

Register of the
Bruce M. Wickwire Papers
Collection 194

**Adventist Heritage Center
James White Library
Andrews University
Berrien Springs, Michigan 49104-1400
February 1999**

Bruce M. Wickwire Papers Collection 194

Scope and Content

The Bruce M. Wickwire Papers relate almost exclusively to the publishing work of the Seventh-day Adventist Church mostly from the 1970s with some materials back to the 1940s and forward to 1996. The material includes correspondence, reports, articles, policies and manuals, committee files, and departmental reports. Significant topics include material on various controversies and issues in the publishing work such as publishing house mergers, literature evangelists, Family Enrichment Resources, and the Merikay Silver and Proctor litigations. There are numerous other topics included such as histories of the publishing work.

Bruce Wickwire spent 39 years in the publishing work of the Seventh-day Adventist Church, beginning as a colporteur in 1941. In less than three years he became a Publishing Department Secretary, a post he held in various levels of the Church until his retirement in 1980. He was Publishing Director of the Far Eastern Division of SDAs and of the Northern European Division before moving to the General Conference of SDA, first as an associate then for five years as director where he had oversight of the entire publishing effort of the Church worldwide.

Arrangement

The collection is divided into three main sections—biographical, publishing, and photographs. The vast majority is in the second section. In this subseries are 11 subsections which corresponds to the type of material. This can be most easily seen by studying the following inventory.

Provenance

Bruce M. Wickwire donated these papers to the Andrews University Adventist Heritage Center in September 1998.

Use

All users of this collection will be required to complete the "Application to Use Unpublished Records," and to observe the regulations specified in the "Patron Agreement" and "Researcher's Code of Conduct." All records in this collection are open and available for research. Citation for this collection:

Box ____, folder ____, Bruce M. Wickwire Papers (coll 194), Adventist Heritage Center, James White Library, Andrews University, Berrien Springs, MI.

Bruce M. Wickwire Papers (Collection 194)

I. Biography

- Bx1 Fld1 "Wedding," article in *Columbia Union Visitor* on the wedding of Bruce Wickwire and Adele Dorland, Aug. 9, 1959"
 Personal Service Record of Bruce M. Wickwire, 1941-1979
 "Publishing Director Retires" [article on the retirement of Bruce Wickwire, in *The Publishing Fellowship*, vol.5 no 4, 1980]
 Obituary of Mrs. C. L. Wickwire, mother of Bruce Wickwire Edwin R. Palmer 1869 to 1931, "Publishing Secretary Extraordinary" [biography of Edwin R. Palmer] [3 copies]
 "Here and There" [article in the *Pochoantos Star Herald*, July 8, 1954 about the Wickwire's family]

II. Publishing Work

A. Correspondence

- Bx1 Fld 2 Letters of appointments received by Bruce Wickwire to various publishing jobs within the SDA Church, locally and internationally, 1945-1980 [81 letters]
 Bx1 Fld 3 Letters to/from Duncan Eva 1975-1979 [general publishing business, etc.] [51 letters]
 Bx 1 Fld 4 Letters to/from Duncan Eva concerning Southern Publishing Association, Review and Herald Publishing Association, and Pacific Press Publishing Association, 1978-1979 [20 letters]
 Bx 1 Fld 5 Issues relating to the merger of N.A.D publishing houses [17 letters]
 Bx 1 Fld 6 General Conference decision to reduce personnel in the Publishing Department, 1979-1996 [2 letters, 67 pages]
 Bx1 Fld 7 Wickwire to Neal Wilson re: Southern Publishing Association, 1979 [11 letters]
 Bx1 Fld 8 C. Roscoe Swan to Bruce Wickwire regarding the development of college curriculum for literature evangelists, 1981 [3 letters]

