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SANITARIUM

"It Should Be Good For You"

by Walter R. L. Scragg, President, Australasian Division

The slogan says it all: "The people who believe that food should not only taste good, it should be good for you." Though it took several decades for the Sanitarium Health Food Company to adopt it, the motto summarizes how the company feels about itself and how millions of people in Australia, New Zealand and the South Pacific Islands feel about the company.

It ought to be that way for an enterprise that had God's hand in its beginnings. Not too many such efforts can boast a prophet's vision as the source of its success. Said the Lord's messenger, "He will magnify His name by giving to many minds wisdom in the preparation of health foods." *Testimonies*, vol. 7 p. 128. He certainly did that in Australasia, and He certainly continues to do so.

I never enter a supermarket without taking a look to see how our company's products are displayed, and even on occasions tidy them up. You see, almost the first money I earned came from "offsiding" on a SHF delivery van. The company helped pay my way through college. I know that it has grown through the skill, sacrifice and dedication of consecrated men and women. I believe in its mission and continued success.

Today I have even greater reason to feel good as the tautliners roll out of our factories and warehouses and fan across the country. More than most I realise how important this "not-for-profit" organization is for the humanitarian and developmental work the church does in the societies of the South Pacific Islands.

The company has built its reputation on several ideas:

1. Put quality first. Just a few days ago I discussed this with one of our retail branch managers. He spoke of the continual watch to maintain quality.
2. Put the welfare of the customer first. His health, his well being must have priority over any commercial success we might enjoy.
3. Keep things simple – unrefined food, simple recipes, good flavour.
4. Seek God's blessing as the day begins and expect Him to provide it.

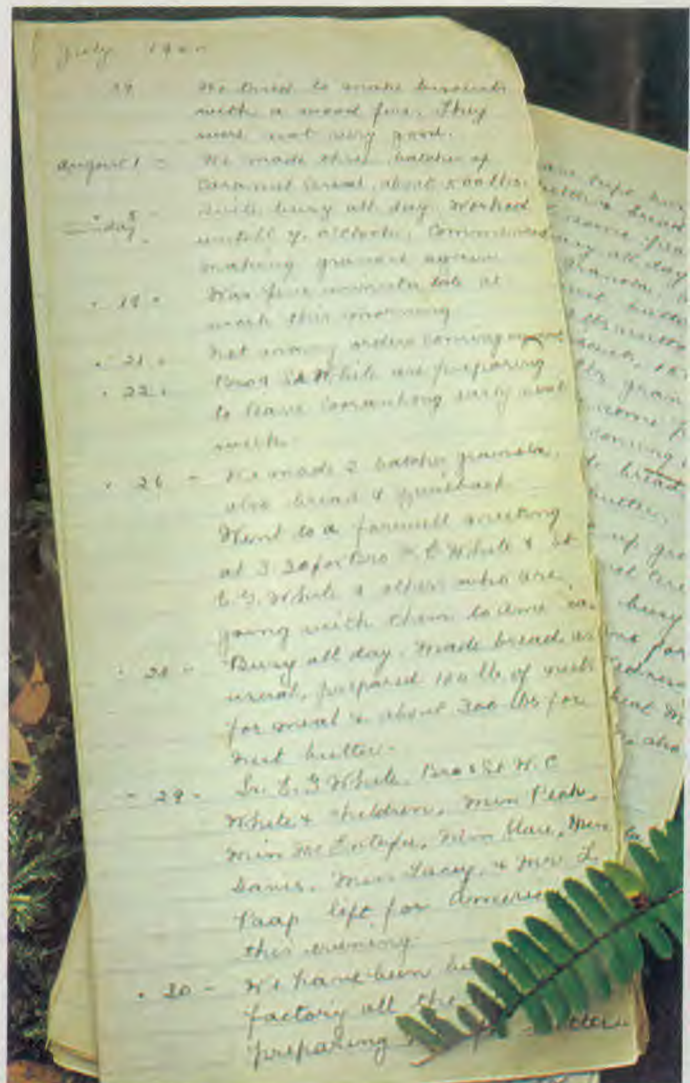
A careful reader will notice two "firsts" in the listing above. That's deliberate, because they really are one and the same, couched in different words.

On March 10, 1900, Ellen White wrote from Cooranbong, "It is our wisdom to prepare, simple, inexpensive, healthful foods." *op. cit.* p. 125. That Weetbix continually reaches the top in tonnage sales of breakfast foods in Australia and New Zealand shows that the company gives good value for money in a highly competitive field.

Of course, it doesn't happen without thought and planning. Right now thoughts of our company executives are turning constantly to the future. When the Lord returns they wish to be on record as faithful multipliers of the talent entrusted to them. In the immediate future added emphasis will be given to consumer education about nutrition. Company experts are looking ahead to marketing and new products for the year 2000.

In the world of commercial success, executives command large salaries and key technicians, or skilled persons likewise. Because it is first and foremost an expression of the church's mission the Sanitarium Health Food Company pays its executives the same salaries as it pays its ministers. Likewise its skilled and talented people, most of whom have salaries matching awards. The sacrifice of all its staff demonstrates how God can take a good idea, a noble mission and let the Spirit work so that varied individuals and talents can contribute to the glory of His name and the expansion of His cause.

God gave this business to His church so that it might bless the world. We believe it does just that. In the products it makes and distributes, in the mission it sustains and in the healthful style of living it promotes. At many meetings of the company board, managers and other members join in singing "Praise God from Whom All Blessings Flow." It is His blessing that keeps the work moving. It flows from Him and for Him, and to Him be the glory.



An extract from the diary of Mr. E. C. Halsey, July 1900, where he takes time off from biscuit-making to say farewell to Ellen White.

Cover pictures: Top row: The old and the new in Weet-Bix. Second row: Australia's first factory, Melbourne, 1899; the Cooranbong Factory today; the "College Fleet" and the original Cooranbong Factory from Dora Creek. Third row: New Zealand's first factory, Papanui, 1901; Christchurch today and in 1932. Bottom row: The first traveller's car in NSW; hauling from Cooranbong; Jubilee Procession, Christchurch, 1928.

Growth and Potential

by D. C. Myers, Managing Director



D. C. Myers.

A selection of old packaging.



The Health Food Department of the Australasian Division – or as it is generally known by its registered business name, the Sanitarium Health Food Company – is the property of the Seventh-day Adventist Church. Over eighty years ago Mrs. E. G. White reminded the church that –

“In all our plans we should remember that the Health Food work is the property of God and that it is not to be made a financial speculation for personal gain. It is God’s gift to His people and the profits are to be used for the good of suffering humanity everywhere.”

– Letter, February 16, 1901

Almost 90 years ago, Mrs. E. G. White spoke on the first Sunday afternoon of the 1893 Brighton (Victoria) camp meeting. She encouraged the infant Adventist Church to branch out into medical health food and restaurant work in addition to the already established educational and publishing prog-

ramme. The Health food work has subsequently grown with the church until today it is quite a substantial operator in the commercial market place.

We must recognise that at no time in the history of the Company has it been said or implied that any man or group of men originated the idea of establishing the health food work. The concept came from the mind of God and with the authority of the Spirit of Prophecy.

“The Health Food work should be regarded as God’s gift to His people.”

– Letter 25, February 2, 1902

The late W. L. Kilroy looking back over his lifetime of serving both the church and the Sanitarium Health Food Company reflected wisely that –

“Perhaps the humble beginning of this work in our Division with all its sacrifice, frustration, and financial loss, was meant to teach us for ever that the success of the health food business does not depend on the commercial ability of its workers, but comes as God rewards dedicated service that is based on His counsels.”

The Health Food Department was not established as a money-raising project. If it had been, the pioneers would have surely closed it down, for during its early years it did not earn a dollar!

