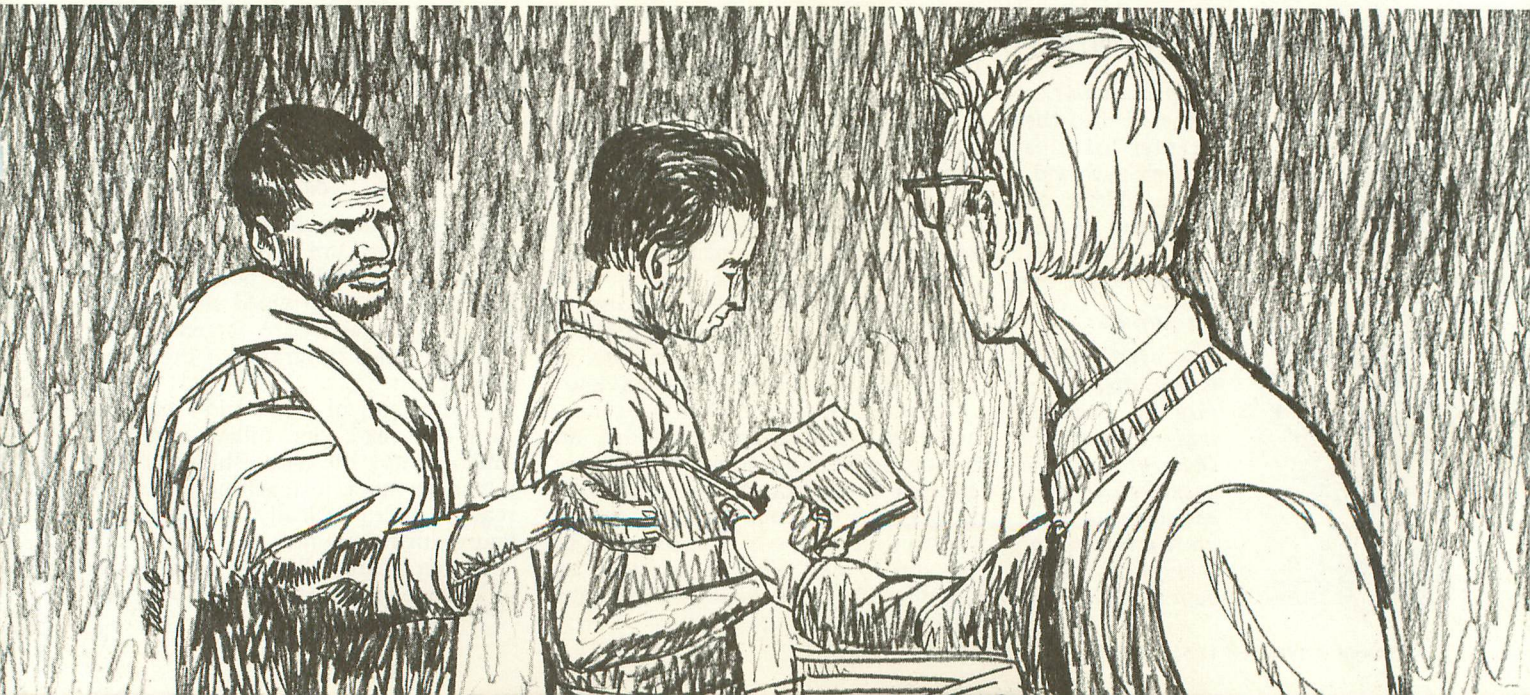
HEARTBEAT

OF FREE WILL BAPTIST FOREIGN MISSIONS
OCTOBER-NOVEMBER 1965

PART 2 MOBILITY THROUGH LITERATURE

JIM JOHNSON

NO WHITE man had ever been there, they said. There in the bush of central Nigeria where thick jungle obscures the sun and people live in ▶ TO PAGE TWO



MOBILITY THROUGH LITERATURE

perpetual night. Finally missionaries found their way in. Ushered into the chief's hut in the center of this mysterious Shangri-la, their eyes widened in utter amazement. There on the table lay a well-worn but recent edition of a Moody Colportage Library paperback, *Pilgrim's Progress*, in a local dialect.

There are many such delightful surprises around the world . . . Christian literature where you least expect it.

In North Africa, where government edict has put millions of Moslems out of reach of face-to-face contact with the gospel, the North Africa Mission is reaching thousands through Bible correspondence courses. Hundreds of them today confess Christ as Saviour.

In Spain, where non-Catholic literature was contraband for years, an invitation to enroll in correspondence courses was dropped in mailboxes throughout the country by Christian servicemen on leave. The response to the direct mail offer to everyone on Spain's telephone book list brought the gospel to 20,000 Spaniards who perhaps heard the true gospel for the first time.

In northern India a young man from a distant village entered a Christian bookstore. He purchased a little booklet on salvation and took it home with him. Years later, when missionaries visited that village for the first time, they found that almost all of the villagers were Christians—all through the influence of this one piece of literature.

Russel Self, distribution promoter of the Bible Society of India and Ceylon says, "Mobility is the key to marketing in Southeast Asia. Christian books sold over the counter account for only ten per cent of total distribution . . . Successful bookstores are curbside, hole-in-the-wall or railway stalls . . ."

MOBILITY . . . giving wheels and wings to the Gospel through literature. Today mobility is the key to reaching the masses of readers isolated behind the walls of nationalism, politico-religious systems, anti-colonial movements or the eternal obstacles of mountains and jungles.

Christian literature is getting through! This "silent witness" needs no visa, knows no obstacles, going over, under and through these walls and penetrating to the hearts of the masses.

EVEN THE WALL OF ILLITERACY CRUMBLES

The last obstacle to the effective use of literature in reaching the masses is crumbling today. In fact, illiteracy is being wiped out so fast that governments are forced to implement crash programs of literature production.

Today half of the world's population can read, one billion and 300 million. And the astonishingly rapid advances made in teaching people to read will dramatically increase that figure during the next five years.

In ten years following Indonesia's independence, illiteracy has been re-

THE AUTHOR

MR. JOHNSON is executive secretary of Evangelical Literature Overseas, a service agency giving vital assistance to literature ministries of evangelical mission boards.

duced from 95 per cent to 45 per cent. In India, 150 million learned to read during the last 15 years!

Meanwhile the thirst for the knowledge available through the printed page is more acute than ever. At any time of day in Calcutta, India, you can see upwards of 200 in the USIS library. People have to stand in line, waiting their turn to get in.

In Panama City, sales of Christian books and Bibles in one bookstore have spiraled from $20,000 to $60,000.

HOW MOBILE ARE WE?