- Bx1 Fld 9 Letters concerning transactions with Concerned Communications [includes agreement between Review and Herald Ministerial Evangelistic Supply Center and Concerned Communications, 1978-1979 [15 letters]
- Bx 1Fld 10 Letters to/from Ronald .A. Appenzeller, 1987-1996 [suggestions, advice, etc. re: the publishing work [5 letters]
- Bx 2 Fld 11 Letters to/from Robert Folkenberg 1991-1997 [general publishing issues]
- Bx 1 Fld 12 Letters regarding the history and collapse of Family Enrichment Resources (F.E.R.)1995-1997 [21 letters]
- Bx 1 Fld 13 General publishing business [28 letters]

B. Historical Documents

- Bx 1 Fld14 History of the Home Health Educational Service of SDA. [by Bruce Wickwire -copy 1]
- Bx 1 Fld 15 History of the Home Health Educational Service of SDA. [by Bruce Wickwire- copy 2]
- Bx 1Fld 16 The Beginning of the Publishing work in the Philippines, by R. L. Odom
Proposed Merger Review and Herald Publishing Association and Southern Publishing Association [document voted on June 23, 1977, outlining the terms and procedures of the merger and the above organizations]
Report Regarding Family Enrichment Resources [report appeared in the [Columbia Union] *Visitor*, Feb. 15, 1997, outlining history, performance , and reason for failure of Family Enrichment Resources]

C. Ellen White on the Publishing Work

- Bx 2 Fld1 Articles, quotations, letters, etc. on the importance of the Publishing Work
List of Ellen White books currently in circulation [no date]

D. Writings

Articles by Bruce Wickwire

- Bx 2 Fld 2 "British Bookmen Meet" [on the meeting of British colporteurs in Swanwick, England, 1966
Appeared in *Northern Light* [paper of the Northern European Division]
"Perseverance" [brief article highlighting the beauty of literature evangelism in *The Literature Evangelist*, Jan/Mar. 1998]
"Publishing" [two articles in an unknown journal]

Notes by Bruce Wickwire

- Bx 2 Fld 3 Consolidation [motivational slogans]
Getting Things Done
Leadership is Servitude
Literature Evangelists in Large Cities
NAD Publishing "Whither Bound," 1980 [on the unfortunate situations of The Review and Herald Publishing Association, Southern Publishing Association and Pacific Press Publishing Association.]
No Work is More Important Than Yours [talk on the importance of colportering]
Publishing Department Director's Seminar [booklet consisting of program outlines, agenda, etc.]
Recruiting Literature Evangelists
Secret Weapons in Good Leadership [on the selection of recruits]
Suggestions for Coordination [12 ways of combining efforts of the colporteur with that of the pastor]
Bx 2 Fld 4 The Stanborough Press and Pacific Press papers [worksheets, notes, plans etc. prepared in an effort to obtain help for Stanborough Press from Pacific Press 1969]

Articles by Others

- Bx 2 Fld 5 "Adventister hit Forlagsfolk fran Europapa Jonkopingskonferens" [newspaper articles about the activities of Wickwire]
"Education" [two Articles by Elmer A. Robinson on the contributions of SDA education in the *Columbia Union Visitor*]
"Publishing Department Progress in the Southwest" [unknown author, no date]

- “Three Hundred Attend Publishing Convention,” by D.A. Roth [newspaper article on the annual convention of the literature evangelists of the Columbia Union Conference]
- “The Link,” by Richard L. McKee [on the importance of the publishing work and the 1986 Gallup Survey on how people learned about the SDA Church]
- Other news paper clippings featuring the work of Bruce Wickwire and the Publishing Department]

E. Publications

- Bx 2 Fld 6 *Adventist Review and Sabbath Herald* Dec. 8, 1977 [special copy on the fires of the Review and Herald Publishing Association]
- The S.P.A. Colporteurs' News Letter [one page news letter issued by Southern Publishing Association, Nashville, Tenn., May 28, 1919]