Divine guidance had enunciated the principles upon which it should be based and the objectives it should aim to reach – the promise being that if this counsel were followed, financial success would be ultimately assured. It is fortunate that the pioneers were patient people.

The funds which the Company has earned over the years have been used to support the many activities of the church and its institutions to maximise their ministry and service to the general community.

From its earliest beginnings – 1898 in Melbourne, 1899 in Cooranbong and 1901 in Christchurch, New Zealand, the Company has grown and expanded in its manufacturing, marketing and retail divisions. Today it is operating in each Australian State, New Zealand and in Papua New Guinea, its products being familiar in every supermarket, grocery and health food store.

Without doubt the Company’s greatest asset – and one which does not appear in our books of account – is its band of loyal and dedicated workers. There are 730 in Australia, 370 in New Zealand and 6 in Papua New Guinea – a total of 1,106 faithful staff. These workers for the church dedicate their God-given talents through a wide range of skills and professions. Administrators include managers, accountants, superintendents, foremen; professions include scientists, food technologists, design engineers and draftsmen; and skilled tradesmen include mechanical, electrical and electronic engineers. In addition we have drivers, mechanics, warehousemen, process workers, clerks, secretaries, computer operators, merchandisers, sales persons both wholesale and retail, and many more. Each contributes his or her skills to make a unified body – the Sanitarium Health Food Company.

As we stand today and look back to the struggling start of this infant department of the church we can only thank the Lord for His leading and guiding in the past – and look forward to a future of continued service to both the church and the general community. The Company stands firmly behind its nationally known claim –

“Sanitarium, the people who not only believe food should taste good – it should be good for you.”

In this the centennial year of our church, the Health Food Department pledges its on-going support to the church to the fundamental message of the Seventh-day Adventist Church through which God calls for people to follow his principles and allow them to lead us to improved physical, mental and spiritual health.

The Health Food Department – A Treasurer’s View

by Pastor W. T. Andrews, Treasurer, Australasian Division

“It is God’s gift to His people and the profits are to be used for the good of suffering humanity everywhere”. So wrote Ellen G. White from St. Helena, California on February 16, 1901 referring to the health food industry of the Church.

Earlier, on March 10, 1900, while living at Cooranbong, N.S.W., she wrote, “God is working on behalf of His people. He does not desire them to be without resources.” After a brief comment on man’s diet she said, “The materials principally used in these foods will be fruit, grains and nuts but various roots will also be used. The profits on these foods are to come principally from the world rather than from the Lord’s people.”

(Testimonies Vol 7 p 124 - 128)

Our pioneers took this revealed counsel seriously, established a food manufacturing and distributing industry, and history now records that “in 1906 the first donation by the food company for island mission work was made. The sum of £25 (\$50) contributed by the Sydney Shop and Cafe was the beginning of the great stream of financial help that has been **an important factor in the programme of the Australasian Division.**”

(SDA Encyclopaedia Vol. 10 p 1145, emphasis supplied)

“An important factor in the programme of the Australasian Division” is indeed true. If it were not for the health food department earnings this division would experience great difficulty in subsidizing the operations of such important training institutions as Avondale College in Australia and Pacific Adventist College in Papua New Guinea, supporting expatriate missionaries and helping to fund an island field education and medical programme.

Would we have such wonderful facilities as Sydney Adventist Hospital, Longburn College, Auckland Adventist Hospital, Avondale College, Fulton College, Sopas and Atoifi Hospitals and Pacific Adventist College for the education of our young people and for the training of ministers, teachers and other church workers and be able to bring health and healing to the community if it were not for the health food department’s contribution? Maybe, but it certainly would have been much more difficult to achieve their financing.

“The people who believe food should not only taste good, it should be good for you” are our people, and their programme is our programme established under God’s leading and prospering under His hand. Our health food industry is bringing blessing to mankind by providing healthful food and at the same time giving strong financial support to our church in this part of the world. It is worthy of our individual and complete support.



Auckland Factory, Wholesale and Head Office complex, New Zealand.



Windsor Factory, Melbourne.



Hobart Factory.

Minutes of meeting held at the sanitarium, Gower Street, Summer Hill, N.S.W. Oct. 5, 1898, at 4 o'clock, P.M.

The Australasian Medical Missionary and Benevolent Association Executive Board having duly appointed G. W. Morse, W. C. White, E. R. Caro, MD, A. W. Semmens, and P. B. Rudge, to constitute the Sanitarium Health Food Co., a meeting was called of the persons in question, for the purpose of organizing and proceeding to business.

Twenty-Five Sovereigns

Business was moving rapidly; through the Sydney cafe our health foods were becoming more generally known; the factory was reducing its indebtedness, and calls were coming in from everywhere. Our own people were becoming more interested in reform principles, and were agreeably surprised to see our cafe patronage growing. To celebrate the opening of the new addition to our dining room, we sent out invitation to all the churches to attend a meeting in the cafe on August 19, 1906. This was to be preceded by a dinner. About one hundred attended, and an all Australian health food meal was set for the occasion. After the meal a programme prepared by the workers followed, and it was at this meeting that the first donation to missions was made from cafe profits. Twenty-five gold sovereigns were handed over to Pastor Gates, then Superintendent of Mission Fields, who afterward wrote an article in the Union Conference "Record", from which we quote the following:

"A few days ago there arrived in Sydney a ship loaded with gold sovereigns for missions. It happened on this wise: The new extension of the Pure Food Cafe was dedicated in August 19. After an excellent dinner had been served to about ninety guests, all adjourned to the new room and listened to some good music and the reading of interesting papers by different members of the Cafe staff of helpers. At the conclusion of these exercises, Brother Fisher, the manager of the Cafe, read the following recommendation, passed by the Union Conference Council in Melbourne last September:—

SEPT 1905

"That we recommend our various conference committees and managing boards of our institutions to consider the advisability of giving each year, from the ordinary income of these conferences and institutions, a donation towards foreign mission work."

"Brother Fisher then stated that the Cafe family had been making an effort to carry out this recommendation, and that all had united in practising economy in various ways in order to save something for the island missions.

"At the conclusion of his remarks, he lifted a covering which concealed some object on the table, and revealed to the gaze of all in the room a miniature ship made of pearl-shell from keel to top-mast, loaded to its utmost capacity with gold sovereigns. On one of the sails was printed the well-known words, 'The isles shall wait for Thy law'. In an appropriate speech Brother Fisher, on behalf of the Cafe workers, presented this ship with its golden cargo to the writer for the use of the island missions. It was found that the value of the cargo amounted to £25.

"The suddenness of the surprise nearly took away the breath of the writer, but we managed to express our thankfulness to the happy-faced Cafe family for the handsome gift."

God's Way



(In reply to a question asked regarding the connection of the health food business and the Avondale School, Mrs. Ellen White gave the following reply during a Sabbath afternoon talk in the Village Church, Cooranbong, July 22, 1889.)

"The light given me is that it will not be very long before we shall have to give up using any animal food . . . We do not need flesh food at all. God can give us something else . . .

We can subsist on very much less than we think we can, if God's blessing is on the food; and if it is for His glory, He can multiply it. We need to understand that God is in the health reform movement. When we put Christ in it, it is right for us to grasp every probability and possibility. The health food business is to be connected with our (Avondale) school, and we should make provision for it. We are erecting buildings for the care of the sick, and food will be required for the patients. Wherever an interest is awakened, the people are to be taught the principles of health reform. If this line of work is brought in, it will be the entering wedge for the work of presenting the truth. The health food business should be established here. It should be one of the industries connected with the school . . . But everything that is done should be done with the greatest simplicity. There is to be no extravagance in anything . . . We need solid, well-developed workers in every line. The work must be solid. Just as soon as the helpers in this line of work are controlled by the Holy Spirit, the Lord will give them tact and intelligence in the manufacturing of foods, just as He gave the workers on the tabernacle understanding and ability. He will enable them to do the right kind of work in building up the tabernacle of the body."

