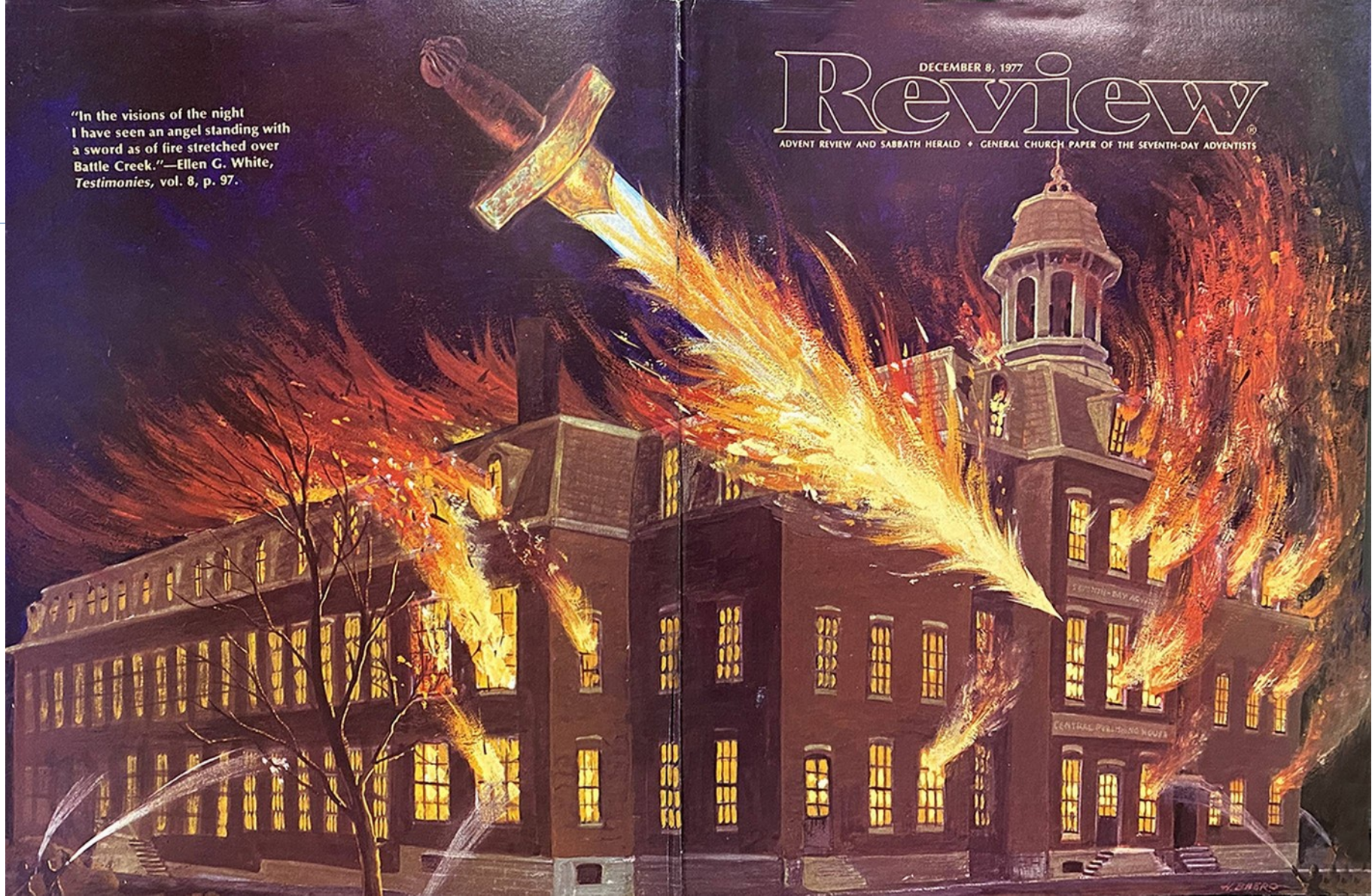


History of Publishing

"In the visions of the night
I have seen an angel standing with
a sword as of fire stretched over
Battle Creek."—Ellen G. White,
Testimonies, vol. 8, p. 97.

