaland Coordinate Literature Ministries," p. 9.

simple English, and a number of Kinyakyusa, the language of one of the major tribes.

The main publication thus far has been Ujumbe wa Pentekoste (Pentecostal Evangel). This is a quarterly publication but will soon be made a monthly. A tract club has been the means of wide distribution of tracts on salvation.

Within the next year the field expects to conduct a "Blanket Every Village" crusade, similar to the campaign carried out in Nyasaland.

Headquarters for the Tanganyika literature program will be in the capital city, Dar es Salaam. An excellent location and ample office space have been secured right in the heart of the city. It is currently being used for the lay-out department, mailing department, stock room, counseling and other activities connected with the literature program. Plans for a reading room to be opened soon have been made. Missionary J. J. Friesen, who will direct the literature program in Tanganyika on his return from furlough, said: "The potential in the field of literature is tremendous, and we have barely begun to scratch the surface."²⁶⁴

A printing plant located at Tamale, Northern Territories, in Ghana is just getting started in production, although the press has been on the field for about four years. In 1961 a book store was opened in Tamale where gospel literature from the press as well as other items obtained from England and Nigeria were sold.

²⁶⁴ Letter from J. J. Friesen, on furlough from Tanganyika, Africa, April 29, 1963.

Literature in 12 different languages was offered.²⁶⁵

The following year the literature ministry was enlarged with plans being made to print an edition of the New Testament epistles in Dagbani, the most widely used language in Northern Ghana. Other languages represented were Mossi, English, Hausa, Twi, Fante, Ewe, Yoruba, Ga, French, Fulani, Mampruli, Bibba, Konkomba, Mumpruli and Kusal.²⁶⁶

A literature program was started in Upper Volta, formerly a French colony in West Africa, when A. E. Wilson got the vision for translating the Bible into the More language. In 1932 he took a used multigraph with a few fonts of type to the field. Mrs. Wilson sat for hours at a time, setting type and running the machine by hand in order to get the first gospel portions to the 3,000,000 Mossi who live in that area. In 1938 another multigraph was added, and later still another was secured.

In 1955 Mr. and Mrs. Harold Jones felt that they should devote their full time to the production and distribution of gospel literature. A building was constructed at Ouagadougou, having 1,242 square feet of floor space in the print shop and 232 in the book store. An apartment was added upstairs for the missionaries to be near their work.

The old equipment was installed in the new building. Soon afterwards, a Rotaprint press and plate processing equipment

²⁶⁵ Pentecostal Evangel, February 12, 1961, "Book Store Opened in Ghana," p. 14.

²⁶⁶ Pentecostal Evangel, January 28, 1962, "Literature Ministry Enlarged in Ghana," p. 28.

arrived from England. Other equipment secured included two IBM typewriters and a 16 by 20 Klimsch German camera.

In July, 1961, John Weidman, an experienced artist, arrived in Upper Volta. For years the field had felt the need of slanting literature to the Africans rather than using European pictures, people and scenes. Weidman's arrival made this possible. He could draw illustrations for each publication and make them typically African.

In 1962 an addition to the building increased the floor space of the print shop to 2,634 square feet.

At present the plant has a headliner, power cutter, small folder, stapler, perforator and electric punch in addition to the other equipment named. All this equipment was supplied by Speed-the-Light funds.

In addition to the two missionary families, there are seven Africans employed at the printing plant. Publications have been in French, English, More, Dagomba, Dogon, Red Bobo, Bambara, Nounsi and Djerma. Portions of Scriptures, Bible study courses, song books, tracts, primers and Sunday school lessons are printed. The main production is Sunday school literature.

In 1962, 1,694,924 pages of literature were printed. At the Ougadougou fair, which was held in March, 1963, over 90,000 pieces of literature were distributed. Visitors to the fair came from all over the Upper Volta and from 11 other republics.

A bookmobile was put into operation in 1961 to get the literature out to other cities in the republic.²⁶⁷

In 1961, after 36 years of writing and re-writing, the entire Bible was translated into the language used by the Mossi people of Upper Volta. Eva Radanovsky, Howard Fox, Raymond Zents and Mr. and Mrs. John Hall all helped with this work.