—Australasian Union Conference Record, July 28, 1899.

Voted, That we request the acting managers of the School to join the officers of the Food Co. to provide a swimming place in some other part of the creek, also to insist on all bathers wearing trunks, this to come into effect at once. — Minutes November 26, 1899

Early Days in Australia

by Keith Adair, Assistant to the Managing Director

The first suggestions of operating a health food work in Australia came from Sister White in an address at a Camp Meeting held at Brighton, Victoria in 1893. She stated that the health food work would progress "if taken hold in earnest". The Church was so small in those days and there were many calls for money that the leaders did not have the heart to call for more and pondered how they could start.

1897 is a very important date in Sanitarium history. A small beginning was made by the importation of twenty cases of foods from Battle Creek comprising Granola, Gluten products and Caramel Cereal. There was little demand except from a few Adventists. In the same year on November 8th, E. C. Halsey landed in Sydney. He was a qualified baker who had worked under Dr. J. H. Kellogg at Battle Creek and had been called to Australia to commence the manufacture of bakehouse and other products. He left for Melbourne at the end of 1897. Records reveal that the St. George's Bakery was rented in Melbourne early in 1898. Manufacture of Granola and Caramel Cereal commenced. The workers endeavoured to sell their products with little money, little skill, and no market.

A review of activities in August 1898 revealed the project a losing one. A meeting was convened at which A. G. Daniels and W. C. White were present where it was stated that the business had lost all the money put into it, to date. The Brethren counseled with Sister White who surprised them by counseling that the health food operations be moved to Cooranbong and established there in connection with the new college.

E. C. Halsey transferred to Cooranbong in March 1899 to assist in the installation of bakehouse machinery and an oven in a sawmill which had been purchased in connection with the College operations and which stood on the site of the present factory buildings. The sawmill building was converted into our first real food factory. It was completed by the end of 1899. Records reveal that production started the same year.



Top: The Health Food Tent, Croydon Camp Meeting (Victoria) 1902.
Below: The original Warburton Factory 1927.

First Peanut Butter manufactured May 1899, first Granola June 1899 and first Caramel Cereal in June 1899. After initiating the Bakehouse products at Cooranbong, E. C. Halsey left for New Zealand on December 27th, 1900 and commenced bakehouse operations in a small shed which is part of the New Zealand story.

Today we have built on the expansion programme which was carried out in those early years. The acquisition of Grain Products Limited and the right to use the name Weet-Bix in 1929 materially assisted the expansion of the Company as up until then we did not have a malted biscuit. It is noted that the first Weet-Bix packets were printed at Cooranbong in 1929 which caused a considerable amount of overtime and eventually the necessity of three shifts on the Press.

As we study the early history of the Company and the efforts in later years up to the present we come to the conclusion that besides earning money for the Church the following primary objectives have been reached.

1. Church members have access to a wide range of foods consistent with denominational health principles.
2. There has been a positive health message given to the community which has in a striking way adopted our foods.
3. There has been employment for thousands of Adventists over the years since commencement.
4. Youth of the Church have had opportunity to earn a College education by finding part-time work in health food factories near our Colleges.

In retrospect we see an amazing transformation. From those early years of almost primitive factories and conditions, to the automation and electronics of the 80's, it is evident that God wanted the health food work to prosper, and, using human instrumentalities, He has surely led.



Top: Cooranbong Factory 1916.
Below: Melbourne Cafe.



The "Bun Truck" – early 1900's. Sydney Retail.

...methodical reports... of an expert specially trained for this kind of research...
 ...methods of forwarding specimens will be furnished by addressing...
 (State name)...

**LABORATORY OF HYGIENE,
 MEDICAL & SURGICAL SANITARIUM, SUMMER HILL, N.S.W.**

Why use Drugs for INDIGESTION and CONSTIPATION?

"GRANOSE"

Is essentially the Food for these Disorders. It is easily
 Digested when every other Food causes distress.

A PERFECT FOOD. Put up in Boxes or in Bulk.

SANITARIUM HEALTH FOOD CO., SUMMER HILL,
Sydney.

Or any of our Agents (see page 99).

ASK YOUR GROCER FOR IT!

An early advertisement.

Australasian Food Research Laboratories

by P. J. Roberts, B.Sc., M.App.Sc., Director

A strong research and development programme is an essential part of any progressive commercial enterprise today. This division of our health food company, located at Cooranbong, has grown from small beginnings in 1935 to a well equipped multi-disciplinary group of laboratories employing a staff of nearly forty people in 1985.

Activities in which our laboratories are involved range from the setting of standards for materials used in our company's manufacturing processes through to the development of new products suitable as additions to our company's range. We employ university graduates who have majored in chemistry, biochemistry, food technology or computing science and employ technicians and other supporting staff to assist these people in their work.

An analytical laboratory registered with the National Association of Testing Authorities provides nutritional data relevant to the complete range of foods manufactured by the Sanitarium Health Food Company in Australia and New Zealand. This information is made freely available on request to consumers, dieticians, doctors and others who have an interest in the nutritional composition of our foods.

A recently enlarged pilot plant allows our food technologists to study on a small scale, process parameters that aid our professional engineers in the design of plant to be used in the manufacture of new products.

Furthermore, the study of certain aspects of our existing processes leads to product improvements and economies that will be implemented in our factories.

The technical function that justifies the existence of our laboratories however, is not restricted to production related activities. Strong interaction between research and development, engineering design, marketing and retail functions is also necessary to the complex world in which we are now conducting our business.

The test tube and microscope are still symbolic of our establishment, but integration of this technically oriented division with the total activities of our company is occurring to a greater extent than ever before. Our collective aim – achievement of excellence in the enterprise with which we have been entrusted.



Top: The research centre at Cooranbong.
 Below: Peter Roberts and Keith Lindbeck inspect a new product in the Cooranbong Factory.

The New Zealand Story

by E. W. Grosser — General Manager, New Zealand

The Health Food work commenced in New Zealand with products imported from Battle Creek, early sales being made through the New Zealand Tract Society in Wellington and at camp meetings.

By 1901 there were merchants carrying a limited range of products in the principal towns of both the North and South Islands.

The first move into manufacturing Health Foods was in Christchurch when E. C. Halsey, who had previously helped commence the work in Melbourne and shortly after in Cooranbong, arrived in early 1901 to commence making Granola and Caramel Cereal in a shed on the then Sanitarium property. Production carried on here until 1908 when E. C. Halsey left on a visit back to the USA.

A Sanitarium shop was opened in Christchurch on October 22, 1901 which was relocated in 1903 in Cashel Street with a cafe opening in early 1908.

In the meantime a second Sanitarium shop in New Zealand was opened in Wellington in 1901 and a cafe in 1907 with Auckland's shop and cafe opening in late 1907.

In Dunedin a shop and cafe were opened in October, 1922.

The small factory in Papanui was transferred from Sanitarium control and in about 1909 or so the factory work was transferred to Wellington and combined with the cafe work until 1911 when it was closed down.

In 1917, F. Grubb was transferred from the Wellington cafe to Christchurch where he commenced a small factory behind the Cashel Street shop making Granola, Peanut Butter and Caramel Cereal. The Australian shipping strike of 1917 caused the brethren to realise that they should plan for a larger factory to supply the New Zealand market. A new large factory commenced operation in 1921 with further extensions in 1923/1924.

Distribution in those early days was through wholesale merchant houses until the Company commenced van selling direct to grocers in 1934.

The first Sanitarium factory in Auckland became ours when the Company in Australia and New Zealand took over the operations of Grain Products. In New Zealand they had one small factory in Randolph Street, Auckland, and another in Belfast Street, Christchurch, the latter being closed and merged with the Christchurch Factory at Papanui.

The Auckland Factory was extended in 1939 and completely replaced with the present larger unit at Royal Oak in 1960.