DECEMBER 8, 1977
Review
ADVENT REVIEW AND SABBATH HERALD • GENERAL CHURCH PAPER OF THE SEVENTH-DAY ADVENTISTS



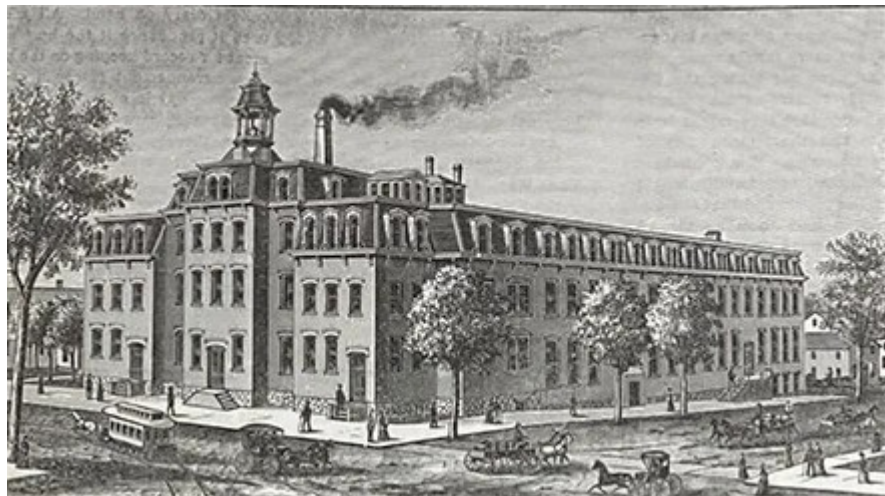
Beginnings

History

From *Woman of Vision*, chapter 29

A new building was erected in 1861, next to the first building.

Newer equipment was much more efficient, and more tracts and books could be produced. The more sophisticated equipment required higher-trained workers.



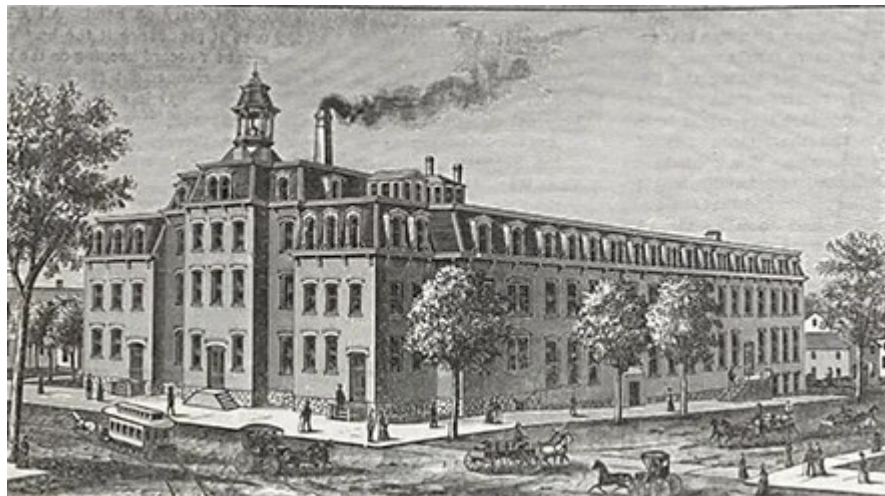
Beginnings

History

There was not enough Adventist work to keep the machines and people busy.

The Review and Herald became a commercial printer. Soon they were well-known for good quality printing and binding.

More money came in and they expanded again in 1871, in 1873, and in 1878, a fourth story was added and all the buildings connected together.

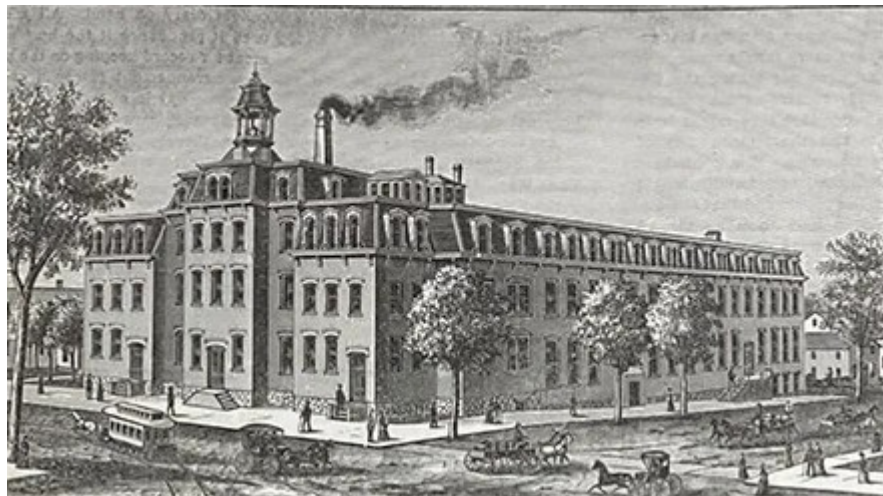


Review and Herald Fire

Warnings

In the 1890s, Ellen White began writing letters to the leadership, warning them to not stray from God's plan.

