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### Books That Glow

C. Mervyn Maxwell  
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From hand press to high-speed offset! The books that glow are in ever greater demand.

# BOOKS THAT GLOW

The light of God streams from their pages  
by C. Mervyn Maxwell

The other day I had dinner with a Catholic monk of the Order of St. Francis, who teaches religion in a Franciscan seminary.

We fell to talking about the phenomenal way *The Bible Story*, published by Seventh-day Adventists, has been appreciated by Roman Catholic parents. I suggested that it must be the new opportunity for Bible study provided by the Vatican Council that has made this possible.

The priest replied, "After Vatican II we Catholics had nothing quite like *The Bible Story* ready to fill the needs of our families."

Naturally it made me feel good to hear that in the providence of God Adventists have been able in this way to meet a need of some of their fellow Christians.

Adventist publishers have, in fact, been attempting—not always so successfully, of course—to meet people's needs for more than a century. In the 1860's they put out a series of family-oriented pamphlets

on *Health; or How to Live*. In an age when hospitals were virtually nonexistent and most family physicians held three-month diplomas and prescribed such remedies as strychnine and bleeding (that's right!), *How to Live* recommended "rational" home treatments using fresh air, sunshine, and pure water. Common sense today, such advice was revolutionary then.

Adventists followed *How to Live* with a long line of better-health publications for the family, including more than forty now in print on drugs, smoking, home remedies, physical fitness, and nutrition. The top of the pile is the beautiful three-volume set *You and Your Health* by Harold Shryock, M.D., and Hubert O. Swartout, M.D., Dr. P.H.

To meet another area of need Adventists pioneered in books for American Blacks. In the 1890's J. E. White handbuilt a river steamer, the *Morning Star*, equipped it with an on-board printing press, and set out across Lake Michigan to the Chicago Canal and thence down

the Mississippi to the Yazoo. His goal was to introduce illiterate Blacks to Jesus Christ by teaching them the alphabet so they could read the Bible for themselves. He wrote a book especially for this project, calling it the *Gospel Primer*. He anticipated a sale of a few thousand copies and was astonished when the book became a best seller. In a short time over a million were sold. Other pioneering books and tracts especially designed for Black readers followed.

J. E. White's waterborne printshop, incidentally, was subsequently transferred to a chicken house, where it grew into the Southern Publishing Association with current production of Christian literature worth millions annually.

The Southern Publishing Association is the youngest of the three major Adventist presses in North America. The eldest, the *Review and Herald*, was started as a handpress in a private home in Roches-

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## "Signs" report to the nation: What Seventh-day Adventists are doing to combat pornography.

In this issue we continue our series on what Adventists are doing to meet the serious problems of our times. We are combating indecency and pornography by printing what we believe to be the finest, cleanest, most inspiring literature for youth and adults available anywhere today.

The next story in this issue, "Baby Jesus," is printed as it appears in the wonderful series of books for preschoolers, "My Bible Friends"—except that in the books every page is in full color. On these two pages we give you a brief glimpse of the history of Adventist publishing work. The center-

spread picture and accompanying article, "History's Glorious Climax," are from "Your Bible and You" by former "Signs" editor Arthur S. Maxwell, whose "The Bible Story" and "Uncle Arthur's Bedtime Stories" have been approved by Catholics and Protestants alike and are still selling in the multiplied millions. Here and there throughout the issue are descriptions of just a few of the many other books Adventists produce. On page 32 is a coupon you may send in if—as we feel sure you will—you desire more information on these wonderful "books that glow."

On the other side of the coin we find that compliance with God's requirements is a great promoter of happiness. Here is the apostle Paul's comment on the effect of a clear conscience: "Happy is he that condemneth not himself in that thing which he alloweth." Romans 14:22. The Master Himself emphasized this relationship between right living and happiness. "If ye know these things, happy are ye if ye do them." John 13:17.