Praise God for the great advances the church is making overseas to get the gospel mobile through literature!

Yet even now in Ethiopia all evangelical books in Amharic can be held in your two hands. In India, with its masses of literates, only 182 evangelical titles are available in the official language, while Indonesia has only 50 titles.

At the same time, newsstands and schools in newly literate areas are flooded with communistic literature or that of every other religion and cult.

Yet missions today are hearing a new sound . . . a sound dramatizing the new urgency to put literature on a priority basis. This is the sound of thousands of children reading aloud, turning pages in their language classes; the sound of trucks carrying tons of literature to meet the new demands of people everywhere for education and enlightenment; the sound of news vendors hawking the latest editions of magazines and books from all over the world.

And missions all over the world plead with the church at home: "Help us to become mobile through literature while there is time and opportunity!" ■

NEXT MONTH: Effective Deployment of Personnel

HOME MISSIONS MONTH

NOVEMBER IS Home Missions Month in the denominational calendar. A strong home front is necessary for a strong world-wide thrust. Do something special for the Department of Home Missions and Church Extension in November. This department maintains ministries in the United States, Canada and Mexico.

AN EDITORIAL

Get With It, Man!

■Every generation has its own language. Today's is no exception. ■Instead of things being acceptable or unacceptable, they are "in" or "out." If one understands a matter, he is said to "dig" it. ■A generation ago, we urged people to "get on the ball." Now the cry is "Get with it, man!" ■To be "with" something is to "dig it the most." It is to be "in on the action." ■"Get with it, man!" is an interesting slice of vocabulary. It is especially suggestive when one realizes there is a whale of difference between being "for" a thing and being "with" it. ■For instance, we're "for" a growing church, but we're often not "with it" through active participation in visitation and personal witness. We're "for" good government free from graft, and we're "for" democracy. However, few of us are really "with" it by taking a stand for Christian principles in government, writing legislators our convictions and making our positions felt at the polls. ■This difference in being "for" and "with" is dramatically demonstrated in our foreign literature ministry. Every Free Will Baptist who has voiced an opinion to us about our foreign publishing program has been "for" it. When copies of our productions are displayed, chests swell with Free Will Baptist pride that our denomination is assuming its share in this aspect of world evangelism. And we're "for" it. ■Then the men are separated from the boys. The "approving only" are separated from the "genuinely concerned." Those who are merely "for" are distinguished from those who are "with it." Appeal is made for financial support of this strategic ministry. ■Nearly everyone wishes us well. They are "for" utilizing literature to win the masses to Christ. But when it comes to direct participation through regular giving to the foreign literature division, that's another matter. ■Our urgent cry at this moment is "Get with it, man!" We desperately need those who are seriously "with" us in faithful prayer that God will speak through the printed page and draw men to Himself. And we need those who will be "with" us in sharing out of their abundance that our publishing ministries in Spanish, Portuguese, French, Agni, Kulango, Lobi and Tamil may expand to meet the challenge of today's opportunity for witness through gospel literature. ■Are you with it, man? We need you!

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OF FREE WILL BAPTIST FOREIGN MISSIONS

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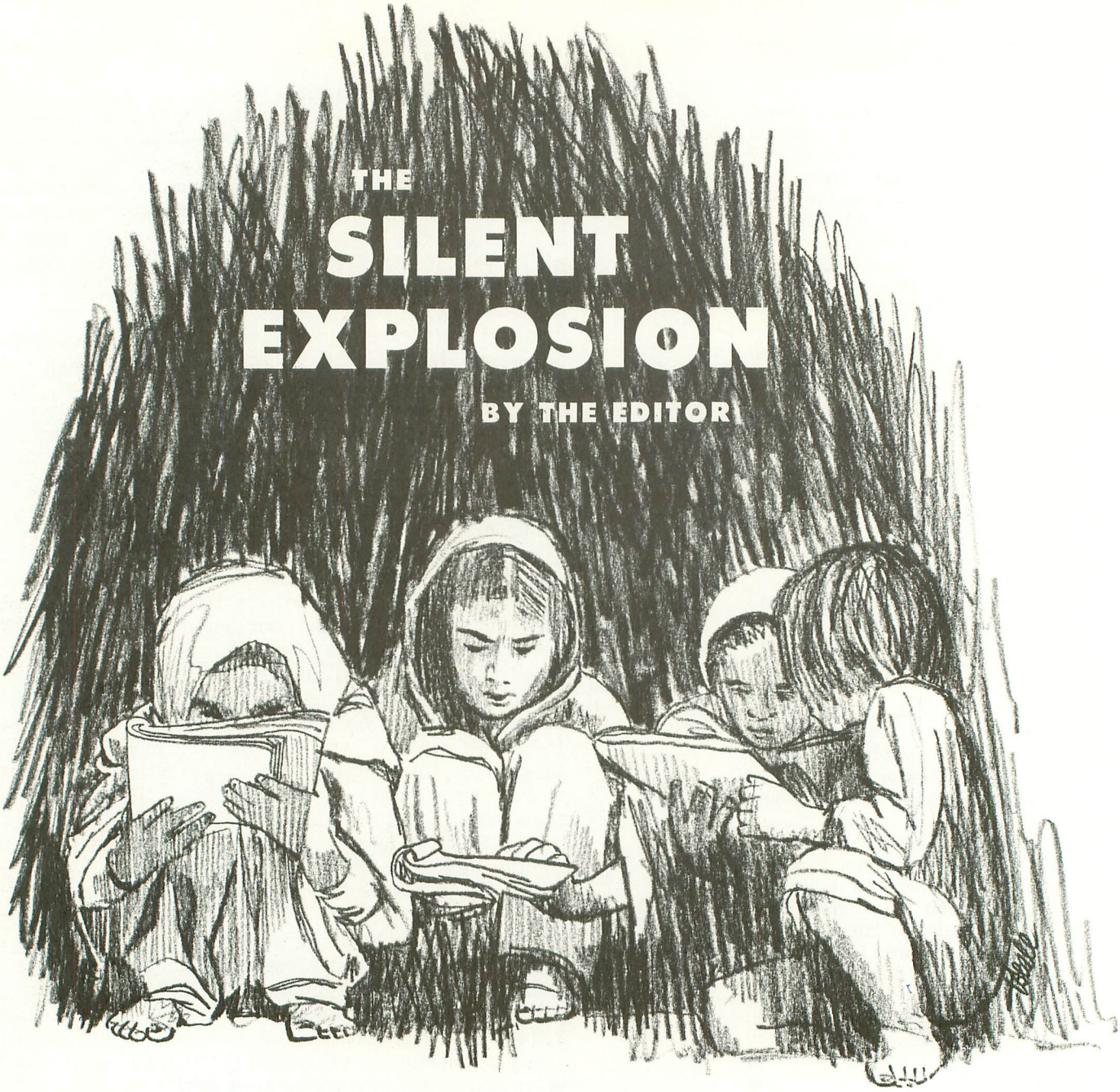
MEMBER EVANGELICAL PRESS ASSOCIATION

THE SILENT EXPLOSION

BY THE EDITOR



A FEW DAYS ago I was scanning one of the more than 40 magazines that come to my office each month when my eyes struck an interesting article by Robert Hiley entitled "The Silent Explosion." Hiley was disturbed by facts presented in a UNESCO magazine describing the phenomenal rate of population growth prevailing throughout the world today.