An interesting sidelight to translating the Bible into African languages was described by Hall:

Because of cultural differences, Biblical illustrations had to be adapted to convey proper meanings to the Mossi. These people have no comprehension of an anchor; therefore, Hebrews 7:19, which reads 'An anchor of the soul, both sure and steadfast,' is translated 'A picketing peg which cannot be rocked loose nor broken.' A Mossi picketing peg is a short, mushroom-shaped stake driven into the ground to which the front leg of a horse is tied.²⁶⁸

The interest expressed by the people of Nigeria in Sunday schools led Rex Jackson to consider preparing Sunday school literature in the vernaculars used in areas where the Assemblies of God had churches. Through correspondence, he learned of friends in America who were willing to supply a press and type. But before the press arrived, Jackson went home on furlough.

The press arrived in Nigeria in 1947 while Jackson was in America. While being unloaded from the ship, the press was dropped and broken in many places. Lonnie Calloway, who planned

²⁶⁷ Letter from Harold Jones, Ougadougou, Upper Volta, Africa, March 18, 1963.

²⁶⁸ Pentecostal Evangel, March 19, 1962, "Entire Bible Now Translated in Mossi Language," p. 12.

to get the press set up, would not even accept delivery of it. So it sat on the docks. Calloway was able to find someone else in the States interested in getting a printing program started, and this person sent another press which arrived in good condition.

This press was set up in one room of the missionary residence, and a young Nigerian was trained to operate it. Land was secured in the City of Aba, and a cement block building was erected there to provide a press room, a store room, an office and a book shop. The one press, a Chandler and Price platen, had to be operated by a foot pedal, as there was no electrical power available.

When Jackson returned to Nigeria, he took over the printing work. The response to the literature first provided was so enthusiastic that it was evident more equipment would be needed. Jackson brought the press that had been dropped on the docks to the print shop and got the broken pieces welded. The press had set so long in the humidity and rain that it was rusted too badly to operate, even after it was repaired. But constant oiling and the application of a blow torch got it loosened, and although it always was stiff, it worked.

A third press was sent to Nigeria soon afterwards. These were all the same time type presses, and all were operated by foot pedals.

The three presses made possible a widely expanded program of producing Sunday school quarterlies, tracts and pamphlets. The building was too small for further enlargement of activity, and

in 1955 a two-story addition was erected, providing a large store room, another press room, and offices and bindery upstair.

Because the work by this time had grown until it was too much for one missionary to handle, Andrew Hargrave was sent to Nigeria in 1957 to take charge of production. He raised funds for two important machines, a Monotype typesetting machine and a Heidelberg automatic press. The City of Aba had put in electricity, and this made possible the use of modern machinery.

Other equipment supplied by Speed-the-Light included a stapling machine, an addressograph and a power cutter. A second Heidelberg was installed in 1960. Two years later a folder that folds up to 10,000 sheets per hour was installed. As all folding had been done by hand before this, the installation of this one machine was a big step forward.

Also in the past year a new Intertype typesetting machine has been added. While the Monotype could cast only in 10-point size, the new machine provides 6-, 8-, 10-, 12-, 24-, 36- and 60-point.

In 1960 another missionary printer was added to the staff. Monroe Robison was experienced in offset printing, and the next step in the Nigerian literature program will be to erect a new building on a different site where a large enough place for expansion will be possible.

Sixteen African workers are employed in the press and book shop.

There are also branch book shops in Owerri and Onitsha, and booksellers have "pushmobiles" that they use for selling literature on the streets of Port Harcourt and Aba. A large bookmobile trailer is used by the missionaries, whenever they have time, to go out to big rural open-air markets, where there is always a demand for the literature being sold.

A monthly publication for the churches, The Nigerian Evangel, has a circulation of about 31,000. Over 40,000 quarterlies in English, Ibo, Efik, Egedde, Hausa, Yoruba, Ogoni and Ishan were printed last year. There were over 200,000 tracts, approximately 15,000 books and 17,000 song books published in 1962.

In addition, the press prints the books for the correspondence school. The school has over 20,000 people enrolled and has already issued 11,000 completion certificates.

Tracts are used extensively in local evangelistic campaigns and in the opening of new churches. Young people from established churches go to a town where a new church is to be started. They spend two weeks in the town going from house to house, using tracts as contacts to give them an opportunity to witness for Christ and to invite people to special services usually conducted in the open air at night.