The Palmerston North Factory and printing operation opposite Longburn College was opened in 1952 and has continued to grow since then.

In 1964 the Head Office of the Company in New Zealand was transferred to Auckland from Christchurch and is now located at Royal Oak where the Company complex covers the Factory, New Zealand Wholesale Office and warehouse, and Auckland Retail warehouse and packing store.

Today the Health Food Department in New Zealand consists of three modern factories, a national wholesaling operation with four regional warehouses, and four retail branches operating eighteen shops.

As in Australia, a loyal group of workers has, over the years, seen the growth of the Company until, under God's blessing, it is a major food manufacturing and distributing organisation.

We recognise God's leading and blessing over the 84 years that the Health Food Department has operated in New Zealand and believe "we have nothing to fear for the future, except as we shall forget the way the Lord has led us, and His teaching in our past history".



Top: Auckland Retail and Cafe, 1924.
Below: Auckland Factory and sales staff 1936.



Top: H. Whitford, first NZ traveller.
Below: Papanui Rail Siding, mid 20's.



Palmerston North Factory – 1951.



Dunedin Shop.

Plant Development Division

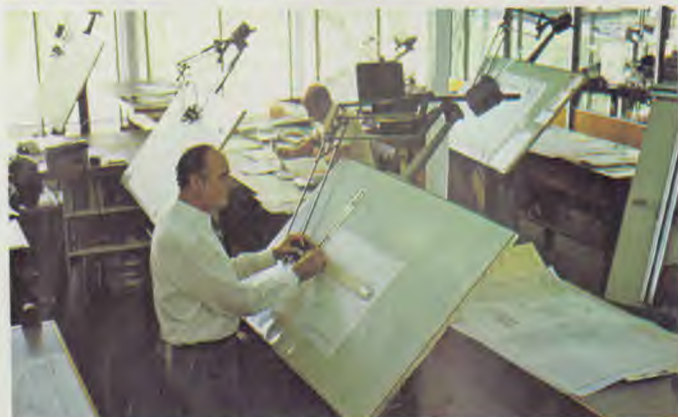
by Dr. Ivan Scale, Director

The Plant Development Division (PDD) is perhaps the least known branch of the Sanitarium Health Food Company. To some the name is somewhat misleading as it refers to industrial plant and not to the vegetable variety. Originally it was given the name of General Engineering Department but Mr. Tempest, the first Director, changed it to Consulting Engineers' Department. It remained thus until he retired when it reverted back to General Engineering Department again. In 1962 when the present building was constructed behind the Cooranbong Factory office it received its present name.

The PDD was born when Mr. H. C. Tempest, a lecturer at Avondale College, was called in the 20's to connect with its Avondale Industries, as the company's operation in Cooranbong was then known, to electrify the factory which was then powered by steam. Later he was assisted by Mr. S. G. Grubb who became the second Director in 1953 when Mr. Tempest retired. Since that time the Department has continued to grow and now the staff numbers approximately 25 with Dr. I. E. Scale as Director.

As a Head Office Department the Plant Development Division serves all branches of the company in Australia and New Zealand and Papua New Guinea. It has a well-qualified staff of professional engineers, draughtsmen, technicians and tradesmen who have dedicated their lives to the "Lord's work". They are involved with all the major engineering projects undertaken by the Company. In the well-equipped workshop, research and development projects are undertaken and equipment constructed for smaller branches. Plans are presently underway to extend the workshop and form a central construction team to carry out work for all branches.

Among the many projects the team is now working on, the automation of major factor processes and the planning for a fifth Weet-Bix line for the Cooranbong factory are two with high priority. In this age of new technology, it is the task of the Plant Development Division to keep abreast of new developments so that the Company can retain its place in the market and continue to fulfil its Divinely given charter.



Top: Ivan Scale; checking meters in the lab; back to the drawing boards.

In the Market Place

by J. T. Rattray, Marketing Director



Above: Lewisham despatch, Sydney. Below: A typical promotion. Right: Queensland display.



During the last decade, "change" has been the one constant factor that marketing has learned to expect. There is very little resemblance between the wholesale selling of today and that of yesterday. Indeed, grocery trading has shifted dramatically into the control of huge national chains and group warehouses.

This makes it necessary for companies such as Sanitarium to be able to adjust and skilfully negotiate on all levels of trading. In all states of Australia, New Zealand and Papua New Guinea, our representatives have over one hundred product items to sell, promote and merchandise. This is no small responsibility. It calls for careful time management by management and sales staff and efficient wholesale warehouse handling and despatching.

During 1984 the Wholesale Department sold and handled some 44,000 tonnes of Sanitarium products, representing a real growth of 11,000 tonnes over the last 10 years.

Keeping Sanitarium products on the grocery chain fixtures is a vital and necessary responsibility fraught with ever new challenges. We at Head Office with all the church membership should pay tribute to these key men who daily face this constant pressure and the increasing product competition from other companies in the food field. Importantly, their reputation within the trade is something of which we can all be proud. Frequently, hardened businessmen describe them to us as 'different'; 'men who can be trusted' and 'who can be relied on'. Surely this is how it should be.

But wait! We should pause to remind ourselves that this is how it has always been. For 80 years our beliefs have encour-



aged this high and respected standard which today we dare not lower at any cost.

It is good that Sanitarium still employs the kind of sales person that the pioneers would have been proud of.

Advertising is the key to modern marketing. Products that are not advertised are simply not acceptable to grocery retailers. The consumer of the 80's is conditioned to advertising in all of its tentacle like appearances. Television, radio, magazine, newspaper and point-of-sale (in the actual supermarket) – the amount of money spent in competitive promotion is high, but justified in that the products we want to encourage are being used in increasing quantities and enjoyed. There are limitations, of course, to what we can do both financially and in content. The often suggestive advertising of today is unacceptable for a Christian-based company to use. Sanitarium's Marketing Division acts as a watchdog on the material provided by various agencies so that its high standards continue to be upheld.

The progress and growth of the Sanitarium Health Food Company is, in a large part, due to the presentation and display of our products. Package design, attractive shelf arrangements, innovative store programmes, advertising that prompts people to look and buy, and the top-level trade negotiations and discussions all play their part.

And the future seems bright! Sanitarium's name and reputation as a community-concerned health food company are accepted by both the public and the grocery trade. Surely, this is due to the persistence of the pioneers, who laid the foundation and the standard that is still being built on with a great measure of success today.

Retailing

by K. B. Shinn, Retail Director, Head Office

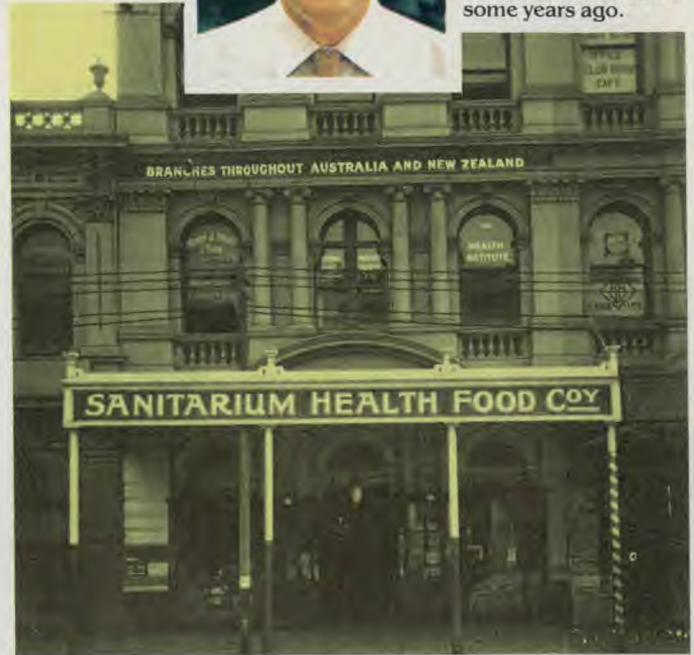


Left: K. B. Shinn;
Below from top:
Brisbane Retail shop
in the 30's; Melbourne
Retail Warehouse;
Claremont (WA) Show
some years ago.