"During the next half hour another 5,000 human beings will join us on this earth," Hiley quoted. Any third grade mathematician can figure that this is a daily increase of 240,000.

Hiley continued to quote from UNESCO: "Two out of three (of these new lives) will inherit a life of want; one in three a life of comfort and will accept clean water as a fact of life, but the first two will not even know what it looks or tastes like."

As I read, I was struck anew by a heartbreaking fact. At the present rate of evangelistic outreach, two out of three of these new lives not only will never taste of clean water, but also they will never taste of the Living Water. Of the present three billion plus souls on earth, only one billion have heard the gospel.

While you and I run through the routine of an average day, the silent explosion is producing a quarter of a million souls destined for eternity.

WAS JESUS SERIOUS?

Do you take the "Great Commission" seriously? Do you believe Jesus really meant it when He said, "Go ye into all the world and preach the gospel to *every* creature"? If so, you have a problem. People are being born more rapidly than they are being reached with the message of

salvation through Jesus Christ. Thus the picture becomes more one-sided with each passing day. And it is estimated that by the year 2,000 only two per cent of the world's population will be Christian.

Was Jesus really serious when He commanded His followers to take the "good news" to *every* creature? Did He not know that in 1965 the world would be avalanched by more than 80 million people? Does He expect us to take His command seriously today?

I submit that Jesus Christ, God in the flesh, knew when He set forth the Divine Charter of the Church that in the Twentieth Century His followers would face the silent explosion of population growth. And I submit that Jesus Christ, the Creator of all things and through Whom all things consist, has made preparation for the fulfillment of His commission.

Those who spend time studying such things have come up with the following projection of another silent explosion. We may call it the technological explosion.

NO SURPRISE TO GOD

It has been suggested that the first doubling of man's wealth of technological know-how took place from 5000 B.C. until the time of Christ. The second doubling of knowledge took place from the time of Christ to the year 1870. The third doubling was seen between 1870 and 1950. The fourth doubling was accomplished in the phenomenal span of only 15 years from 1950 until 1965.

What does this mean? It suggests to me that the silent explosion of population growth is no surprise to God and that God has been preparing the means whereby this great mass of souls may be reached with His message.

At no time in the history of man has the Church had available to it the mass communicative means it has today. Radio encompasses the globe and even reaches into outer space. Television signals may be bounced by satellite across the oceans connecting continents with live visualizations for the first time. And printing processes have been so refined that today presses not only produce in beautiful four-color process, but they can even yield photographs in three dimensions.

I submit that Jesus Christ was divinely serious when He commanded every generation to come to evangelize its generation. And He expects our generation to reach our generation in spite of the population avalanche.

If the Church today does not reach today's billions, it will be because of self-centered materialism, not because God has not provided a way.

ANOTHER SILENT EXPLOSION

It is important in understanding God's provision for evangelizing our generation to note another silent explosion that parallels population growth. This is the silent explosion of literacy. People are learning to read at the rate of 80 million a year. God is opening the way for keeping pace with population growth through the eye gate.

In North India recently I saw this silent explosion forcefully demonstrated. New literates nearly mobbed us to purchase gospel portions. They were starving for something to read.

In West Africa I saw teen-agers reading month old newspapers and the imprints on shopping bags in their desperation to use the new power of literacy they had acquired. No one is more anxious to read than the new literate. He is a wide-open target for literature evangelism.

Literature is not the panacea to cure all problems of world evangelism today, but it is the most logical solution to the problem of reaching so many with so few in such a limited amount of time.

WHAT IS "PREACHING"?

One problem encountered in seeking to utilize the powerful influence of the printed page in evangelistic advance is a distorted view of what "preaching" really is. Since the Apostle Peter lifted his voice before a live audience on Pentecost, some confine preaching to a man standing before a congregation on Sunday morning at exactly 11 o'clock. This limited concept carried to its logical conclusion strikes out radio, T.V. and motion

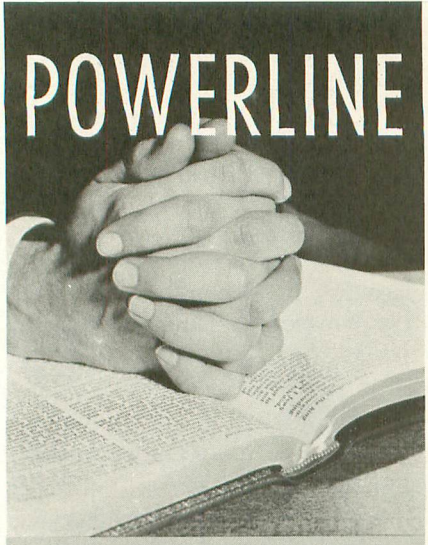
A URUGUAYAN GIRL READS **IMPACTO**.

pictures as legitimate vehicles of gospel proclamation, as well as the printed page. This approach to Biblical methodology also places the automobile and airplane into skeptical light as they bear upon gospel witness.

A larger segment does not go along with this idea, but, instead, suggests that "preaching" implies use of voice in communication. After all, the Bible says that "faith cometh by *hearing*" and "how shall they *hear* without a preacher."

To follow this concept creates a real problem for the reader who finds strong exhortation in the Written Word of God and then reads, "He that hath *ears to hear*, let him *hear*." You mean "hear" from written matter? That's what the Word says because it refers ▶ TO PAGE EIGHT

POWERLINE



PRAYER IS POWER

"ASK OF ME, AND I SHALL GIVE THEE THE HEATHEN FOR THINE INHERITANCE."