- Authors were not being treated justly.
- Superiors were treating workers unjustly, receiving double the pay of skilled workers.
- Battle Creek was trying to control the decisions of Pacific Press.

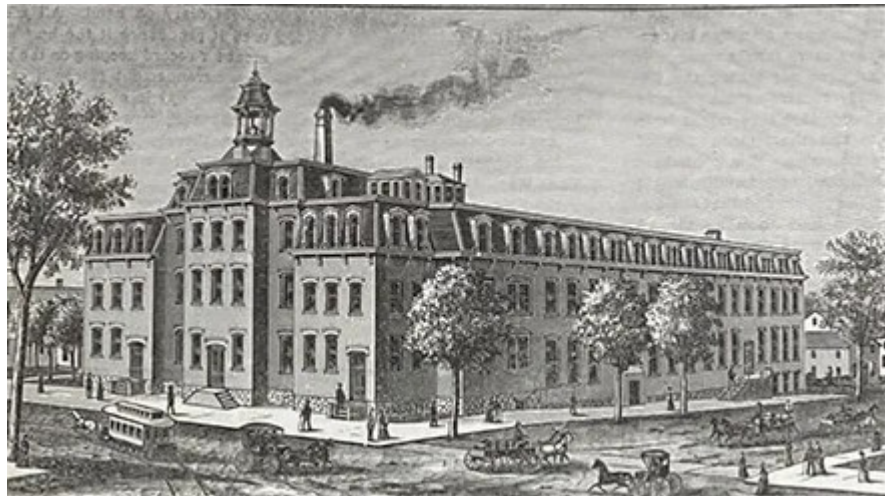


Review and Herald Fire

Warnings

But most alarming was the following:

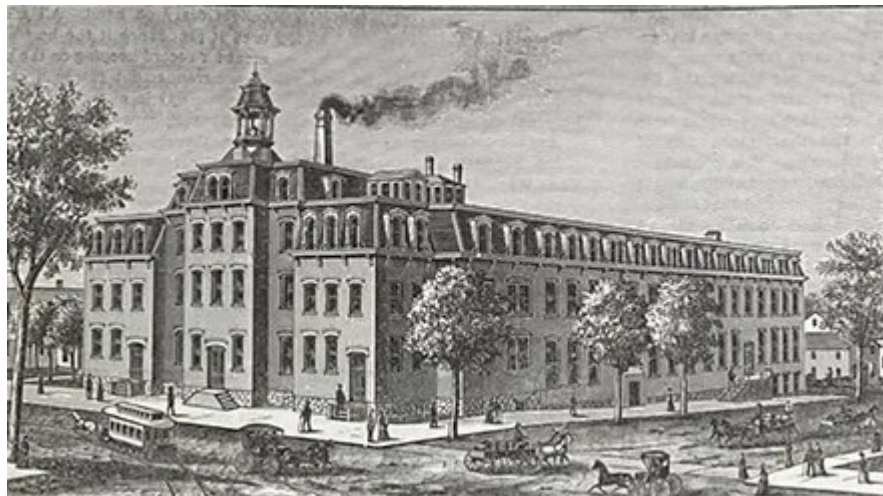
- Leadership argued that they were printers, not censors.
- Managers allowed publication of materials that came far short of Adventist standards.
 - Examples: Fiction, books with Catholic errors, sex literature, books on hypnosis



Review and Herald Fire

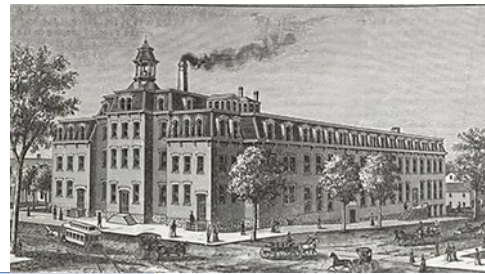
Warnings

“The men who have been connected with the greatest interests upon this earth have tainted and corrupted the work of God. The instrumentalities which He designs shall be used in advancing His cause, have been used to forward unlawful schemes, which are in direct opposition to the work which God has specified as His” (Letter 4, 1896)