Eighty-three years ago, in 1902, a small Retail shop was opened in the Royal Arcade, Sydney. This was the beginning of our Company's Retail activities. As the years progressed, vegetarian restaurants and shops were developed in all of the main cities of Australia and New Zealand.

During all these years of operating our Retail shops and restaurants, our staff have had many opportunities to communicate the Health Message of our church to the many millions of customers who have entered our shops. Many of our customers have been led into church membership because of their contacts with our staff. As people change their eating habits and way of living to a more natural life-style, our church can feel deeply satisfied that God has used His shops as an avenue to promote the health philosophy of Seventh-day Adventists.

Today, the seventy-two Retail shops situated in Australia, New Zealand and New Guinea, are still "the windows of our Company" to the public. Each staff member reflects some of the same dedication as did our pioneers of eighty-three years ago. The same challenges and difficulties that faced our shops eight decades ago, are really still with us today, but we have the assurance of knowing that God has led and is still leading the work of the Retail division of our Company.



Below: Hobart Shop (above) and one of Melbourne's shops.



Production/Manufacturing

by R. L. Rogers, Production Director, Head Office

The importation of twenty cases of health foods from the United States of America consisting mainly of biscuits, together with some Granola, Gluten and Caramel Cereal marked the birth of this department of the Church. While further consignments followed it soon became evident because of freight costs, duty and the staleness of the products upon arrival, that in order to succeed, the products would have to be made locally.

To this end it was decided by the brethren to invite Brother E. C. Halsey, a qualified baker who for some years had worked for Dr. J. H. Kellogg of Battle Creek to come to Australia and commence production at the rented premises of the St. George Bakery situated in North Fitzroy in Melbourne. Brother Halsey accepted the invitation and arrived in Australia on November 8th 1897.

Early records provide some information regarding the launching of this new venture. The Minute of the 22nd December 1897 record that action was taken to order from America for the Health Foods Agency.

- 1 x Biscuit Cutting Machine
- 1 x Granose Biscuit Press
- 1 x Peanut Sheller
- 1 x Peanut Blancher
- 1 x Peanut Mill – with handle

The action following was to ask the Medical Missionaries Organising Committee for a loan of £50 to commence the business.

Production commenced in Melbourne on January 27, 1899 when the first Granola was made. The following day peanuts were roasted and Caramel Cereal made. After renting the Melbourne premises for a period of twelve months the brethren decided to transfer the manufacturing operations to Cooranbong.

Warburton (top) and Carmel factories.



This decision was in keeping with the advice given by Sister White to establish there on the College estate. An additional incentive for this relocation was due to the fact that the struggling operation was losing money.

Production commenced at Cooranbong on the 29th May 1899 with the making of Peanut Butter. This was followed by two batches of Granola on the 16th June and Caramel Cereal on the 27th June. Bread and Granose Biscuits were made early July and by the end of the year Granose Flakes, Bromose, Nuttose, Wheatmeal Biscuits, Gluten Biscuits and Gluten Meal were also being made.

On the 27th December 1900 Brother Halsey sailed for New Zealand arriving at Lyttleton on January 11th 1901. In a small shed situated on the present Papanui property the production of Granola on the 22nd January 1901 marked the commencement of manufacture in New Zealand.

From these small beginnings a network of health food factories have been established throughout Australia and New Zealand. At the present time there are eight factories in Australia and three in New Zealand producing a wide range and large quantities of health foods in an attempt to meet the growing demands of the consumers. This year 1985 will be a further milestone for the Company with the commencement of production at Lae in New Guinea.

The present annual output for the Company is in excess of 36,000 tonnes – 22,000 in Australia and 14,000 for New Zealand.

While local production did not play a part in the initial launching of the health food work in Australia it has over the years played a very significant role in the operation of the Company. With the continued blessing of the Lord together with the faithful efforts of the staff the production departments of the Company will continue to fill this role.

Adelaide (top) and Brisbane factories.



SANITARIUM HEALTH FOODS

DEVOTIONAL . . .

From the Brink of Death

HERBERT STOEGER, as told to HEINZ HOPF

THE CROWDED BOEING 737 left the Angolan city of Huambo on time. We were bound for Luanda, the nation's capital. One hundred and twenty-six passengers were on board. As a former pilot, I always follow with great interest all aeronautical manoeuvres such as take-off and landing. Also I have a passion for reckoning increases and decreases in speed and estimating flight altitude.

When we reached an altitude of approximately 2,500 feet (762 metres), there was a loud bang, followed by a heavy explosion. The two stewardesses stationed near the cockpit were catapulted into the air. A bag of fruit and vegetables near me burst, and suddenly I was covered with a mass of pawpaw. The plane had been hit by a missile. In the middle of its ascent, it keeled to the left, threatening to crash. If we went into a spin at such low altitude it would prove fatal.

The explosion caused panic among the passengers. Many were refugees, women with their babies. "Uma bomba! Uma bomba!" they shouted in confusion. Children cried. Men jumped up from their seats. Their reaction was understandable, as they may have had in mind the fate of an aeroplane shot down in Lubango in November. In that incident all 126 passengers died, burned beyond recognition.

Looking out the window, I could see beneath us a marsh through which a river meandered in random fashion. In twenty to thirty seconds we were going to crash—unless the fuel in the wing tanks exploded, bringing us to an even quicker end.

For a moment I felt helpless. I could do nothing to save myself, nothing to check the fateful course of events. I realised that in a few seconds my life would be over, and I would know nothing until I would stand before my God.

As I asked God to forgive my sins and accept me into His kingdom, I became calm. I took my glasses off, for, ridiculous as it appeared, I did not want to die with my glasses on. Then I waited for the end.

On my African itinerary I had already visited Kenya, where I attended a congress of the Pan African Health Service, an organisation begun by the Seventh-day Adventist Church to assist in restructuring the church's medical and preventive medical work in Africa's hospitals, dispensaries, and clinics. While treatment of the many tropical diseases and prevention education will continue in all our institutions, we would like to demonstrate to our patients how to construct more healthful yet inexpensive dwellings, how to feed a family of ten on an acre (0.4 hectares) of land, and how to provide an affordable supply of pure water.

In countries such as Angola and Mozambique, years of drought have claimed thousands of children as victims. In addition, a recent cyclone in Mozambique completely destroyed the seed germinating in fields. Civil war has contributed to the number of refugees in desperate need.

ADRA International (Adventist Development and Relief Agency, formerly SAWS) is working with other international relief organisations to develop long-range assistance

programs to alleviate these problems. Part of my reason for having come to Africa was to coordinate these activities with governmental authorities and to lay plans for the relief programs. Now it appeared that in a few moments my life would be snuffed out in a plane crash.

While I was preparing to meet my Maker, the pilot, Dias Mirante, was able to stabilise the plane. Barely able to stay aloft, the plane seemed to slide more than fly toward the airport. When we made a perfect landing, the relieved passengers began to applaud. Their sense of relief was short-lived, however, because the plane did not slow down after landing, but raced uncontrollably along the airport's short runway. Because its flaps were not functional and its engines had no power, there was little that could be done to reduce the craft's speed.

Panic reigned again as we reached the end of the runway, bumping along for a few more seconds. There was a crunching sound as the wings of the plane apparently hit the concrete posts of the airport enclosure. We heard the sound of tearing metal as our bodies jerked violently forward, straining against our seat

belts. Suddenly the plane became totally dark, and the cabin began to fill with red dust.