PSALM 2:8

REMEMBER THESE BY NAME

THE BOARD: Joseph Ange, Chairman; Raymond Riggs, Vice Chairman; Rolla Smith, Secretary; Lonnie Davoult; Winford Floyd; Gene Rogers; R. Eugene Waddell

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INDIA: Daniel and Trula Cronk; Carlisle and Marie Hanna; Volena Wilson

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JAPAN: Wesley and Aileen Calvery; Fred and Evelyn Hersey; Herbert and Geraldine Waid

PANAMA: Estenio and Anita Garcia; Bill and Barbara Phipps; Tom, Jr., and Emma Ruth Willey

URUGUAY: Molly Barker; Bill and Glenda Fulcher; Paul and Amy Robinson

SOUTH AFRICA: Josephine Stevens

ON LEAVE OF ABSENCE: John and Barbara Moehlman

USE THIS PRAYER CALENDAR AS YOU REMEMBER YOUR MISSI

NOVEMBER 11: Dave and Pat Franks, Jaboticabal, Brazil, request special prayer for workers to enter three nearby towns—Monte Alto, Taquaitinga and Teiuva.

NOVEMBER 12: Dr. LaVerne Miley begins services today in St. Louis. Pray that the challenge of missions will grip those attending.

NOVEMBER 13: Bobby and Sue Aycock are making final plans for leaving for furlough ministries in December. Pray that last minute details of the work in Araras, Brazil, will be worked out smoothly and that their replacements, Jim and Shirley Combs, will be able to assume the work with a minimum of problems.

NOVEMBER 14: Pray for God's direction for Director of Conference Ministries, Rufus Coffey, in planning missionary conferences and setting up missionary itineraries.

NOVEMBER 15: The second term of Brazil Bible Institute has begun in Jaboticabal, Brazil. Pray for a fruitful semester in this strategic training ministry. Ken and Marvis Eagleton direct the institute.

NOVEMBER 16: Pray that God will supply needed building funds for Hokkaido, Japan, churches.

NOVEMBER 17: Praise the Lord for building recently erected by church at Aqua Buena, Panama. Pray that God will continue to bless this work begun by Missionary Estenio Garcia.

NOVEMBER 18: Eula Mae Martin, R.N., is opening new medical ministries in Ribeirao Preto, Brazil. Pray that she will quickly gain acceptance among the people.

NOVEMBER 19: Volena Wilson writes from South India: "Please pray that the Lord may make it possible for us to build the church at Gopalapuram soon." A mission has been established in this city for sometime, and the response has been good.

NOVEMBER 20: Pray that Molly Barker, R.N., will gain thorough knowledge of Spanish as she studies prior to medical ministries in Uruguay.

NOVEMBER 21: Today the gospel is being preached in almost 50 Free Will Baptist churches in Cuba. Pray that God will save many in spite of government persecution and that Christians will remain true to Him.

NOVEMBER 22: Dub and Marcia Ellison have assumed responsibility for the church in Rivera, Uruguay, in addition to ministries in Livramento, Brazil. Pray for spiritual strength to meet these demands.

NOVEMBER 23: A necessary and vital part of Free Will Baptist Foreign Missions is the ministries provided by workers in the home office. Pray for God's strengthening for these: Gladys Sloan, bookkeeper; Lena Golding, typist; Billie Jones, secretary; Bonnie Poole, receptionist; and Robert Bryan, staff assistant.

NOVEMBER 24: Eddie and Sandra Payne, Doropo, Ivory Coast, write: "Pray for two new villages which have opened to the gospel in the last month and for two others we hope to enter soon."

NOVEMBER 25: At least twice weekly, Bible study classes are held in the Tein Mou, Taiwan, Free Will Baptist Church. Some have been saved through this ministry. Pray for God's continued blessings.

NOVEMBER 26: Pray that needed prayer and financial support will be secured as Tom Willey, Jr., is on deputational ministry.

NOVEMBER 27: Earnie and Jean Deeds write: "Pray that the believers in the Campinas church will become more concerned to reach the people in the area of the church."

NOVEMBER 28: Pray that Patsy Tyson, R.N., and Ella Rae Jones, R.N., will gain a thorough grasp of Spanish as they study in Costa Rica in preparation for medical ministries in Ecuador.

NOVEMBER 29: The Wesley Calverys are scheduled to return to Japan December 25. Several hundred dollars are still needed in their missionary accounts before they may leave. Pray for God's provision through concerned people so that Wesley and Aileen may return to their assignments on time.

NOVEMBER 30: Evangelical Literature Overseas begins a regional conference in Fort Washington, Pa., tonight running through December 4. Pray for these foreign literature men as they discuss problems encountered in literature evangelism and wrestle out solutions. Pray for the expanding Free Will Baptist foreign literature ministry that God will use the printed page to win many to Himself.

ONARIES DAILY BEFORE THE LORD

DECEMBER 1: Missionaries LaVerne Miley, M.D., Wesley Calvery and Bill Fulcher are in deputational services in Detroit, Mich., area churches. Miley and Calvery will continue through December 5 and Fulcher through December 12. Pray that needed financial support will be supplied and that the burden of missions will grip those attending services.

DECEMBER 2: The Free Will Baptist foreign missions ministry can be strong only as it is supported by faithful pastors. Pray that pastors will be gripped by God's command to evangelize the world and will lead their congregations into greater missionary endeavor.

DECEMBER 3: "Praise God for interest in spiritual truths that has been shown by the school boys in Koun," writes Missionary Jimmy Aldridge. Pray for conversion of these to whom Jimmy is witnessing.

DECEMBER 4: Herbert and Geraldine Waid are ministering with the First Free Will Baptist Church in Tokyo. Pray that they will be able to reach many with the gospel.

DECEMBER 5: Pray that the hostel ministries of Dan Cronk in Kishanganj and Carlisle Hanna in Sonapurhat, North India, will train Indians adequately to assume responsibility of the churches and to make them self-propagating.

DECEMBER 6: Missionaries Jim and Shirley Combs and Don and Carol Robirds complete language study in Brazil next month. Pray that this last study time will be used to best advantage.

DECEMBER 7: The Paul Robinsons are ministering in two churches near Rivera, Uruguay—Santa Teresa and Curticeiras. Pray that many will be reached through these opportunities for witness.

DECEMBER 8: Pray for two new European nurses and two new African staff nurses for the hospital at Mseleni, Zululand, South Africa, where Josephine Stevens is stationed.

DECEMBER 9: Continue to pray that God will use the political problems in India to advance His cause. Pray for His continued protection and guidance of Missionaries Hanna and Cronk.

DECEMBER 10: Praise the Lord! The book of Mark in Agni has been completed and is on its way to the Ivory Coast for distribution among this tribe. Missionary Bill Jones writes: "Pray that in its distribution, the Holy Spirit will bring forth much fruit as people read the Word in their own 'heart' language."