Review and Herald Fire

Warnings



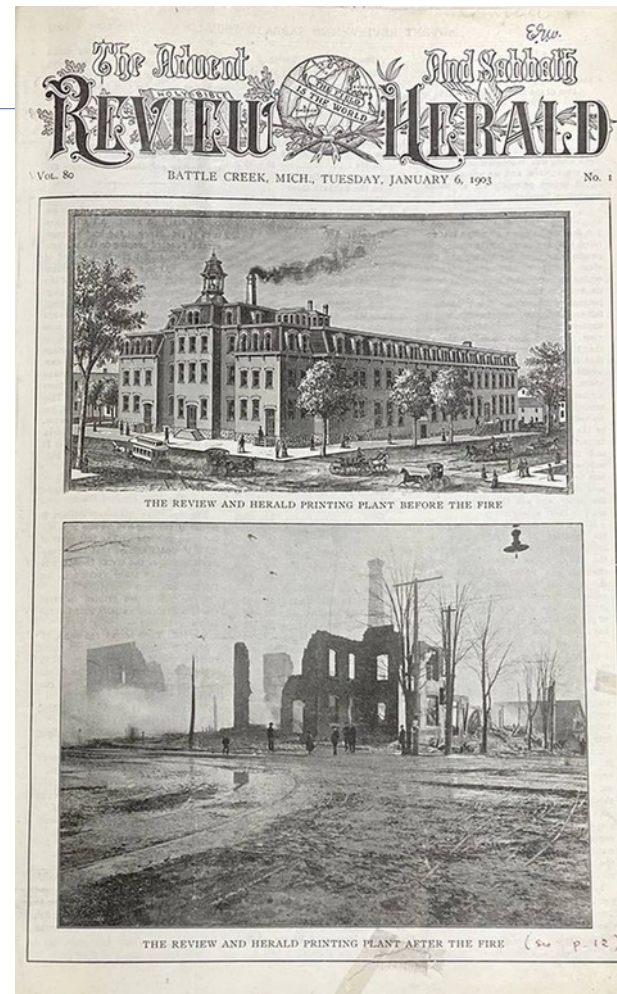
“I feel a terror of soul as I see to what a pass our publishing house has come. The presses in the Lord’s institution have been printing the soul-destroying theories of Romanism and other mysteries of iniquity. The office must be purged of this objectionable matter. I have a testimony from the Lord for those who have placed such matter in the hands of the workers. God holds you accountable for presenting to young men and young women the fruit of the forbidden tree of knowledge. Can it be possible that you have not a knowledge of the warnings given to the Pacific Press on this subject? Can it be possible that with a knowledge of these warnings you are going over the same ground, only doing much worse? It has often been repeated to you that angels of God are passing through every room in the office. What impression has this made on your minds?” PM 164.5

Review and Herald Fire

Warnings

“You have given matter containing Satan’s sentiments into the hands of the workers, bringing his deceptive, polluting principles before their minds. The Lord looks upon this action on your part as helping Satan to prepare his snare to catch souls. God will not hold guiltless those who have done this thing. He has a controversy with the managers of the publishing house. I have been almost afraid to open the Review, fearing to see that God has cleansed the publishing house by fire.” PM 164.6

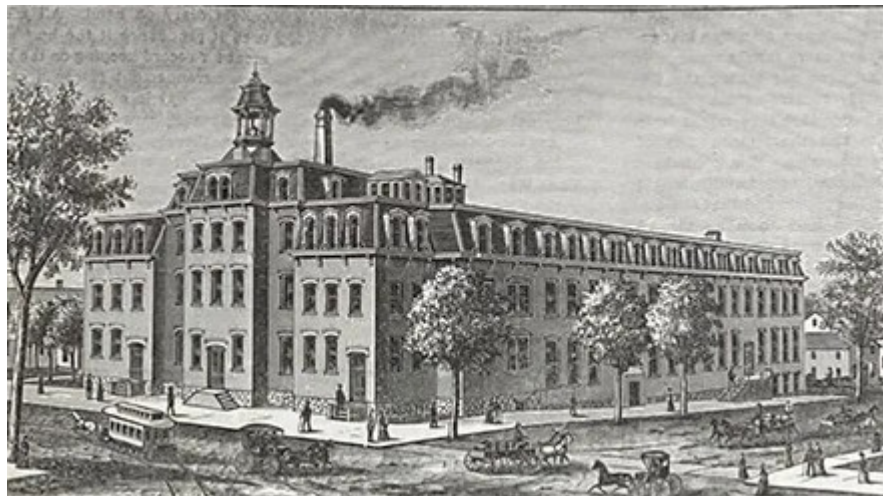
“Unless there is a reformation, calamity will overtake the publishing house, and world will know the reason.” PM 165.1