Such activities have been responsible for the growth of the Assemblies of God in Nigeria, until this field is now one of the largest of the 73 mission fields where the Assemblies of God is working. The demand for literature can hardly be believed by anyone who has never been in the country. There is no difficulty

in getting anyone in Nigeria to accept a piece of literature; the only difficulty is in the missionaries keeping up with the demand. It is hoped that the new building and equipment for the printing plant will be ready before another year passes.²⁶⁹

It can hardly be hoped that this paper has covered all the Assemblies of God literature program in all parts of the world. But at least it has given some idea of the growth and progress of this work in the short time that the Assemblies of God has been organized. The importance of literature's contribution to the development of the Assemblies of God both in the United States and abroad cannot be stressed too much.

²⁶⁹ Letter from Monroe Robison, Aba, Nigeria, Africa, March 15, 1963.

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APPENDIX

CHURCH SCHOOL LITERATURE CIRCULATION FIGURES

	1931	1933	1935
Adult Teacher	10,500	No	13,000
Adult Student	60,000	record	95,000
Large Print Quarterly			
Quarterly Chart			
Youth Teacher			
Youth Student			
Hi-Teen Instructor			
Hi-Teen Student			
Hi-Teen Visuals			
Teen Instructor			
Teen Student			
Intermediate Teacher			7,000
Intermediate Student	31,000		45,000
Search			
Intermediate Visual Aids			
Junior Teacher			
Junior Pupil	33,000		48,000
Bible Explorer			
Junior Visual Aid			
Primary Teacher			4,000
Primary Pupil			
Primary Visual Aid			
Primary Picture Cards			
Primary Picture Rolls			
My Picture Paper	21,150		29,000
Primary Handwork Packet			
Beginner Teacher			
Beginner Visual Aid			
Little Folks Friend			
Beginner Lesson Pictures			
Beginner Handwork Packet			
Lesson Leaves	26,000		34,000
Superintendent's Planner			
God's Word for Today			
Deaf Student			
Cartoon Posters			
Annual Lesson Commentary			
Foursquare Adult Teacher			
Foursquare Adult Student			
Foursquare Lesson Leaves			
Intermediate Leaflets	10,500		13,000
Bible Lesson Stories	5,000		
Live	33,223		53,000
HiCall			
Junior Trails	30,855		?

	1937	1939	1941
Adult Teacher	21,000	26,000	34,000
Adult Student	117,000	141,000	160,000
Large Print Quarterly			
Quarterly Chart			
Youth Teacher			
Youth Student			
Hi-Teen Instructor			
Hi-Teen Student			
Hi-Teen Visuals			
Teen Instructor			
Teen Student			
Intermediate Teacher	7,000	8,000	9,000
Intermediate Student	52,000	64,000	67,000
Search			
Intermediate Visual Aid			
Junior Teacher	5,000	7,000	10,000
Junior Pupil	54,000	73,000	74,000
Bible Explorer			
Junior Visual Aid			
Primary Teacher	8,000	8,000	11,000
Primary Pupil	20,000	26,000	32,000
Primary Visual Aid			
Primary Picture Cards			80,000
Primary Picture Rolls			2,875
My Picture Paper	35,000	40,000	46,000
Primary Handwork Packet			
Beginner Teacher			
Beginner Visual Aid			
Little Folks Friend			
Beginner Lesson Pictures			
Beginner Handwork Packet			
Lesson Leaves	47,000	62,000	65,000
Superintendent's Planner			
God's Word for Today			15,000
Deaf Student			
Cartoon Posters			
Annual Lesson Commentary			
Foursquare Adult Teacher			
Foursquare Adult Student			
Foursquare Lesson Leaves			
Live	60,000	73,000	81,000
HiCall	26,500	33,000	38,000
Junior Trails	32,000	43,000	49,000