FINANCIAL STATEMENT

FOREIGN MISSION BOARD / AUGUST 1965

CASH IN BANK AUGUST 1, 1965		$52,521.79
RECEIPTS		
State Quotas	$29,033.35	
Other Income	1,759.13	30,792.48
		$83,314.27
DISBURSEMENTS		
Foreign Fields	$23,561.73	
Travel and Promotion	3,014.29	
Administrative	5,843.48	32,419.50
		$50,894.77

UNEXPENDED FUNDS

General Fund	$ 1,614.47
Rev. and Mrs. Jimmy Aldridge	671.28
Miss Molly Barker, R.N.	4,224.43
Rev. and Mrs. James Combs	1,305.23
Rev. and Mrs. Louis Coscia	432.25
Rev. and Mrs. Daniel Cronk	666.55
Rev. and Mrs. Ken Eagleton	2,351.81
Rev. and Mrs. Walter Ellison	1,373.39
Rev. and Mrs. Dave Franks	135.62
Ruby Griffin, M.D.	4,378.09
Rev. and Mrs. Bill Jones	4,433.95
Miss Ella Rae Jones, R.N.	3,991.63
Rev. and Mrs. Archie Mayhew	5.26
Dr. and Mrs. LaVerne D. Miley	1,226.65
Rev. and Mrs. Eddie Payne	4,758.49
Rev. and Mrs. Bill Phipps	1,095.05
Rev. and Mrs. Bobby Poole	82.86
Miss Mary Ellen Rice	2,427.30
Mr. and Mrs. Paul Robinson	1,109.91
Rev. and Mrs. Don Robirds	1,546.16
Mrs. Josephine Stevens	543.27
Miss Patsy Tyson, R.N.	4,047.50
Rev. and Mrs. Samuel Wilkinson	385.10
Rev. and Mrs. Thomas H. Willey, Sr.	491.28
Furlough Car	1,700.26
Africa—Medical Building	6,472.97
North India Building	4,505.81
Africa Bible Institute	841.26
Africa Vehicle	114.15
Mayhew House	3,585.58
Brazil Bible Institute	1,022.80
Brazil Vehicle	1,711.64
Payne House	1,538.07
Repatriation	3,190.59
Missionary Medical	7,823.05
Hanna Road Project	234.10
	$76,037.81

DEFICIT ACCOUNTS

Rev. and Mrs. Bobby Aycock	$ 1,307.89	
Rev. and Mrs. Wesley Calvery	65.55	
Rev. and Mrs. Earnie Deeds	201.70	
Rev. and Mrs. Bill Fulcher	1,516.64	
Rev. and Mrs. Estenio Garcia	3,367.81	
Rev. and Mrs. Carlisle Hanna	164.21	
Rev. and Mrs. Fred Hersey	1,713.65	
Miss Eula Mae Martin, R.N.	77.14	
Rev. and Mrs. John Moehlman	871.84	
Rev. and Mrs. Lonnie Palmer, Jr.	2,025.92	
Rev. and Mrs. Lonnie Sparks	256.28	
Rev. and Mrs. Moises Toirac	330.00	
Rev. and Mrs. Herbert Waid	2,670.82	
Rev. and Mrs. T. H. Willey, Jr.	2,559.17	
Miss Volena Wilson	1,487.07	
Palmer House	1,401.73	
Audio-Visual	5,125.62	25,143.04
		$50,894.77

STATE QUOTAS 1965

STATE	AUGUST RECEIPTS	QUOTA	TOTAL RECEIPTS	UNDER QUOTA	OVER QUOTA
Alabama	$ 1,127.74	$ 12,250.00	$ 7,087.99	$ 5,162.01	
Alaska	35.00	300.00	84.01	215.99	
Arizona		750.00	752.79		$ 2.79
Arkansas	1,478.62	13,000.00	7,879.14	5,120.86	
California	1,279.50	20,000.00	18,483.62	1,516.38	
Colorado	18.50	500.00	323.67	176.33	
Florida	1,328.06	10,500.00	8,021.35	2,478.65	
Georgia	2,067.17	15,750.00	13,172.27	2,577.73	
Hawaii		150.00	166.00		16.00
Idaho	76.31	200.00	260.54		60.54
Illinois	723.83	11,700.00	7,274.19	4,425.81	
Indiana	243.99	3,500.00	2,075.08	1,424.92	
Iowa	60.00	750.00	652.45	97.55	
Kansas	177.91	2,500.00	1,840.79	659.21	
Kentucky	369.36	5,500.00	3,042.83	2,457.17	
Louisiana	25.40	200.00	97.04	102.96	
Maine	225.00	100.00	783.40		683.40
Michigan	2,190.18	45,000.00	23,616.28	21,383.72	
Mississippi	511.75	6,000.00	3,403.41	2,596.59	
Missouri	2,418.83	23,500.00	18,365.09	5,134.91	
New Hampshire	6.08	750.00	227.48	522.52	
New Mexico	8.50	1,350.00	342.77	1,007.23	
North Carolina	4,224.41	48,500.00	33,907.06	14,592.94	
Ohio	1,181.14	11,000.00	10,288.07	711.93	
Oklahoma	2,913.75	45,000.00	21,995.67	23,004.33	
Oregon	33.50	100.00	33.50	66.50	
South Carolina	1,880.79	18,500.00	13,879.07	4,620.93	
Tennessee	2,357.09	30,000.00	21,876.75	8,123.25	
Texas	916.08	13,500.00	7,648.58	5,851.42	
Virginia	491.75	18,000.00	6,473.90	11,526.10	
Washington		350.00	164.46	185.54	
West Virginia	663.11	10,000.00	5,592.13	4,407.87	
Miscellaneous	1,759.13	4,250.00	7,165.42		2,915.42
	$ 30,792.48	$373,450.00	$246,976.80	$130,151.35	$ 3,678.15

Deficit accounts total $25,143.04.
Pray for God's provision to bring these needy accounts out of the red.

FROM PAGE FIVE

to spiritual hearing with spiritual ears. And this can take place without the human voice.

The Apostle Paul's most fruitful preaching was done by letter rather than voice. Writing is merely talking on paper. The Holy Spirit spoke thusly. And He speaks today through the Written Word.

The Scriptural implication of the word "preach" is the same as for the words "proclaim" or "publish." God's command is that we disseminate the gospel to every man. That we communicate . . . by mouth, by radio, by T.V., by the printed page, by motion pictures . . . but communicate.

And the most effective means of gospel proclamation on mass scale today throughout the world is the printed page. This isn't to minimize the place of radio broadcasting which is being greatly used by God . . . to distribute literature that pulls in the net.