Review and Herald Fire

Warnings

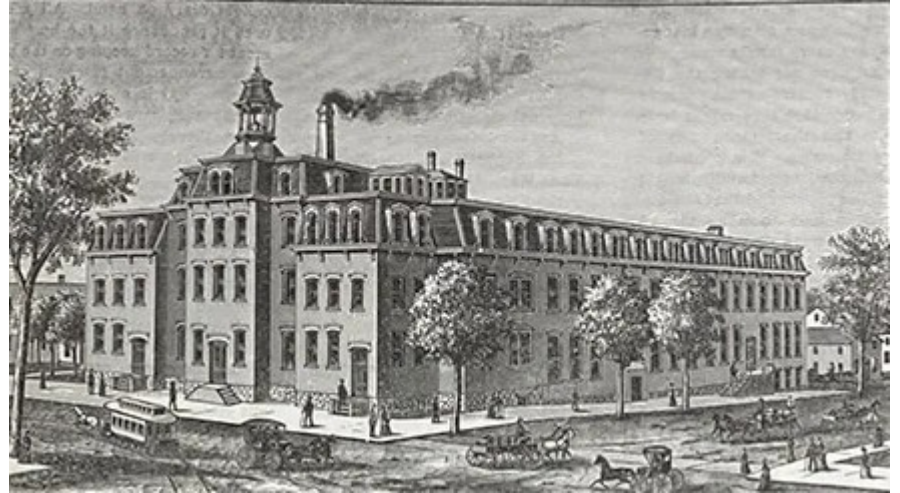
Ellen White continued sending warning after warning to the leaders of the publishing house. Here messages were largely ignored. No one took action. On July 8, 1901, Ellen White wrote to the manager of the Review and Herald: “Unjust, unholy actions have brought the frown of God upon the Review and Herald Office.” (Letter 74, 1901)



Review and Herald Fire

History

1902 had been a prosperous year for the Review and Herald Publishing House. They had made a large amount of profit, and they were thinking about what the next year would bring.



Review and Herald Fire

History

On December 30, 1902, the night watchman had just finished making rounds in the engine room, and everything was normal.

Somebody smelled smoke. Then the lights went out. Somebody activated the fire alarms. Quickly, the building filled with thick smoke. Everyone was forced to leave quickly. All the workers escaped, although one barely made it out.

The whole pressroom was in flames, and the fire was spreading rapidly.

