Special Literature Issue
By the Editor

Some time ago I was greatly impressed by an article with the above title in REVOLUTION, report and prayer bulletin of Operation Mobilization in India. In it the story is told of a missionary in China about 20 years ago. He had just concluded a street meeting when a Chinese army officer walked up to him and in no uncertain terms began to criticize the missionaries’ methods. ‘WHY DIDN’T YOU GIVE THEM SOME LITERATURE? Then they could have studied further the strange things they had heard, and the message would have had effect for perhaps months instead of just for the moment!’

The missionary started to answer, but the biting criticism continued. ‘You missionaries have been in China for over 100 years, but you have not won China for your Christ. You lament the fact that there are still uncounted millions that have never heard the name of your God. We Communists have been in China for less than ten years, but there is no such thing as a Chinese who has not heard the name of Stalin. What you missionaries have failed to do in 100 years, we have done in ten. We have filled China with OUR doctrine. While you missionaries have tried to reach China by preaching, by talking, we have PRINTED our message and spread OUR LITERATURE over all China. Some day we will drive you out of our country. And again we will do it by means of the PRINTED PAGE’.

Frustrated and hurt by the truth contained in these statements, the missionary was silently praying for an answer. He well knew that everywhere one turned the Communist literature was in evidence. Billboards, newspapers, magazines, pamphlets and tracts united to call China’s attention to the ‘big lie’. China was being brainwashed by ‘red ink’.

With only a few details changed this story could have happened in many other fields. All over the world, and most certainly in India, each missionary is competing with a flood of anti-Christian literature.

In vivid contrast, listen to the plea of Mr. Russell Self—an authority in Christian literature production in India—at a recent Literature Conference in Kodaikanal, South India: ‘Five million gospels are being printed in India this year. But what is that among India’s 500 million? Including tracts we may have 20 million pieces of Christian literature in India today. Again, what is that among 500 million?’

Is not this the time to learn a lesson from our critics, and to acknowledge the tremendous need for more high quality Christian literature?
CAREERS
IN CHRISTIAN LITERATURE

GLADYS JASPER

Careers in Christian literature? Are there such? An emphatic YES! The Christian literature worldwide is suffering from lack of personnel—men and women to get on with the job. Those already engaged in the Christian literature program are all overworked; yet seeing the challenge on every side and being unable to meet it, they are becoming almost desperate. In almost every country the opportunities are greater today than ever before because of the increasing numbers of people and because of the advance in literacy and education, and yet in almost every country the total program is hindered by lack of personnel. At the same time, literature leaders keep wondering how long these opportunities will be ours. The only answer is an increase in staff—with a corresponding increase in efficiency and productivity to pay the bills!

No longer are the left-overs good enough for the literature ministry. A literature agency’s most valuable asset is good personnel, and they are the key to its success. Only born-again, committed Christians possessing desirable personality traits and meeting high educational and technical requirements will do for this front-line ministry.

Today in every country scores of national writers are required—those who can express their Christian convictions in the idiom of the country and use local color to speak relevantly to the needs of their people in the medium of fiction, drama, biography, etc. Editors, translators, adaptors, publishers and printers are needed to transform a manuscript into a finished book. Then multitudes of distributors—individuals and agencies—are required to take such books to the people where they live. Administrators must be found and trained to oversee the total program of writing, production and distribution; giving attention to the planning of publication schedules, continually checking work flow and controlling the financial position; as well as supervising the hiring, training and assigning of personnel. Accountants are required to keep proper financial records and to meet government business requirements. Photographers and artists also have a contribution to make in assuring attractive productions and suitable advertising. Librarians and reading room counsellors meet the public and assure a continual spiritual ministry to their readers.

The personnel needs in Christian literature are numerous. Almost all types of personalities and all kinds of qualifications are useful, but all must be channelled aright for the greatest effectiveness of the work and for the greatest personal satisfaction of the individual. We cannot afford to make mistakes as one incompetent or one malcontent can undermine the total ministry of the program.