Radio and literature go hand in hand. Radio without literature is incomplete. And it is interesting to note that every major evangelistic radio ministry today is coupled with an effective literature ministry . . . Back to the Bible Broadcast, World Radio Missionary Fellowship, Far East Broadcasting Company, Trans-World Radio and others.

PAUL ROBINSON GIVES TRACT TO URUGUAYAN GAUCHO.

EDIFICATION VS. EVANGELISM

A second problem encountered in seeking to utilize the powerful influence of the printed page in evangelistic advance is an overemphasis by Christian publishers on supplying materials for edification of the Church to the detriment of production of evangelistic publications.

One doesn't have to travel far to run into this problem. In Latin America, production of Spanish literature for use in evangelism comprises only five per cent of the effort. Production in Portuguese, the language of Brazil, is even more out of balance with an estimated three per cent of materials slanted for the nonbeliever. And Brazil presents the greatest evangelistic opportunity in the history of missions.

This condition prevails in every language area.

At least two factors contribute to this situation. One is the obvious need to build up the Church inwardly if we are to have a strong spiritual thrust outwardly. It is usually pointed out in this connection that New Testament epistles are written to the Church for edification and that little evangelistic matter is contained therein.

No one can argue with the need for edification. But one can seriously question the sophisticated publishing operations for selfish consumption by the Church while the masses outside receive only token attention.

OVERPRODUCING?

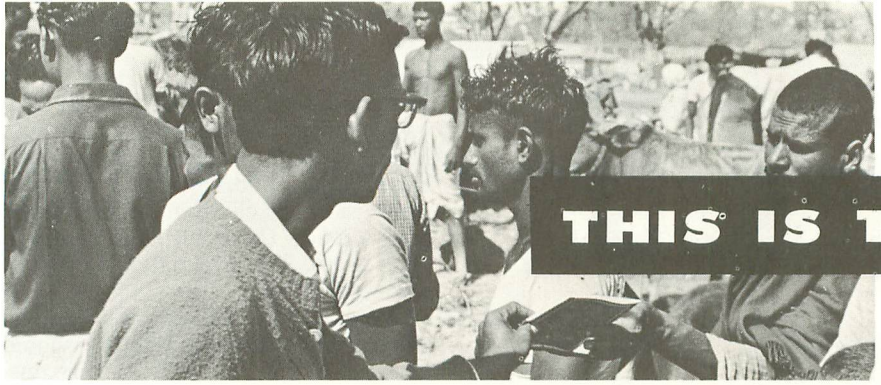
The third major problem encountered in seeking to utilize the powerful influence of the printed page in evangelistic advance is the failure of distribution effort to keep pace with production.

To say we are overproducing in the field of evangelistic literature sounds ridiculous when we see the meager amounts available. But when any product is placed on the warehouse shelf to collect dust, the law of supply and demand cries "overproduction."

This is the number one problem in literature evangelism. I asked literature missionaries in country after country if serious study had been given to effective distribution to the non-Christian on the scale of the communists and false religionists. Again and again the answer came, "Very little."

But the picture is brightening. Already, concerned groups and individuals are attacking the problem. The Bible societies are seeking to implement colporteurs on a mass scale. Several organizations are experimenting with distribution techniques. Our literature division is engaged now in a study of the methodology of the cults in an attempt to understand the propaganda success of cultic groups and make application to evangelistic techniques.

The silent population explosion presents the Church with its greatest problem. The silent literacy explosion presents the Church with its greatest opportunity. ■



THIS IS THE REASON

BY
JERRY BALLARD
Director of Publications

WHILE IN North India recently, I accompanied Missionary Dan Cronk and several of our Indian preacher boys on a Gospel-selling mission to an Indian mela, a rough equivalent to our county fair here at home. Dan hopped off the jeep and began to play his worn out accordion. It wasn't pretty music, but it did the job. From all over the mela people came to find out what was going on.

One of our preacher boys stepped into the center of the crowd and told them about the Word of God and Jesus Christ Who is revealed therein. He then offered attractively printed Gospels for sale. Within the space of 30 minutes we sold 250 Gospels to outstretched hands as the throng pressed in upon us.

These dear Indian folk were not necessarily anxious to receive the Word of God. But they were desperate for something to read. Only days had passed since they learned how to read, and they wanted to exercise their new power. More than 80 million people are reading this year for the first time. It's important to the cause of Christ that they be given the Word of God to read before their minds and souls are corrupted by communist, cultist or pornographic literature. *This is the reason we sell Gospels to the masses of India.*

Missionary Lonnie Sparks in the Ivory Coast, Africa, mimeographed a little booklet in Kulango. It looked like any other mimeographed job—rough paper, no color. Just print. But the Kulangos want to read. Missionary Sparks sold out of the little booklets almost in no time.

Missionary Jimmy Aldridge, who works south of Missionary Sparks, often visits an African school as children come out on their way home. When they see he has books and pamphlets for sale, they run home and get the money to buy something to read. *This is the reason we are advancing a publishing program for Africa.*

I talked with a bookstore operator in Panama City recently. He told about a Roman Catholic friend of his to whom he had given a copy of our Bible study magazine in Spanish, IMPACTO. His friend said he would not read it unless the priest gave permission. He took it to his priest. When the priest saw that it was filled with Bible studies and articles related to the Word of God, he said it certainly must be a good thing. The bookstore operator's friend now is studying IMPACTO and receiving the Word of God.

The mailman continually brings us letters from people throughout the Spanish-speaking areas of North and South America who have been blessed by one of our Spanish publications. It thrilled me to walk into home after home in Uruguay, see use-worn copies of IMPACTO lying on tables and hear testimonies of how God is working in hearts through the printed word. *This is the reason we have a publishing program in Spanish.*

Several weeks ago Missionary Earnie Deeds received a letter from a young man in a Brazilian village who wrote that he had been working at our Bible Institute property when Missionary Ken Eagleton gave him a leaflet and told him to read it. When he returned home, he read the leaflet and found that it was about peace with God. He wanted this peace so badly, he testified, that he did what the tract told him to do. He confessed his sins to God and received Jesus Christ as his Saviour. Missionary Deeds' address was printed at the bottom of the tract, so the young man was writing asking, "What do I do now?" *This is the reason we have a publishing program in Portuguese, the language of Brazil.*

The foreign literature division of the Board of Foreign Missions now has publishing projects in seven languages:

- **In Spanish (Panama, Uruguay, Mexico, U.S.)**—the Bible study magazine **Impacto,** new convert follow-up materials, a book on Free Will Baptist doctrine, tracts for new literates.
- **In Portuguese (Brazil)**—an evangelistic popular appeal magazine, new convert follow-up materials, a book on Free Will Baptist doctrine, institute level teaching materials, evangelistic tracts and booklets, participation in production of evangelical Sunday school curriculum materials.
- **In French (Ivory Coast)**—the illustrated children's magazine **Tam-Tam,** institute materials.
- **In Kulango, Agni and Lobi (Ivory Coast)**—Scripture translation, primers for literacy work, illustrated Bible stories, institute materials.
- **In Tamil (India)**—participation in production of evangelical Sunday school curriculum materials.