Review and Herald Fire

History

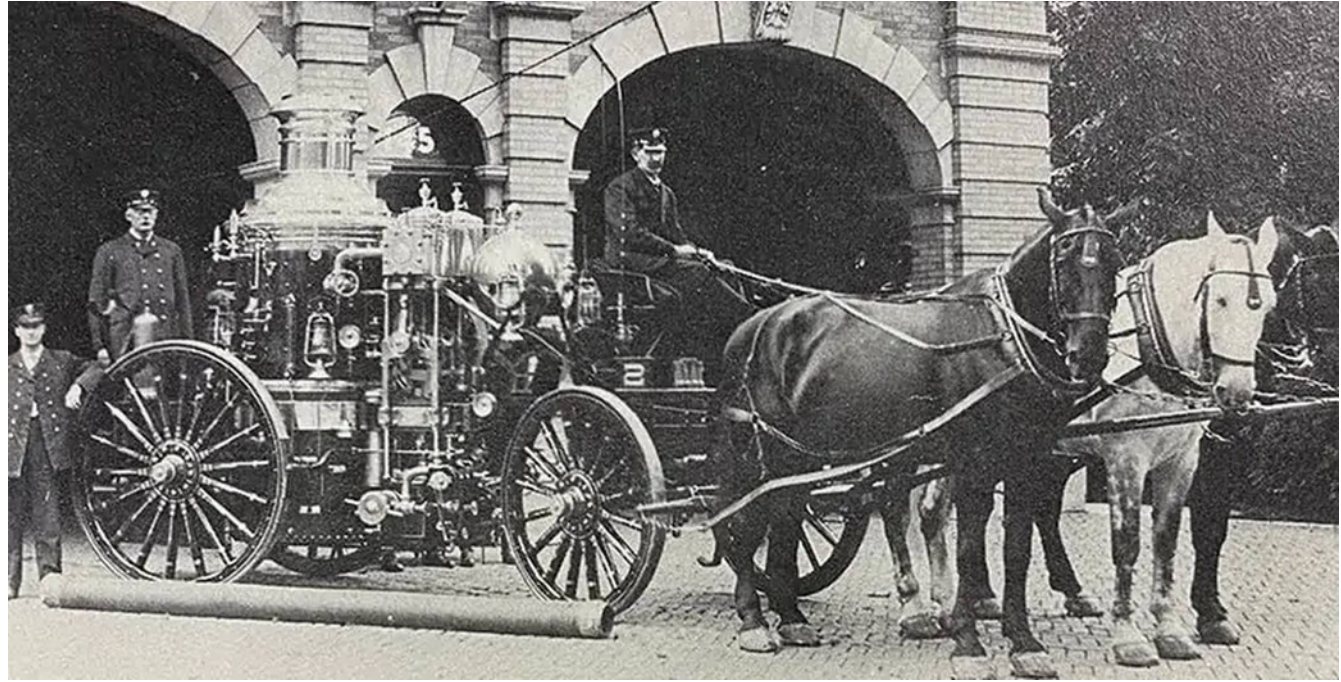
The Review and Herald Publishing House burned completely.



Review and Herald Fire

History

Battle Creek Fire Engine No. 2 responded to the flames within minutes, but the fire had already engulfed the building so that no firemen could enter. The fire was clearly impossible to control.



Review and Herald Fire

History

The very day of the fire, the chief of the city fire department had inspected the building with an electrician. The wiring was inspected. Nothing was found to be a problem.

Nobody knows exactly where or how the fire started.

““There is something strange,” he said, “about your SDA fires, with the water poured on acting more like gasoline.” Fire Chief W. P. Weeks



Review and Herald Fire

History

“As some of the board members stood and watched the flames, there must have come to their minds one sentence in a letter from Ellen White, written from California and addressed to the manager of the Review and Herald. It had been read to the board 13 months earlier: “I have been almost afraid to open the Review, fearing to see that God has cleansed the publishing house by fire” (Testimonies for the Church, 8:91).” *Woman of Vision* p. 417.6

Review and Herald Fire

History

Only a few days before, with pen in hand, Ellen White lost consciousness of her surroundings and again saw a sword of fire over Battle Creek, “turning first in one direction and then in another,” with disaster following disaster (Letter 37, 1903). { WV 417.7 }



Review and Herald Fire

History

After the fire, Ellen White wrote: "O I am feeling so sad, because . . . the Lord has permitted this, because His people would not hear His warnings, and repent, and be converted, that He should heal them. Many have despised the words of warning. O how sad it is. How large the loss is, of books and furniture and facilities. . . . May the Lord have mercy upon us, is my prayer" (Letter 214,1902).



Review and Herald Fire

Why?

“For My eyes are on all their ways; they are not hidden from My face, nor is their iniquity hidden from My eyes.”

Jeremiah 16:17

“In choosing our own way, we come in conflict with His revealed will. How dangerous is this rebellion against God.”

6LtMs, Lt 22c, 1890, par. 7

Review and Herald Fire

Why?

We must be careful to avoid the same mistakes.

- Commercialism
- Unjust prices and wages
- Printing false doctrines and Satanic works

Review and Herald Fire

Commercialism

“One of the means by which these [publishing] institutions are brought in contact with the world is found in commercial work. A door is thus opened for the communication of the light of truth.”
PM 160.1

“Commercial work should in no case become all-absorbing. The Lord would have the truth go forth as a lamp that is trimmed and burning.... The commercial work should bring the believers in connection with the unbelievers, that the truth, by being lived, may be as seed sown, and its influence touch the ends of the earth.” PM 161.1