For a moment I was paralysed with fear. Thousands of litres of aviation fuel would be spilling from the broken wings. Surely the plane would explode.

Instead, light flooded the plane as the emergency exit fell open. Springing through the welcome opening, I fell head over heels out of the wreckage, then dragged myself away from the plane's fuselage as quickly as possible. Blue smoke was rising from one of the engines. The other engine lay thirty metres away in a maize field.

As I hobbled up to the airport, a helicopter loaded with Cuban soldiers landed next to me. An officer pointed to the wreckage on the slope, asking if I had been in it. I pointed to heaven with my left hand. "A miracle," I said. He nodded and repeated to the others in Spanish, "Un milagro."

My African brethren who had accompanied me to the airport rushed out to meet me, weeping. When our plane had burst apart and disappeared in a cloud of smoke, they were certain we all must have been killed.

Although we were thanking God in German, Umbundu, and Kimbundu, our sentiments were the same. He alone had saved my life and the lives of all the passengers, twice protecting us from certain death. The God of old is still alive and cares for humanity. I know.

—Adventist Review.

YOUTH FEATURE . . .

The Name of Jesus

JEANETTE CAMERON

MY ARRIVAL at the isolated Solomon Island hospital posed a problem for the villagers. What should they call me? They called expatriate nurses "Sister," and missionary wives "Missus," but, being a medical technologist, I didn't fit into either category. For a while they alternated between calling me Sister, Missus or "the other one." Before long, though, they realised that I often seemed to be looking for people to take their blood, either for testing or transfusing. What name, they decided, could suit me more than "Laboratory" or "Missusie nali abu" (the missus who takes bloody)?

Names were also chosen in Biblical times for their special meanings. None was more carefully chosen than that of Jesus—a name chosen by God Himself to sum up the whole lifework of the Son of God and His relationship to mankind. Matthew 1:21 says: "Thou shalt call his name JESUS [margin, Saviour]; for he shall save his people from their sins."

God knew, you see, that Satan would gloat over our sins and insinuate that God would no longer accept us. He knew that Satan would discourage us from praying for others—that Satan would display their sins before us and urge us to believe that they were beyond redemption. And so God gave us a single word to cling to, to breathe in prayer—Jesus.

Jesus Himself emphasised the importance of His name to His disciples just before His death. Their faith would soon be shattered. Jesus

could not leave them unprepared; so He repeated the assurance of His name: "And whatsoever ye shall ask for in my name, that will I do, that the Father may be glorified in the Son. If ye shall ask anything in my name, I will do it." John 14:13, 14. "Ye have not chosen me, but I have chosen you . . . that whatsoever ye shall ask of the Father in my name, he may give it you." John 15:16. "Whatsoever ye shall ask the Father in my name, he will give it you. Hitherto have ye asked nothing in my name: ask, and ye shall receive, that your joy may be full." John 16:23, 24.

A little later we hear Jesus pouring His heart out in a special prayer for His disciples: "I will remain in the world no longer, but they are still in the world, and I am coming to you. Holy Father, protect them by the power of your name—the name you gave me—so that they may be one as we are one. While I was with them, I protected them and kept them safe by that name you gave me." John 17:11, 12, NIV.

From these texts we can see that the very name of Jesus gives us power—power over Satan and power with God. God is able to accept us now when we come to Him with "Jesus" on our lips.

Philippians 2:10, 11 tells us that a day is coming when "at the name of Jesus every knee should bow, in heaven and on earth and under the earth, and every tongue confess that Jesus Christ is Lord, to the glory of God the Father" (NIV).

For some, on that day, the name will be a shout of victory. For others it will be a cry of defeat and despair. Today may be your decision date. What side will you stand on? ■

Jeanette Cameron lives in Morrinsville, New Zealand. Her article was an entry in the Write Now competition last year.

Weddings

HARDERS—WATSON. Happiness permeated Miss Maud's Function Centre, Perth, Western Australia, on January 23, 1985, when Margaret Watson and Gerald Harders met to exchange vows and to pledge their lives and love to each other and to God. As Margaret leaves her work as secretary at the Western Australian Conference office to join Gerald in shedding the light of Christian love in the Narembeen community, we wish them continued happiness and God's blessing. L. J. Evans.

HUBER—DEAN. On February 3, 1985, a very pretty wedding was held in the Bendigo Seventh-day Adventist church, Victoria, when Susan Elisabeth, only daughter of Mrs Joan Dean of Bendigo, was married to Christof Eberhart, son of Mr and Mrs Theodor Huber of Melbourne. Afterwards many relatives and friends from far and near gathered in the church hall to enjoy a delicious meal prepared by the church ladies and to congratulate the happy young couple. We wish Chris and Sue God's richest blessings as they carry out His plan for their lives. J. P. Holmes.

JAKUPEC—HAUB. In an Edenic setting amidst the beautiful floral decorations at The Summit Yugoslav church in south Queensland, on January 6, 1985, Tim and Vick met together to unite their lives in holy wedlock. Since the Yugoslav Convention had just concluded in Brisbane, guests made the occasion a pleasant surprise, combining the typically European huge wedding with some Australian customs. We wish this young couple all the blessings Heaven can give as they settle in this beautiful corner of Queensland. S. Jakovac.

JOHNSON—PATRICK. By their marriage on January 27, 1985, Keith Norman Johnson and Zanita Faye Patrick united the callings of company director and occupational therapist, and linked Adventist families resident in Home Hill, Queensland, and Cooranbong, New South Wales. A large company of relatives and friends witnessed Zanita and Keith's commitment to each other in the Ladies Chapel, Avondale College, Cooranbong, New South Wales, and their desire to have God's blessing upon the home they are establishing in Newcastle. G. B. Scott, A. N. Patrick.

LEE—SIONG. Sunday, December 16, 1984, promised splendid weather for the marriage between Raphael Hock King Lee and Agnes Siong. In a simple yet beautiful garden ceremony in a private home in Hornsby, New South Wales, Sue and Raphael exchanged their vows—and what a happy couple they were! Many friends and relatives also celebrated the marriage breakfast with them with wonderful company and music and splendid food. May God grant them every happiness as they share life together. Agnes is the daughter of Fook Cheong Siong of Binatang, Sarawak, and Raphael the son of Septsun Oh Cheng Chua and Lee Chiew Jin of Singapore. T. T. Turner.

MCKENZIE—SCHULTZE. Love grew and resulted in a Christian marriage on Sunday afternoon, February 17, 1985, in our Dundas church, New South Wales. This wedding united the lives of John Robert McKenzie from Maldon, Victoria, and Robyn Schultze, a nurse at Sydney Adventist Hospital and formerly of Greymouth, South New Zealand. Friends and relatives came from all over Australia and also New Zealand to celebrate the happy occasion with Robyn and John, and to wish them God's blessing on their united lives as they establish a Christian home near Maldon in Victoria. K. R. Price.

MCKINNON—WILLIS. Friends and relatives from as far afield as north Queensland, New Zealand and Perth, Western Australia, filled the beautifully decorated historic Presbyterian church at Young, New South Wales, as on December 9, 1984, John McKinnon exchanged vows with his radiant bride, Leanne Tracy Willis. Afterwards we gathered at the Young Golf Club to celebrate their happiness and to wish them all the joy that united Christian lives can bring. As John and Leanne return to Avondale College to continue their studies, we pray that the Lord will greatly bless this young couple. F. J. Gorry.

MARTIN—CUMMINGS. On Sunday, February 10, 1985, David Martin and Patricia Cummings were united in marriage in the home of the bride's sister at Slacks Creek, Queensland. Relatives and friends gathered to witness the ceremony and wish them well as they walk life's pathway together. As they set up their home at Woodridge, may God guide and sustain them. R. W. Richter.