8. *Knowing someone cares.* It is doubtful that a hermit can experience genuine happiness, for happiness is rarely found in solitude. Of course, a person may be alone without being lonely. But being

lonely is one of humanity's most unhappy experiences. Therefore, the antidote for loneliness is also an antidote for unhappiness. The Scriptures admonish us to "be kindly affectioned one to another with brotherly love; in honor preferring one another." Romans 12:10. This principle provides the very foundation for happiness at home. The knowledge that someone cares is the greatest possible heart balm. The sympathetic understanding of a loyal friend can tide a person through thick and thin and make him happy in spite of personal disappointments.

Now, as we conclude, let us observe how the advantage of know-

ing someone cares is readily accessible to the Christian. It is a most comforting thought, when we experience hardship, to know that a close friend or relative cares. How much greater in magnitude and in its beneficial effect is the awareness that *God cares*. God, who made the lilies of the field and who looks after the sparrows, is concerned about His human children. What a fountain of happiness this assurance provides!

Of all persons, the Christian should be the happiest. He has such good reasons for optimism, courage, and trust. "Rejoice in the Lord always," Paul wrote: "and again I say, rejoice." Philippians 4:4.

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## Bible Prophecy Reexamined

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The strongly literalist tone assigning a special role to the Jews in prophetic fulfillment, was also a surprise. While it is true that the Old Testament made repeated promises to the Jews concerning the restoration of dispersed Jews to their homeland in Palestine and their capital Jerusalem, these Scriptures are equally clear that the promises were conditional upon the Jews' fulfilling their divine destiny as declared in these Scriptures. Said Moses when the original role was assigned, "If ye will obey My voice indeed, and keep My covenant, then ye shall be a peculiar treasure unto Me." Exodus 19:5. He also warned, "If thou wilt not hearken unto the voice of the Lord thy God, . . . all these curses shall come upon thee." Deuteronomy 28:15.

The conditional element on which the promises rested was stated also

by Jeremiah. "At what instant I shall speak concerning a nation, and concerning a kingdom, to build and to plant it; if it do evil in My sight, that it obey not My voice, then I will repent of the good, wherewith I said I would benefit them." Jeremiah 18:9, 10.

Whether the Jews adequately fulfilled that role was made clear long ago by Jesus, who stated that by their rejection of the Messiah the Jewish nation forfeited the promises. "The kingdom of God shall be taken from you, and given to a nation bringing forth the fruits thereof." Matthew 21:43. "Behold, your house is left unto you desolate." Matthew 23:38. "There shall not be left here [the buildings of the temple] one stone upon another, that shall not be thrown down." Matthew 24:2.

When the implication of these New Testament passages is seen, it

becomes obvious that the ancient prophecies were not predicting the present political situation. Dr. Werblowsky was right when he refused to base the Jews' claim to Palestine on Biblical statements, and when he refused to cheapen the Bible by making it a land-office document.

While we take exception to some of the positions advocated at the Jerusalem Conference, we would not wish to imply that the conference was not a success. Its great contribution was to call attention to a basic teaching of Scripture—Jesus is coming again, a message that the world desperately needs to hear—and to bring into the open questions that merit reappraisal. The world will not self-destruct. The Prince of Peace is soon to return. In place of the present moral and social chaos God will create a better world. This is a message of Biblical prophecy. This is the message that Christians and non-Christians alike need to devote much more study to.

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## Books That Glow

(Continued from page 9)

ter, New York, in the 1850's. Moved to Michigan, it became the best-equipped publishing concern in the state by the time it burned to the ground in 1902. Resurrected, it

now flourishes in Washington, D.C.

The Pacific Press Publishing Association, which prints *Signs of the Times*, first saw the light in Oakland, California, in 1874. Removed

to Mountain View, it was damaged in the 1906 San Francisco earthquake, almost completely destroyed by fire three months later, and then rebuilt to become, for a time, the best-equipped house west of the Rockies.

Currently these firms list seven hundred titles designed to satisfy

the longing of people for a more vital relationship with Jesus, a deeper understanding of the Bible, guidance in Christian life, healthier bodies, and happier homes.

Throughout their history Adventists have always placed great confidence in the printed word, believing that insofar as it reflects the truths of the Bible God would honor it on the terms of His promise that His word should not return unto Him void. Isaiah 55:11. In their early days especially they felt no sacrifice was too great to "get the message before the people."