Projected cost of our foreign publishing ministry for the next 12 months is $18,475. *This is the reason we ask you to join us in this strategic outreach.* Will you help us reach the masses who are dependent on us for Light?

USE THIS HANDY RESPONSE FORM

Yes! I want to have a part in the foreign literature ministry of my denomination. Here is my gift and faith commitment:

Cash invested now $_____

To be given each month $_____

Name_____

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BOX 1088, NASHVILLE, TENN. 37202

PHOTO BY BALLARD

Indian military vehicles on the move in North India.

Red Chinese Invasion Threats Keep Pressure On Missionary Operations in North India Field

North India—Since October, 1962, when Red China first invaded northern India, the Communist empire has continually threatened further invasion. For three years, North Indians have lived in fear of the day the Communists will pour over the Himalayan chain on a mission of destruction.

Recent hostilities between India and Pakistan have given occasion for Red China to renew invasion threats. With Indian forces deployed on the West Pakistan side, China has attempted to complicate the situation by agitation on the northeastern border of India.

As this is being written, Red Chinese soldiers are massed on the Sikkim border only 100 miles from the nearest Free Will Baptist mission station, Sonapurhat, manned by the Carlisle Hannas. A short distance south is the Kishanganj station attended by the Dan Cronks. Both stations lie on the main highway and railroad running north-south, strategic in all out military conflict. The stations are also located near the East Pakistan border.

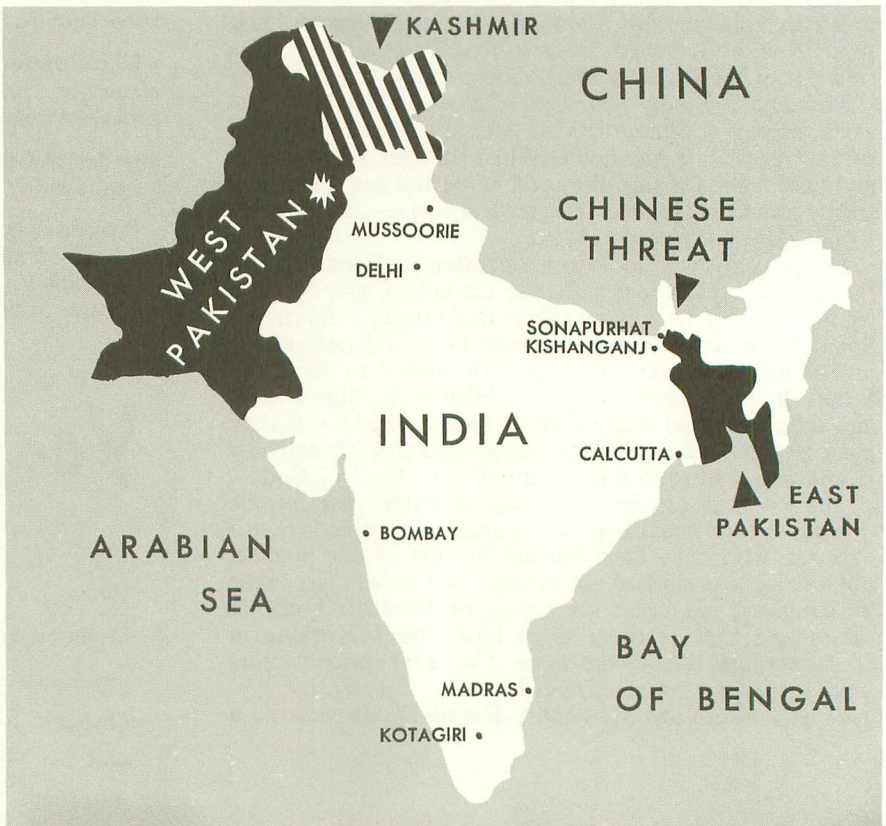
Since cease-fire negotiations have been underway between India and Pakistan, the situation has eased in the northeastern area though tension still fills the air. Anything can happen. Yet, one must realize that the India-Pakistan conflict is nothing new. The two countries have been at each other's throats since 1947 and will be so for sometime to come.

As the North Indian situation became severe, Trula Cronk was sent to Mussoorie, located in a safety zone north of Delhi, where son Randy and the Hanna children attend a school for missionary children. Marie Hanna was already there with the children. This area will be evacuated in event of widespread war.

Missionaries Cronk and Hanna determined that one missionary should remain in the Free Will Baptist mission area as long as possible. It was agreed that Hanna, who is suffering from a severe intestinal parasite attack, go to the mission hospital in Mussoorie for treatment. He has since returned to Sonapurhat.

It has been several weeks since last communication from the field, and it is assumed that the situation is more normal now than at last report. However, it is expected that travel between Indian states will be difficult for sometime. Also, the food shortage has been intensified by the war effort.

Free Will Baptists may help their missionaries during these crucial days in at least three ways: (1) Uphold them in prayer. Only the Lord's wisdom is sufficient. (2) Send small food parcels such as canned meats and dried foods valued at less than $5.00 to Missionaries Hanna and Cronk. These are allowed into India custom free. (3) Make special contributions to the Hanna and Cronk accounts to eliminate deficits (see page 7) and create balance for emergency expenditures that may be necessary.



IT'S SO NICE TO BE WANTED

WE'VE RECEIVED complaints—some using nice words, some not so nice—about the recent delays in receiving *Heartbeat*. We're glad you miss us when we aren't in your home on time. One of our problems is staff limitations. We have essentially the same publications staff we had when the magazine was started five years ago with a smaller page size and less pages. In addition to growth in size of *Heartbeat*, the publications staff has the added responsibilities of publishing projects in seven languages and production of motion pictures and filmstrips. As work load has increased, the pressure of time has taken its toll on *Heartbeat's* production schedule. This has been complicated by another problem—schedule trouble with our printer requiring twice the production time as in the past. We're glad you miss us when we're late. And we're going to try harder. Combining the October-November issues will help us get back on schedule. And other steps will be taken as we do our best to stay there.

WILLEY RECUPERATING

Miami—"Pop" Willey, veteran missionary to Latin America, continues recovery from an operation October 1 to remove a cancerous gland from his neck.