There are careers in Christian literature open today—for short-term personnel from abroad as well as for long-term missionaries, but most of all we need national young people determined to use their talents and training for the Lord. The Church must become more involved in the Christian literature program, realizing that this is evangelism and nurture in printed form. We are attempting to see that fervour is fueled with facts and

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Almost one year has passed since Operation Lydia became a reality! The year has been filled with a series of encouragements and discouragements. Encouraged as we see increased numbers of men, women and children pouring into our lovely new library, but discouraged at times with restrictions placed upon our ministry of getting literature into circulation. But it takes sunshine and shadows, hues of black and white, to enhance the beauty of a masterpiece, and perhaps through our difficulties, the Master Artist is endeavoring to prepare and fit us into His great design.

Last June just as we were about to open the newly enlarged wing of our library, the Indian rupee was devalued, causing an increase of 57 per cent overnight in the price of imported books. At the time, we did not fully understand all the implications of this action, but as the year wore on we realized that people could not pay these increased prices, and that importers and jobbers of books were forced to slash their discounts to booksellers and bookshops seriously upsetting the financial position of us all. The Bible Society was one publisher who had to cut down on the discounts offered to us booksellers. This had not only worked a decided hardship on us as a self-supporting bookshop, but more so on our faithful Indian colporter, Yohan (see cover photo), whose commission for selling Bibles has been greatly curtailed. Now he must spend even longer hours trying to sell more and more Scriptures, in order to support himself and his six children. But as often happens, privation and difficulty have become the handmaidens for opportunities unlimited. In an attempt to provide good, wholesome literature at rock-bottom prices for the Asian English reader, we have published in India The Bamboo Cross and The Pursuit of God in cheap Asian paperbacks, which everyone can afford to buy. We are happy to report that The Pursuit of God by Dr. A. W. Tozer was practically a sellout within the first month. Encouraged by this trend we now hope to see Man: the Dwelling Place

Enlarged Bookshop and Library, Akola

Staff browsing through new Moody books
of God by Dr. Tozer published in a month or two. As the Lord enables us, we shall be publishing Cannibal Valley and other much-needed books in cheap paperback editions for Asian readers.

After seven years of ministry through our reading room and lending library, we are beginning to see evidences of God's quiet working in the hearts of educated men and women. Recently a civil engineer who had lost

Where enquirers meet the counsellor

his lovely young wife with cancer only a couple of years ago, read a copy of COMPASS (AYF magazine) in our library telling about the ministries of one of our Bible Schools in America. Though a Brahmin, and an engineer, he applied to this College in order that he could study the Bible and Christianity. He began to read Christian magazines for college students such as HIS and CAMPUS CRUSADES as well as every issue of COMPASS. One of the staff in our library is a college student, and the engineer began to enquire from him how he could become a Christian. His interest in Christianity has not just come overnight, but as often happens in India, the process has been going on for years. A Christian college influenced his sister; contact with local Christians and missionaries have shown him the love of Christ; and a beautiful library providing good, wholesome Christian reading has caused him to ask the question: What motivates your people to do this for us when no gain or profit is to be secured? Pray that this young man may come into the light of the Gospel soon, and may become a true leader in the Church.

Despite the discouragements which come in any work for God, we are not cast down. Foreign missionaries may have to withdraw, but the most versatile missionary in the world—Christian literature—is here to stay.

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that our Christian young people are informed of the need, but we earnestly desire the daily prayer backing of our entire home constituency that God will call, prepare and direct into our worldwide literature program His chosen ones for the work yet to be done before the King returns. And in remembering our personal needs, remember, too, to pray for those already faithfully serving the Lord in this ministry.

Yes, there are careers open in Christian literature!

CHRISTIANITY HAS A SAVIOUR

A Calcutta paper relates that recently a young Brahmin came to the house of a missionary for an interview. In the course of the conversation he said, 'Many things which Christianity contains I find in Hinduism; but there is one thing which Christianity has that Hinduism has not.' 'What is that?' the missionary asked. His reply was striking—'A SAVIOUR.'
'Didn't you buy that book for me?' a small boy pleaded with his father. 'Grandma has taken it and won't give it up.' The lad was the son of a Bene Israelite (Indian Jew). And the book was 'Friends of God', Part One of the Bible Stories geared to non-Christian children, which the Lord had helped me to write.