MATTNER—MADGWICK. On January 13, 1985, a radiant Christian couple exchanged vows in sacred matrimony in the first wedding in the new Glen Innes church, New South Wales. Craig Mattner, son of Mr and Mrs H. E. Mattner of Cooranbong, and Kaaren Madgwick, daughter of Dr and Mrs K. Madgwick of Oratia, Auckland, New Zealand, vowed undying love and loyalty before a happy gathering of relatives and friends from Australia and New Zealand. All wished them God's richest blessing as they set up a Christian home in north Queensland. I. G. Muir.

NEDELJKOV—EKLIC. At the Yugoslav church in Sydney, New South Wales, on Sunday afternoon, February 3, 1985, Dennis Nedeljkov and Helena Eklc united their lives in marriage. Helena is the only daughter in her family, and Dennis is the second eldest child in the Nedeljkov family. Both bride and groom have recently accepted the Lord Jesus as their personal Saviour, and have testified of their faith by baptism. We wish them much of the Lord's blessing as they establish their home in Sydney. S. Jakovac.

NELSON—MUNRO. In the historic Prospect church in Adelaide, South Australia, on Sunday, January 13, 1985, Lex Nelson came to claim his bride, Denise Munro. Lex, a public servant, is the son of Betty and the late George Nelson. Denise, who was transferred from Brisbane to Adelaide as a high school teacher, is the daughter of Dr and Mrs Lyle Munro of Sydney. Many relatives and friends were present to wish Lex and Denise a happy future together. J. T. Banks.

NORRIS—DASH. It was a great day, and a first for the Euroa church, Victoria, when Jean Dash and George Norris met to exchange marriage vows. Our little country church was overflowing with friends and well-wishers, some of whom had come long distances to be with George and Jean on their wedding day. The couple met on one of those "Coach Tours with Adventist Friends" some months ago, and are settling in Euroa to worship with our members there. Yes, February 10, 1985, will be remembered as the first wedding to be conducted in the church, and the commencement of a happy life for George and Jean. L. R. Burns.

RAMPTON—THRIFT. The clouds cleared and the sun shone down on the beautiful Lisgar Gardens in Hornsby, Sydney, New South Wales, on Sunday, February 10, 1985, where Lorin Rampton, family of Wollongong, and Susan Thrift, family of Warburton, exchanged vows of love and honour. They then met with many of the relatives and friends at Bobbin Head, where they boarded the MV *Hawkesbury* for a cruise and beautiful reception. We wish much of His presence and love to Lorin and Sue as they continue their nursing ministry in Sydney. T. A. Fischer.

ROBERTS—STANTON. On Thursday, December 27, 1984, in the Glenorchy church, Hobart, Tasmania, Ian Roberts and Wendy Stanton pledged their love together in marriage. A large number of relatives and friends joined the happy couple at the church and afterwards at the reception. Ian and Wendy have taken up residence in Sydney, where Ian holds a business administrative position. It is the prayer of all that their Christian commitment will be a witness wherever they go. L. C. McMurtry.

SANDERS—HEWITT. On Sunday, January 27, 1985, in the Avondale church, New Zealand, John and Olive united their lives together in the presence of God and a large gathering of friends and relatives. Jack and Ollie have chosen to establish their home in Auckland, and with family and friends, we wish them much happiness in the future. The writer was assisted by the groom's brother-in-law, Pastor Len Hay. G. R. May.

SHIELDS—LANG. Sunday, February 3, 1985, was the day of days for Christian Shields and Sharon Lang when they exchanged their wedding vows in the Seventh-day Adventist church, Mullumbimby, New South Wales. Christian is the son of Douglas and Rochelle Shields of Kadina, South Australia, and Sharon is the elder daughter of John and Barbara Lang, esteemed members of the Mullumbimby church. After a very pleasant reception at the "Willows" in a

beautiful tropical garden setting, the guests wished Christian and Sharon God's guidance, protection and blessing as they establish their home in the Northern Rivers District.

F. M. Slade.

SMITH—ANDREWS. It was unusually warm in Christchurch, New Zealand, on January 8, 1985, as Lionel Harold and Susan Jane met in the Ilam church to exchange their marriage vows. Lionel, a minister of the South Australian Conference, is the son of Pastor Lionel and Doreen Smith of Sydney. Susan is the second daughter of Ron and Shirley Andrews of Christchurch. A host of telegrams told of many in Australia whose thoughts were across the Tasman, with the many friends and relatives who gathered to celebrate with the happy couple. The groom's uncle, Pastor A. A. Godfrey, assisted in the ceremony. L. A. Smith.

SPERO—GIGLIOTTI. A large number of relatives and friends filled the Mareeba church, north Queensland, on January 27, 1985, for the marriage of George Spero and Tommasina Gigliotti. There was joy and happiness on the faces of these two lovely young people as they exchanged vows and pledged their love to each other. May God bless George and Tommasina as they set up another Christian home. L. G. Robinson.

Till He Comes

FRANKS. During the early hours of December 30, 1984, in her ninety-first year, Ada Pascall Franks, nee Thorpe, a dearly loved mother in Israel, passed quietly to her rest at the Parklea Homes at Blacktown, New South Wales. Sister Franks was born in Kangarilla, South Australia, on September 11, 1894, and during her long life she never lost her Christian hope. She served the cause in various capacities in teaching, nursing and as hospital kitchen supervisor for some thirty-six years. She is survived by her two children, Arnold and Lois (Bailey), and their families, also four grandchildren and one great-grandchild, also two brothers and sisters. At the Avondale Cemetery, Pastor H. W. Hollingsworth directed all to the great reunion day. A. H. Forbes.

JOHNSTON. Sister Doris Lancaster Johnston, aged seventy-five years, passed away on December 8, 1984, at the Royal Melbourne Hospital, Victoria, after a sudden stroke. Mourning the loss of their dear mother are Robert, Irene, Hazel, Glennis, and their respective families. Doris accepted the message under the preaching of Pastor J. B. Conley in the early fifties. Her conviction and faith in the Blessed Hope, along with many precious childhood memories are treasured by her family, who through the tears still feel secure in the hope of Jesus and His abiding love. After a service at the Greensborough church on December 11, Doris was laid to rest at the Springvale Cemetery until we see her again in the morning. K. W. Andrews.

MACFARLANE. Les Macfarlane, who died at Woodford, New South Wales, on December 28, 1984, was well known and widely loved in the eastern states of Australia. Les joined the SHF in 1938, giving over forty-four years of service, including eight years of ministerial training and practice from 1942-50. His widow (nee Lila Florence Clarke) also served the health food ministry. Children Heather (Mrs Dobson), Helen (Mrs Meyers) and David support their mother in her great loss. At Avondale Cemetery, relatives and friends assembled to hear again the promises from God's Word, wherein our confidence of an early glad reunion is centred. W. F. Taylor.

PEARCE. On December 20, 1984, we laid to rest our beloved brother George Pearce in the Walkerston Cemetery, Mackay, Queensland. George loved music and at Camp each year he would copy sermons and good music to share with those who couldn't attend. George was born at Gatton on January 7, 1914, and lived most of his life in the Mackay district at Eungella. He leaves to mourn, his wife Mavis and family (Stanley, Daphne, Keith, Gail, Nita and Harold and sixteen grandchildren). To this dear family we extend our

sympathy and encourage them to look forward to the happy reunion day when Jesus comes to claim His own.

R. J. King.

TONKIN. Constance Alice Tonkin was born at Pumbay Bay, South Australia, seventy-one years ago and passed away in Warrick Nursing Home, Adelaide, South Australia, on December 12, 1984. She was a devoted member of the church for over sixty years. We laid her to rest in the Centennial Park Cemetery in the sure hope of a glorious resurrection when Jesus comes again. To the three sons, Adrian, Colin and Robin, and daughter Jilda, we extend our sincere Christian sympathy. J. H. Wade.