Joseph Bates, retired sea captain, first spent his modest savings to cover the costs of full-time lay witnessing; then with no food in the house and only a "York shilling" in his purse, he sat down to write a forty-eight-page tract on the Sabbath question, believing the Lord would keep His promise in Matthew 6:33 and provide his family's daily bread. His faith was not in vain. Ten dollars, enough in those days to buy a barrel of flour and much more, arrived for him at the post office before the job was done.

In 1848 Ellen G. White urged her

husband, James White, the father of J. E. White, to "begin to print a little paper." She promised him, claiming divine revelation, that it would grow until it became "like streams of light" going "clear around the world." Since at the time White was an itinerant evangelist earning a living by day labor, a "little paper" seemed the limit of his potential; the "streams of light around the world," fantastic.

His first number of *Present Truth* was ready by the summer of 1849; and, unable to afford a horse, he walked eight miles to Middletown, Connecticut, to get the copy to a printer. A hundred years later I walked the same eight miles; and, reflecting on the fact that White had been not only poor but also lame, I realized that he must have been a very dedicated man indeed.

The "streams of light" took longer to materialize. Only a small edition of the first *Present Truth* was printed. There were only a hundred Adventists in the movement. It was years before they owned their first press, and then it was only a little one run by hand.

Time and faith brought changes,

however. Today Adventists operate forty-five publishing houses in many lands, printing books, tracts, and periodicals worth many millions of dollars in 273 languages—and spread them pretty nearly "clear around the world."

The largest portion of this literature is distributed on a *personal* basis. If you are receiving a free copy of *Signs of the Times* in the mail, it is because a friend of yours likes you enough to pay for it, believing you will find something in it of value to your daily life. If you own any Adventist books, the chances are you purchased them from a door-to-door salesman.

Salesmen with a difference, these men call themselves "literature evangelists." An older term "colporteurs" recalls a Christian tradition of selling gospel literature door to door that is almost as old as the invention of printing. Adventists joined this tradition in the 1880's. Literature evangelists believe that their wares can make your home a happier place—and if you cannot buy a book this time, they feel rewarded if you but permit them to kneel in your living room and ask God to bless your family.

In the 1890's two of the earliest of these dedicated Adventist bookmen left San Francisco for Chile with only a few cartons of literature and \$2.50 to their names. Knowing little Spanish, they encountered almost total failure when they arrived. Their clothes wore out till they owned only one wearable pair of shoes and one suit between them. On alternate days one went out to sell while the other prayed. Fluent Spanish came in due course. God blessed their sacrifice. Both stayed on in Chile as long as they lived and won scores to Christ.

Every literature evangelist has his share of fascinating experiences in which God has turned apparently overwhelming obstacles into blessings. If you are fortunate enough to have one knock on your door soon, invite him in! His faith will encourage yours. And if you purchase any of his books, under God's blessing they will surely flood your home with that heavenly light God promised would stream from their pages.

# Please Tell Me More!

If you would like additional information on any of the books or magazines featured in this issue, feel free to mark the appropriate box, then cut out the coupon and mail it to

**SIGNS OF THE TIMES, 1350 Villa Street, Mountain View, CA 94040**

## To the Publishers:

Please send me more information—without obligation—on the books and magazines I have marked.

- "The Bible Story" (pictured on page 26) . . . . .
- "My Bible Friends" (pp. 10-15, 26) . . . . .
- "Your Bible and You" (pp. 16-19, 26) . . . . .
- "Free at Last!" (p. 27) . . . . .
- "Vegetarian Cookery" (p. 22) . . . . .
- "You and Your Health" (pp. 27, 35) . . . . .
- "The Desire of Ages" (pp. 1, 2, 26) . . . . .
- "Bedtime Stories" (p. 27) . . . . .
- "Destiny" books (p. 26) . . . . .
- "Hello World" books (p. 27) . . . . .
- Tiny Tots Library (p. 36) . . . . .
- Magazines: Adult , Children . Language \_\_\_\_\_
- Please tell me how I can join the Adventist Church . . . . .

My name: \_\_\_\_\_

Address: \_\_\_\_\_

Zip: \_\_\_\_\_