	1943	1945	1947
Adult Teacher	36,000	48,000	56,000
Adult Student	162,000	180,000	210,000
Large Print Quarterly			
Quarterly Chart			
Youth Teacher			
Youth Student			
Hi-Teen Instructor			
Hi-Teen Student			
Hi-Teen Visuals			
Teen Instructor			
Teen Student			
Intermediate Teacher	9,000	10,500	11,000
Intermediate Student	60,000	72,000	87,000
Search	17,000	13,000	18,000
Intermediate Visual Aid			
Junior Teacher	10,500	10,500	12,000
Junior Pupil	70,000	81,000	98,000
Bible Explorer	34,000	28,000	31,000
Junior Visual Aid			
Primary Teacher	8,000	9,000	11,000
Primary Pupil	34,000	45,000	56,000
Primary Visual Aid			
Primary Picture Cards	85,000	104,000	120,000
Primary Picture Rolls	2,700	3,450	4,085
My Picture Paper	47,000	62,000	66,000
Primary Handwork Packet			
Beginner Teacher		6,000	8,500
Beginner Visual Aid			
Little Folks Friend			
Beginner Lesson Pictures	1,500	1,825	2,650
Beginner Handwork Packet			
Lesson Leaves	66,000	81,000	89,000
Superintendent's Planner			
God's Word for Today	15,000	?	32,000
Deaf Student			
Cartoon Posters			
Annual Lesson Commentary			
Foursquare Adult Teacher			
Foursquare Adult Student			
Foursquare Lesson Leaves			
Live	86,000	102,000	116,000
HiCall	42,000	58,000	70,000
Junior Trails	56,000	72,000	81,000

	1949	1951	1953
Adult Teacher	62,000	77,000	87,000
Adult Student	240,000	270,000	297,000
Large Print Quarterly			
Quarterly Chart			
Youth Teacher			
Youth Student			
Hi-Teen Instructor			
Hi-Teen Student			
Hi-Teen Visuals			
Teen Instructor			
Teen Student			
Intermediate Teacher	13,500	16,000	19,000
Intermediate Student	104,000	118,000	135,000
Search	16,500	19,000	23,000
Intermediate Visual Aid			
Junior Teacher	14,000	17,000	19,200
Junior Pupil	108,000	120,000	138,200
Bible Explorer	34,000	45,000	62,200
Junior Visual Aid			
Primary Teacher	12,500	15,000	16,900
Primary Pupil	66,000	83,000	98,000
Primary Visual Aid			
Primary Picture Cards	58,525	63,670	55,435
Primary Picture Rolls	4,300	4,900	5,600
My Picture Paper	84,000	100,000	112,000
Primary Handwork Packet			
Beginner Teacher	10,000	12,000	15,500
Beginner Visual Aid	19,900	24,200	34,450
Little Folks Friend	81,200	96,000	118,000
Beginner Lesson Pictures	3,200	4,000	4,600
Beginner Handwork Packet			
Lesson Leaves	97,000	104,000	111,000
Superintendent's Planner	5,250	7,000	8,500
God's Word for Today	14,000	13,000	11,500
Deaf Student			
Cartoon Posters	1,000	750	800
Annual Lesson Commentary			
Foursquare Adult Teacher			
Foursquare Adult Student			
Foursquare Lesson Leaves			
Live	139,000	161,000	190,000
HiCall	78,000	88,000	102,000
Junior Trails	93,000	105,000	123,000

	1955	1957	1959
Adult Teacher	99,000	100,000	103,000
Adult Student	292,500	293,500	268,000
Large Print Quarterly			16,000
Quarterly Chart		2,000	3,200
Youth Teacher	13,700	10,500	9,600
Youth Student	88,500	75,000	72,000
Hi-Teen Instructor			
Hi-Teen Student			
Hi-Teen Visuals			
Teen Instructor		7,000	7,800
Teen Student		46,000	57,000
Intermediate Teacher	15,600	13,000	11,850
Intermediate Student	90,000	78,000	72,000
Search	25,500	20,000	17,500
Intermediate Visual Aid		4,000	3,600
Junior Teacher	23,500	21,000	22,500
Junior Pupil	144,500	141,000	148,500
Bible Explorer	67,500	64,300	75,500
Junior Visual Aid		10,725	12,250
Primary Teacher	23,500	21,000	21,200
Primary Pupil	111,500	106,000	109,500
Primary Visual Aid		12,575	13,700
Primary Picture Cards	45,000	30,000	25,500
Primary Picture Rolls	5,800	5,400	5,200
My Picture Paper	128,000	135,000	132,000
Primary Handwork Packet			
Beginner Teacher	17,000	15,250	16,000
Beginner Visual Aid	36,850	9,400	10,300
Little Folks Friend	138,334	133,000	132,000
Beginner Lesson Pictures	5,000	5,000	4,000
Beginner Handwork Packets			44,500
Lesson Leaves	119,000	117,000	110,000
Superintendent's Planner	17,000	11,750	12,000
God's Word for Today	13,000	11,000	8,000
Deaf Student		1,000	900
Cartoon Posters	600	620	300
Annual Lesson Commentary			100
Foursquare Adult Teacher		1,200	1,000
Foursquare Adult Student		11,000	10,000
Foursquare Lesson Leaves			2,500
Live	202,000	193,000	189,000
HiCall	121,000	130,000	137,000
Junior Trails	133,000	132,000	130,000
Nursery Teacher		5,150	6,000
Nursery Picture Aids		2,900	3,600
Nursery Remembering Pictures		21,000	23,000
Nursery Handwork Packet			13,990