WARD. On January 10, 1985, Sister Margaret Wood Ward was laid to her rest in the Karrakatta Cemetery, Perth, Western Australia. Sister Ward was in her seventy-third year. Our beloved sister came into the Advent message some fifty-three years ago as a result of the ministry of Pastor E. E. Roennfeldt. The hope of the soon coming of Jesus was given to the relatives and friends from the sure word of the Scriptures. Let us not sorrow as others that have no hope, but rest in the comfort of the sure promises of our Lord and Saviour, Jesus Christ. M. Tonkin.

WHEELER. Alma Isabella Wheeler passed away peacefully on January 29, 1985, in the Waikato Hospital, Hamilton, New Zealand, at the age of eighty-five. She had experienced a short period of illness, during which time she suffered two strokes. A service was held at the Hamilton Seventh-day Adventist church, where the writer was assisted by Pastor Lyn Weber. Sister Wheeler was laid to rest at the

Ngaruawahia Cemetery. She is survived by her seven living children and their families. Because of her faith in Jesus, we look forward to the resurrection when she will be reunited with her loved ones. A. Raethel.

WILLIAMS. Ron Williams of "Ophir Glen," New South Wales, slipped quietly to his rest at his home after a protracted illness, on Sabbath morning, December 8, 1984. Born in Hartly Vale, near Lithgow, on September 13, 1907, some seventy-seven years ago, Ron did not become an Adventist until he was twenty-four years of age. During his fifty-three years as a church member, Ron served the church as a Sanitarium Health Food worker, a deacon, and a church elder. He lived for his church and was much in demand as a lay-preacher. We offer our sincere sympathy to his widow and his three children, Peter, John, and Jenny and their families. Their hope and expectation is in the Lord, who said, "I am the Resurrection and the Life." K. S. Parmenter.

RETURN THANKS

Doris Watts of Port Macquarie, NSW, and the family of the late Pastor Albert Watts, also Mrs Hazel Waters of Maitland and Mrs Doris Crawford of Brisbane, sincerely thank all who offered their sympathy and support displayed in many ways at the time of the recent sad passing of a loving husband, brother, father and grandfather.

Edith Williams and family sincerely thank friends for the support, kindness and sympathy shown during Ron's long illness and after his death in December 1984. Please accept this as their personal thanks.

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June 2—Far North Queensland, including Atherton Tablelands, Cooktown, Barrier Reef—20 days.

June 2—Papua New Guinea via Far North Queensland—23 days.

June 14—Sunshine and Gold Coast—9 days.

Sept 8—Western Australia—25 days.

Nov 3—Tasmania—13 days.

For brochures, reservations and inquiries, contact: Ken Morgan, Aussie Express—Morgans Coachlines, 10 Benjamin Street, Newton, SA 5074. Phone (toll free) (008) 888 544, Adelaide callers 336 9444.

FOR SALE

Brightly painted teaching aids for programs, lessons, offering and attendance devices, or decorating purposes. For details (information, photographs), write Lorac Aids, 121 Newport Road, Dora Creek, NSW 2264.

FLASHPOINT

JOY TOTENHOFER
Assistant Editor



OVERSEAS SERVICE. A highly talented scientist and lifetime Sanitarium Health Food worker, Alwyn Wiltshire, with his wife Verna, is now on SOS to Westico Foods in Jamaica, where he is helping to develop the company's cereal range, using equipment donated and shipped to Westico Foods by the Sanitarium Health Food Company. Only a couple of years ago they also spent a year in South Korea, helping the infant food company there to widen its range and production of health foods for that country.

"THIS SHOP is the best thing that happened in Lae," a customer announced as she endeavoured to fit one more packet of Weet-Bix into her already-filled arms. Last November after extending our shop, we changed the "Lae Health Shop" sign and replaced it with "Sanitarium Health Foods PNG." Now the Company at last can be seen to be in Papua New Guinea. There are a lot of grateful customers around.

CAREER OPPORTUNITIES. At the close of 1984 the Sanitarium Health Food Company decided to update a brochure on career opportunities. A new brochure was available for distribution at the Youth Congresses held at Byron Bay in northern New South Wales, and in Perth, Western Australia, entitled *Career Opportunities with Sanitarium Health Food Company*. This resulted in quite a number of inquiries by the youth of the church. Brochures are still available from the manager of each branch in Australia and New Zealand, or from the head office of the Company at Wahroonga.

WINNER AGAIN! The Christchurch factory gardens have once again taken the honours, winning the North Canterbury Flour Milling Trophy and the A-Grade Factory Trophy in that garden-conscious city. Since it is a regular stop for all Christchurch tourist buses, there were well over forty busloads in the one day when the *Queen Elizabeth II* visited Lyttleton a few weeks ago. A great witness to all.

1984 SALES SUCCESSES. The New Zealand Wholesale branch was first in wholesale sales increases for 1984, while the Adelaide Retail branch took the honours among all the retail branches. Congratulations to these winners and to all who were involved.

SPACE PROBLEMS. Several of the SHF premises in recent years have become inadequate in respect to the volume of business which is currently being processed and handled by the Company. In order to solve some of these immediate problems and also plan for future expansion, the following action has been taken.

Sydney—To relocate the Lewisham operation. A block of land has been purchased in the Castle Hill Industrial Estate opposite the entrance to the Kellyville church on Windsor Road. Building construction is planned for commencement later this year.

Melbourne—A block of land has been purchased in Kilsyth (just off Canterbury Road), where it is planned to erect suitable premises to house both the Wholesale and Retail activities for the city of Melbourne. Construction should be under way before the end of 1985.

Launceston—A contract for the erection of a new warehouse to care for the growing needs of this area has been let, and the building is scheduled for completion before July 1, 1985. The new building will be situated at Prospect, Launceston.

Lae—Since the appointment of a resident manager in Papua New Guinea, the business of the Company has expanded rapidly, and it is now desirable that we have suitable premises of our own in which to operate. Land has been purchased at East Taraka on the outskirts of Lae, where it is planned to erect a building for both warehousing and manufacturing purposes. It is hoped that work on the building will commence in the near future.

Auckland—The storage of locally grown wheat and maize has been a problem for many years for the Auckland factory, as outside storage has been difficult to obtain and very costly. The problem has been solved with the erection of four steel silos, with a capacity of approximately 6,000 tonnes of grain.

ERIC FEHLBERG, now World Foods Service director for the General Conference, with many years of mission and SHF service behind him, will hold meetings of the World Foods Service prior to the General Conference Session in New Orleans. Delegates representing the Sanitarium Health Food Company will be: J. K. Bailey, from Brisbane; R. E. Butler, from Canberra; N. F. Sawert, from Cooranbong; E. W. Grosser, from Auckland; R. G. Windus, from Head Office, Wahroonga; K. B. Shinn, from Head Office, Wahroonga. They will also, while overseas, study in such areas as marketing, retail operation, machinery—factory and printing—as well as looking for new product concepts for future Company development.

COMPANY STAFF who have distinguished themselves through courses of study completed in 1984 are: John Menzies, Bachelor of Food Technology at Massey University, Palmerston North, New Zealand; Kenneth Myers, Master of Business Administration at University of Newcastle; Don Were, Diploma in Food Quality Assurance at Massey University, Palmerston North, New Zealand.

SOON TO LEAVE US—in early July after he retires—will be Alan King, currently Production Superintendent of the Cooranbong factory, who, with his wife, will head for Inca Union College in Peru, South America, to serve as an SOS worker and as director of the Industrial Department at the college.

FULL-TIME STUDY LEAVE for two health food men has been granted to Lynray Wilson of Brisbane and Kevin Harges of Perth to study for the Master of Business Administration degree. The Company plans that in future years, others who have the necessary educational prerequisites and who, with the Company, would benefit from further selected and assisted study, will have the opportunity to do so.

"FINALLY, BRETHREN . . .": Tact is the art of making a point without making an enemy.