I was sent to the U.S.A. for a detached retina operation in 1965. While I was recuperating from it, the Lord led me to write Bible stories in the Marathi language. It seemed a strange place to do it, but the Lord led me to a fine Indian lady from Maharashtra who was glad to work with me. I wrote the stories first in my 'missionary Marathi'. Then Nanda took them and made them beautiful by rewording them. We nearly completed the book before both of us returned to India last summer. When finished, it had grown into two parts. 'Friends of God' were Old Testament stories, and 'The Children's Friend, the Lord Jesus' were New Testament ones.

Actually, preparing literature in India is not as simple as that. After we had been through the Manuscripts several times, we started getting a simple picture done for each of the thirty-five stories. An Indian author of children's books recommended this as the best way to illustrate our books. An artist in Akola did the pictures for Part One. His work is excellent, but because of his motto, 'Why hurry?' we made five trips from Khamgaon to Akola, 32 miles, before we finally got the set of pictures. After giving them to me Mr. Deshmuk said, 'Your stories have given me an entirely new viewpoint of the Bible. I'd like to read it'.

I was two weeks behind schedule, so hurried to Poona to get the book printed. Out here we don't sell our manuscripts to a publishing company and leave the work to them. We put them through the press ourselves. After six weeks and many trips to the press Part One was finished. Part Two was another headache, since two artists did not get my ideas and the pictures they drew weren't usable. I finally went back to Poona, and there the Lord led me to a man who did beautiful work for me, and there the Lord led me to a man who did beautiful work for me. After another seven weeks, Part Two also was finished. The coloured cover pictures and many inside ones have made the books attractive, and they are selling well, for which I thank the Lord. He laid it on my heart to write them in such a way that little folk, brought up to fear gods of cruelty and anger might come to know that the true God is indeed one of love, and that He is ready and waiting to save each one. Both books contain a clear statement of salvation through our loving Saviour, Jesus Christ.

Please pray with us, that these little books may bring many children to accept the Lord Jesus as their Saviour and Lord.

The Kingdom of God is Significance; all else is insignificance. —STANLEY JONES

We cannot serve God AND mammon, but we can serve God WITH mammon. —ROB. E. SPERR
The God of heaven, he will prosper us; therefore we his servants will arise and build'. Neh. 2:20.

As in every age, so also in this age, God's people will endeavour to build to the glory of God. And the enemy of man will seek to disrupt or destroy that building. But praise God that we are labourers together with Him Who is the Master Builder.

After much prayer and guidance, several years ago a reading room was established in a small room 12' x 20' on the Alliance Church property in the large and important city of Amravati. At once this Christian reading room became a center of attraction. Daily large numbers of people would visit it and be given the opportunity to read the Word of God and other Christian literature, and to hear of the saving Grace of God through Jesus Christ, His Son.

It was obvious even in the beginning, that in a large and growing city such as Amravati—with ten thousand college students alone—the existing reading room was quite inadequate. And again after much prayer it was proposed to remodel and enlarge the reading room into a library. Because of limited funds, plans on a very moderate scale were made and approved. The work was begun, the old structure torn down. And today the builder who undertook to construct the new library is making no headway at all with the work. It is quite apparent that the enemy is contesting the work of establishing a place where the glory of God will be revealed, and men and women, young and old, will come under the power of the Gospel.

This is an earnest and urgent appeal to all God's people in the homeland and on the field, to join hands and hearts with us in strong faith and prayer for the completion of the great work of building the Amravati library to the glory of God.

'For we wrestle not against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this world, against spiritual wickedness in high places'. Eph. 6:12

But 'greater is He that is in you, than he that is in the world'. 1 John 4:4

POINTS TO PONDER

★ One little drop of ink can make a million think.
—Unknown

★ The pen is mightier than the sword.
—BULWER LYTTON

★ The world has many religions; it has only one Gospel.
—GEORGE OWEN

★ Every man has the right to accept or reject Jesus Christ.
—RUSSELL SELF

★ Count your obligations, name them one by one, and it will surprise you what the Lord wants done.
—Selected

★ Literature has the key to Lay Evangelism.
—RUSSELL SELF
All over the world there is intensely accelerated activity in the field of Bible Translation and Revision. In India, practically all translations in the fourteen major regional languages are undergoing thorough revision, and new translations are being made in many minor languages. India has about 250 languages, but many of these are spoken by very few people. Most of the small tribal languages will never rate a whole Bible, but they should have some gospel portions and perhaps the New Testament.