He is undergoing therapy to compensate for loss of nerve controlling one side of his face. A six-week series of cobalt treatments are being administered as a preventive measure.

Mr. Willey will remain in Miami for a three-month recuperation period forcing cancellation of his missionary conference schedule for the remainder of the year.

Calvery Account in Need

Nashville—Wesley and Aileen Calvery are due to return to Japan the last of December. The obstacle to their return is acquisition of needed funds for their ministry.

As of October 1, an additional $4,700 cash was needed to cover costs of transportation to the field and necessary equipment. Additional regular monthly support is also needed.

The Calverys cannot return to Japan until these financial needs are met. Those desiring to help should contact the foreign missions office.

"OUT OF MY HEART" FROM PAGE TWELVE

admonish you; And to esteem them very highly in love for their work's sake" (I Thessalonians 5:12, 13a). The authority of God's man carries with it the solemn accountability for souls: "Obey them that have the rule over you, and submit yourselves: for they watch for your souls, as they that must give account, that they may do it with joy and not with grief: for that is unprofitable for you" (Hebrews 13:17). ■The greatest authority to whom we must submit is Jesus Christ. The revolts and riots, wars and rumors of wars, floods, famines, fears and distress of nations are signs of His coming. The final and absolute authority belongs to Jesus Christ. "The kingdoms of this world are become the kingdoms of our Lord and of his Christ; and he shall reign forever and ever" (Revelation 11:15b). ■It is not a question then of who will be in authority. This is clear. The question is "Are you now submissive to His authority?" "All power is given unto me in heaven and in earth. Go ye therefore and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost: Teaching them to observe all things whatsoever I have commanded you: and, lo, I am with you alway, even unto the end of the world" (Matthew 28:18-20). ■Obedience to the Great Commission is submission to the authority of Jesus Christ. "Ready to go, ready to stay, ready my place to fill; ready for service, lowly or great, ready to do His will."

J. Record Wilson

FOR SPIRITUAL ENRICHMENT

RECOMMENDED READING AND LISTENING

BOOKS

★**HIMALAYAN HEARTBEAT** by Ken Anderson (Word Books, 198 pp.). The challenging story of how a man and his wife gave up a promising business career to prepare to be missionary medics to India. Telling what God has done with a man willing to practice twentieth century stewardship with first century fervor, this book brings a powerful challenge to service.

TRIALS, TRAGEDIES AND TRIUMPHS by Earl Allen (Revell, 160 pp.). Warmly written mediations on the last words of Christ. Mr. Allen considers not only the words from the cross, but also those spoken the week prior to Calvary and the weeks after the resurrection.

CONQUERING by Wesley H. Hager (Eerdmans, 110 pp.). A series of practical notes on overcoming such things as failure, anxiety and futility. Writing in an easy-to-read style, Mr. Hager helps the Christian realize that he is more than conqueror of these things through Jesus Christ.

RECORDS

EVERYBODY'S FAVORITES ON THE HAMMOND, Les Barnett (Sword, Hi-Fi, S-1413-LP). Combining smooth style and wide selection of devotional favorites, this album will be a blessing to hear.

DICK ANTHONY'S SINGING MEN (Word, Hi-Fi, W-3330-LP). Sixteen beautifully blending voices rise in praise to God for the peace that only Christ can give. A well-arranged choice of new and old songs makes this a challenging album.

BILLY GRAHAM (Word, Hi-Fi, W-6114-LP). Two hard hitting sermons—"The Climax of History" on Christ's second coming and "God's Delinquent," especially for youth and parents. Good for youth groups and unsaved teens.

ORDER FROM: RANDALL BOOKSTORE
Box 1088, Nashville, Tenn. 37202

HEARTBEAT

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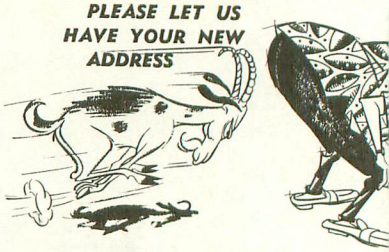
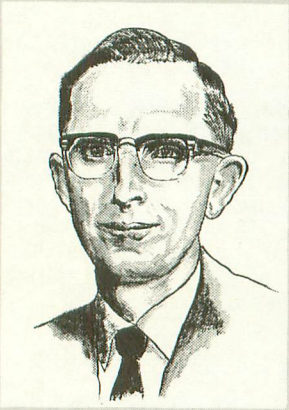
MOVING?
PLEASE LET US HAVE YOUR NEW ADDRESS



"OUT OF MY HEART"



A word from the General Director

■The spirit of our age is a spirit of lawlessness. Riots are mass movements rebelling against authority. The depravity of man is seen when children become thieves, boys and girls become killers and adults become a cheering section for law breakers. ■Authority is God given. "For by him were all things created, that are in heaven, and that are in earth, visible and invisible, whether they be thrones, or dominions, or principalities, or powers: all things were created by him and for him: And he is before all things, and by him all things consist" (Colossians 1:16, 17). ■Why has the arm of the law become weak? Why have the moral muscles of society become so soft? Why has the voice of the Church become faint? Why has fear of judgment faded? ■Corruption in courts of justice has retarded rule of law. The law officer is a protector of the people, and the judge on the bench is a prosecutor of the offender. These men must be men of integrity and thus receive respect by the people. ■The modern concept of education calling for self-expression and behavior according to natural desires has contributed to our moral dilemma. Little provision is made for standards of authority or accountability to authority. ■Tragically, these conditions seriously affect the Church. Lack of respect for the authority of the preacher in the pulpit is seen. To communicate with his people, the pastor is told that he must identify more with his people. The missionary is advised to lose his national identity as much as possible and become one with those whom he serves. Emphasis is given the priesthood of every believer with the idea that the pastor and missionary must not become too priestly. ■It is necessary for the pastor to communicate, for the missionary to identify and the right of every believer to God's throne be assured. But several dangers must be avoided. ■The pastor must not become a community conformist. The missionary must not become a liberal compromiser. God called servants have an official position of divine service. Some are given the responsibility of "overseers" (Acts 20:28). Leadership involves the example of holy living: "Therefore seeing we have this ministry, as we have received mercy, we faint not; But have renounced the hidden things of dishonesty, not walking in craftiness, nor handling the work of God deceitfully; but by manifestation of the truth commending ourselves to every man's conscience in the sight of God" (II Corinthians 4:1, 2). ■The business of winning and nourishing souls is the chief business of the preacher and missionary. Paul advises, "Know them which labour among you, and are over you in the Lord and

◀TO PAGE 11