1961

Adult Teacher	110,000
Adult Student	265,000
Large Print Quarterly	16,000
Quarterly Chart	1,500
Youth Teacher	
Youth Student	50,000
Hi-Teen Instructor	5,600
Hi-Teen Student	41,500
Hi-Teen Visuals	1,400
Teen Instructor	7,000
Teen Student	48,500
Intermediate Teacher	12,000
Intermediate Student	74,500
Search	19,000
Intermediate Visual Aid	3,600
Junior Teacher	23,400
Junior Pupil	147,000
Bible Explorer	76,000
Junior Visual Aid	11,900
Primary Teacher	22,000
Primary Pupil	112,000
Primary Visual Aid	14,000
Primary Picture Cards	24,500
Primary Picture Rolls	5,400
My Picture Paper	131,000
Primary Handwork Packet	45,000
Beginner Teacher	17,000
Beginner Visual Aid	10,800
Little Folks Friend	133,000
Beginner Handwork Packet	67,336
Lesson Leaves	105,000
Superintendent's Planner	12,900
God's Word for Today	33,500
Deaf Student	1,275
Cartoon Posters	
Annual Lesson Commentary	1,700
Foursquare Adult Teacher	1,000
Foursquare Adult Student	10,000
Foursquare Lesson Leaves	1,000
Live	197,000
HiCall	150,000
Junior Trails	130,000
Nursery Teacher	6,700
Nursery Picture Aids	3,500
Nursery Remembering Pictures	24,000
Nursery Handwork Packet	19,000

THE LITERATURE PROGRAM OF THE ASSEMBLIES OF GOD

by

REX JACKSON

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AN ABSTRACT OF A MASTER'S THESIS

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requirements for the degree

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Department of Technical Journalism

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Manhattan, Kansas

1963

The purpose of this paper was to provide a history of the development of the Assemblies of God literature program in the United States, a survey of publications and services of the program, and a study of the extension of the program to foreign fields around the world.

In the United States the literature program of this church is carried out mainly through the Gospel Publishing House. This printing branch of the Assemblies of God developed from a very small individual effort to publish news of the twentieth century revival, that was responsible for the establishing of the Assemblies of God, to a modern six-million-dollar plant in Springfield, Missouri.

Information for the paper was secured from sources which were sometimes rather inadequate. There are no books written specifically on the subject. A few books of the history of the Assemblies of God have included brief chapters on the printing program. But the main sources of information were the minutes and the reports of the General Council sessions--the business meetings of the Assemblies of God that at present convene biennially.

Other sources of information were back issues of the Pentecostal Evangel, a weekly magazine that is the official organ of the Assemblies of God; periodicals such as newspapers and religious magazines; pamphlets, booklets and brochures issued by different departments of the Assemblies of God; unpublished papers; and letters written to me in answer to questionnaires that I sent out to missionaries.

I searched through records and files that are kept at Assemblies of God headquarters in Springfield, Missouri, to get the information and personally went to the different departments to interview officials and receive explanations of activities concerned with literature. I also sent a questionnaire to all the mission fields where there are literature programs and received answers from all the missionaries contacted except two.

I found that the Assemblies of God, which was established as a denomination in 1914, has made unusual progress and that this progress can be traced directly in part to the church's literature program in the United States and to the use of literature by the departments at headquarters and in foreign fields all over the world.