To help those engaged in this work the Bible Society of India recently arranged a ‘Translators’ Institute’. This was held on the premises of the International Y.W.C.A. in Ootacamund, a lovely hill station in South India, from April 22nd to May 19th. One or two translators from each language area were invited. Representing Marathi (spoken by over thirty million people) were Rev. H. W. Nissanka, Secretary and chief translator of the Marathi Old Testament Revision Committee, and the writer. In all we were about sixty translators and would-be translators.

Every forenoon—except Saturdays and Sundays—we attended four lectures on various aspects of the science of Bible Translation. There were some afternoon lectures also, but usually the afternoons were given to group workshops where local linguistic and translational problems were discussed. We often had a lecture in the evening, too, but this was not usually so technical as those during the day. We had the good fortune to have as instructors some first rate scholars and translators. Dr. Eugene Nida, well-known linguist and author, and Dr. Robt. G. Bratcher, both of the American Bible Society, were the principal teachers. We also had Dr. W. Smalley, our own missionary from Thailand, who is Translations Secretary for the American Bible Society in South East Asia, and Dr. Bradnock, Dr. Moulton, Dr. Price and Rev. W. Culshaw, all of the British and Foreign Bible Society in London. These four were formerly missionaries in India and active in Bible translation work. Then we had Dr. Fry, Translations Secretary of the Australian Bible Society, a former missionary to Papua and translator of the whole Bible into one of the Papuan languages. Dr. Kubchandani, an Indian national, Professor at the Deccan College of linguistics, was with us for part of the course. Through this team of instructors we received much information and helpful advice in many areas of translation work in both Old and New Testament fields.

The largest group of students came from Nagaland, near India’s northeast border. They represented many Naga tribes. Some of them had travelled two weeks to get to Ooty. It was thrilling to meet these fine young educated Christian leaders and hear from their own lips how the Bible has
transformed their savage tribal culture within the space of a generation or two. A few Naga delegates could not come because they were engaged in a delicate, Government-sponsored peace mission to the rebel Nagas who have been resisting the authority of the Indian Government.

A young man from Kurdistan (perhaps the first convert from the fanatical Moslem Kurds) was the most outstanding among a few delegates from outside India.

We were from many different denominations, with perhaps Anglicans—including the Church of South India—Baptists and Lutherans leading. There were half a dozen Roman Catholics present, visible evidence of the Roman Church's renewed interest in Bible translation. As non-Christian ideologies increasingly seek to influence the minds of mankind, it is more than ever necessary that the Word of God be presented in a clearly understandable and attractive form to all people. To this end we were inspired and instructed, and all of us who attended the Institute will, in our work as translators, strive harder than ever before to attain this goal.

Mrs. Ruth Schlatter has served Christ and India for more than forty-two years. Her normal time for retiral would have been Sept., 1964, but she joyfully stayed on beyond retiral age to minister in the capacity which had been her first field appointment—that of Sub-Treasurer and Secretary to the Chairman. We have all appreciated her capable work, her friendly advice based on long years of experience and her willingness in service. She left India on March 16th, 1967, and had the joy of attending the wedding of her youngest daughter, Ethel, on April 1st. We wish her many more years of happy service and fellowship with loved ones.

A. C. Eicher, Chairman
AND REINFORCEMENTS

We are indeed happy to report the safe arrival in India of Rev. and Mrs. Franklin Thomas with little Brent, from Toronto, Canada, and extend them a very hearty welcome to the Alliance Family in Maharashtra. Their testimonies have been a new inspiration to us, and we are sure they will be to you, too:

THE LORD'S LEADING

'Perhaps the Lord will have a place on the mission field for you some day', were the words an elderly, white-haired missionary spoke to me as I left church one Sunday as a very small child. From that day a missionary took on a new meaning to me. At a young age, even before the time of my acceptance of Christ, God had placed the burden upon my heart to serve Him in this way.

Following the witnessing of a playmate, at eleven years of age, in our small country church, I accepted Christ as my Saviour. Due to lack of teaching, I did not grow rapidly as a young Christian. Consequently, my vision of being a missionary also grew dim. I quit school and forgot all about God's call. However, God in His love continued to deal with me until I found myself back in school and then on to Canadian Bible College.