Review and Herald Fire

Commercialism

“SDA Publishing Houses accepted commercial printing contracts up until the time of the Review and Herald and Pacific Press Publishing Association fires in 1902 and 1906 respectively. The extra income thus provided assisted these publishing institutions in operating on a viable financial base. But the missionary motivation behind such operations was largely forgotten. When commercial work became nearly all-absorbing and the purpose served was largely monetary, God signified His displeasure in the disastrous fires that destroyed the church’s two largest publishing houses. Commercial work stopped after these devastating fires. The policy regarding commercial work today is as follows: “It is recommended that publishing houses equip their institutions with the view of building up denominational printing and eliminating all commercial work.”—General Conference Publishing Department Policies, 20.” PM 160.1

Review and Herald Fire

Commercialism

“In no case are the publishing institutions to be devoted chiefly to commercial work. When this work is given the first place, those connected with the publishing houses lose sight of the purpose for which they were established, and their work deteriorates.” PM 161.2

“There is danger that managers whose spiritual perception is perverted will enter into contracts to publish questionable matter merely for the sake of gain. As the result of taking in this work, the purpose for which the offices of publication were established is lost sight of, and the institutions are regarded very much as any other commercial enterprise would be. In this God is dishonored.” PM 161.3

Review and Herald Fire

Commercialism

“It is claimed that the commercial work is a financial benefit to the office. But One of authority has made a correct estimate of the cost of this work at our leading publishing houses. He presented the true balance, showing that the loss exceeds the gain. He showed that this work causes the workers to be driven with a constant rush. In the atmosphere of hurry and bustle and worldliness, true piety and devotion wither.” { PM 161.5}

“It is not necessary that the commercial work should be entirely divorced from the publishing houses, for this would close the door against rays of light that should be given to the world. And connection with outside parties need be no more detrimental to the workers than was Daniel’s work as a statesman a perversion of his faith and principles. But whenever it is found to interfere with the spirituality of the institution, let the outside work be excluded. Build up the work that represents the truth. Let this always come first, and the commercial work second. Our mission is to give to the world the message of warning and mercy.” { PM 161.6}

Review and Herald Fire

Commercialism

“In the effort to secure outside patronage in order to relieve the publishing houses from financial embarrassment, prices have been set so low that the work brings no profit. Those who flatter themselves that there is a gain have not kept strict account of every outgo. Do not cut down prices in order to secure a job. Take only such work as will give a fair profit.” PM 162.1

Review and Herald Fire

Commercialism

“All heaven is interested in the work in which we are engaged. We must do a solid, not a superficial, work. I am grieved when I see our printing offices doing so much commercial work, virtually saying to the world, “Bring your work to us; we will do it for you.” We have more work for the Lord than we can possibly perform. There is much to be done that we will overlook unless we are baptized with the Holy Spirit. We desire that commercialism shall be purged from every office.” PM 166.1

Review and Herald Fire

False Doctrines

“When our publishing houses do a large amount of commercial work, there is great danger that an objectionable class of literature will be brought in....” { PM 162.3}

“We have no permission from the Lord to engage either in the printing or in the sale of such publications; for they are the means of destroying many souls. I know of what I am writing, for this matter has been opened before me. Let not those who believe the message for this time engage in such work, thinking to make money. The Lord will put a blight upon the means thus obtained; He will scatter more than is gathered.” { PM 162.4}

Review and Herald Fire

False Doctrines

“There is another class of literature, more defiling than the leprosy, more deadly than the plagues of Egypt, against which our publishing houses need unceasingly to guard. In accepting commercial work, let them beware lest matters presenting the very science of Satan be admitted into our institutions. Let not works setting forth the soul-destroying theories of hypnotism, spiritualism, Romanism, or other mysteries of iniquity find a place in our publishing houses....” PM 163.1

Review and Herald Fire

False Doctrines

“A responsibility rests not only upon the managers, but upon the employees. I have a word to say to the workers in every publishing house established among us: As you love and fear God, refuse to have anything to do with the knowledge against which God warned Adam. Let typesetters refuse to set a sentence of such matter. Let proofreaders refuse to read, pressmen to print, and binders to bind it. If asked to handle such matter, call for a meeting of the workers in the institution, that there may be an understanding as to what such things mean. Those in charge of the institution may urge that you are not responsible, that the managers must arrange these matters. But you are responsible—responsible for the use of your eyes, your hands, your mind. These are entrusted to you by God to be used for Him, not for the service of Satan.”
PM 163.3

Review and Herald Fire

False Doctrines

“Let our publishing houses, from the least to the greatest, refuse to print a line of such pernicious matter. Let it be understood by all with whom we have to do that from all our institutions literature containing the science of Satan is excluded.” PM 164.3