Coming to India was to me no easy task. There were barriers that only God could remove. One barrier presented itself when a Doctor informed me that I had a heart murmur. At my bedside I committed the matter to God claiming verses four and five of Psalm thirty-seven as God's promise to undertake. Months later I was informed by the same Doctor that no murmur could be found.

After two months of waiting God provided the necessary permission to enter India, following the passing of new laws by the Indian Government. We are grateful to Him for allowing us the privilege of coming to this land. After two years of language study we look forward to proclaiming the message of God's redeeming love.

FRANKLIN THOMAS

FIRST IMPRESSIONS

'Is it ever hot here? I wonder where we are'. 'Maybe this is India', said the other suitcase. 'They said it would be much warmer there'. Yes, only three days after leaving the cold of a Canadian winter, we were enjoying the warmth of India. The climate was indeed different, but it was only one of the many changes that faced us. In Bombay we were immediately impressed by the multitudes of people, the extreme poverty of many, and the new language and culture that must be mastered. These impressions were deepened as we travelled further into the country.
It was a strange experience to travel by bus and upon pulling into a terminal not to know whether the driver had called out a five-minute stop or a half-hour lunch break. As we heard the language and saw the script we wondered if we would ever be able to speak it. However, we are confident that the Lord Who removed obstacles to bring us to India, will also remove the language barrier as we study and trust Him.

The people of India naturally impressed us the most. Many of them lack what we consider absolute essentials for living, being content with a place to sleep on the street or a tiny shack to house a large family. Many are steeped in and bound by Hinduism, and yet they lack any hope of Eternal Life. One devout Brahmin told me that Jesus Christ helps the Christians when they pray, but that his many gods do not help him. However, he refuses to accept the Christ he knows could hear and answer his prayers. We look forward to the day when we will be able to speak to these people in Marathi of Christ's saving power.

—DONNA THOMAS

**NEWS NOTES AND PRAYER ITEMS**

★ The annual Synod Mela (camp meetings) was held at Katepurna from March 15th to 19th. This year's speakers included Dr. Fred Schelander, Rev. Castillo (an Alliance pastor from the Philippines who is presently studying in the Yeotmal Seminary), and Rev. Ishmael, editor of the REVIVAL magazine in the Telugu language. The messages were a real challenge and attendance good.

★ In Murtizapur a Short Term Bible School was conducted from March 31st to April 8th. Twenty-one were baptized, out of whom seventeen were of non-Christian background. A college professor who witnessed the baptisms reported them to a newspaper. As a result many were summoned before the police and cross-examined as to their reasons for becoming Christians. They are standing up very well, but prayer for them will be appreciated.

★ Another S.T.B.S. was conducted in Amravati from April 10th to 20th. Two backslidden Christians—one of them a church elder—who had married Buddhist wives, were restored to fellowship with the Lord, and their wives wonderfully saved. At the end of the course sixteen took baptism, out of whom eight were of non-Christian families. We commend these babes in Christ to your faithful prayers, and especially so as they will be mostly isolated from missionaries and pastors during rainy season.

★ We rejoice with the Akot church as from May 1st they again have a pastor, Joseph Salve, after having been without a shepherd for over 18 months. Pray that each member shall have a real concern for his support.

★ A joint-Mission Youth Rally is being planned in the Akola region around mid-November. Boys' and Girls' Camps will also be conducted in Chikalda about the same time.

★ Rev. and Mrs. Cartmel and Rev. and Mrs. Perret, along with their children, have left for furlough during the month of May. We wish them an enjoyable and in every way profitable time with their loved ones and friends.

★ Earnest prayer is requested for Mrs. G. Vandegrift—presently on furlough—for a health-giving touch from the Lord, so that the family may be able to return to the field before November 10th, when their visas expire.
RISE UP, O MEN OF GOD!
Rise up, O men of God!
Have done with lesser things;
Give heart and soul and mind and strength
To serve the King of Kings.

Rise up, O men of God!
The Church for you doth wait,
Her strength unequal to her task;
Rise up and make her great.

Lift high the cross of Christ;
Tread where His feet have trod;
As brothers of the Son of man
Rise up, O men of God!

—WILLIAM P. MERRILL