F. Manuals and Policy Statements

- Bx 2 Fld 7 Constitution of the Union College Literature Evangelist Club [no date]
- Bx 2 Fld 8 *Literature Evangelist's : Home Health Education Service: 1966*, [manual of the Columbia Union Conference of SDA.]
- Bx 2 Fld 9 National Home Health Education Service [policy of the General Conference Publishing Department, no date]
- Bx 2 Fld 10 The Adventist Book Center Handbook [no date]
- Bx 2 Fld 11 *The Gospel Seller: A Standard of Attainment Manual*, 1953 [manual on Christian salesmanship prepared by Bruce Wickwire for the Publishing Department of the Far Eastern Division of Seventh-day Adventist, 1953]
- In Consideration of Separating Trade and Subscription Literature in the Columbia Union Conference*, by Bruce Wickwire [no date] ^[2 copies]
- Quarterly ABC Internship Report Form*
- Bx 2 Fld 12 Publishing policy statements of the 1979 Annual Council

G. Committees

- Bx 2 Fld 13 List of General Conference committees on which
Wickwire was a member [no date]
- Bx 2 Fld 14 Lists of the various committees of the Publishing
Department, 1979

H. Minutes

- Bx 2 Fld 15 ABC Subcommittee, April 19-20, 1979
HHES/FHES Subcommittee, April 23, 1979
North American Division HHES/FHES Workshop,
April 9-10, 1979
Publishing Council, April 25, 1979
Publishing House Subcommittee, April 18, 1979
Regional Subcommittee, April 24, 1979
Subscription Literature Subcommittee, April 22, 1979

I. Reports

- Bx 3 Fld 1 Far Eastern Division of the General Conference
Committee [committee meeting held in San
Francisco, California, June 2, 1954]
Far Eastern Division Outlook, Vol 36, Feb. 1950, #2
[special edition containing the 1952 Division
Biennial Council report]
Far Eastern Division Outlook, Vol 39, Feb. 1953, #2
[several articles and reports of publishing
events in the Far Eastern Division]
Publishing Department Reports of the Far Eastern
Divisions: 1937, 1938, 1939, 1941, 1949
(2copies), 1951, 1952 (2 copies), 1953 (2 copies)
Report of the fourth National Convention of Philippine
Literature Evangelists, Oct 24-29, 1977 [2
copies]
- Bx 3 Fld 2 North American Division Editorial Council, June 27 to
July 1, 1974 [names of delegates, minutes,
papers presented, devotional talks, etc.]
- Bx 3 Fld 3 Literature Evangelism" [report given by Bruce
Wickwire, Columbia Union Conference, 1958]
Publishing Department Report, Oklahoma City,
Oklahoma Feb. 13-17, 1955
Publishing Observations: tracing the NAD Publishing
History Leading to Family Enrichment Experiment and
its Collapse

Report of the Columbia Union Conference Executive Committee, by Ralph Martin, Jan. 30, 1997
 [on the collapse of Family Enrichment Resources (F.E.R.)]
 Report of the Columbia Union Conference Publishing Council, Oct. 30-Nov 3, 1963
 Task Force Report re- financial loss in the Columbia Union

J. Statistical Reports

- Bx 3 Fld 4 General Conference Publishing Department report for the *Adventist Review* [no date]
 General Conference Publishing Department Report for the *Adventist Review*, by Bruce Wickwire, April 1980
Publishing Department Digest, 1972, 1979 [publishing news from around the world]
- Bx 3 Fld 5 Reports of meetings held in the Far Eastern Division by Bruce Wickwire
- Bx 3 Fld 6 *World Publications* [lists of SDA publishing houses, and publications of each publishing house worldwide, 1973]
- Bx 3 Fld 7 *World Publications* [lists of SDA publishing houses, and publications of each publishing house worldwide, 1978]
- Bx 3 Fld 8 Statistical Report of N.A.D. Publishing House Territory Realignment Committee, Dec. 4, 1977

K. Litigations

- Bx 4 Fld 1 Bob Tate and Jerry Higgs vs. Lola Akers [deposition by Bruce Wickwire]
- Bx 4 Fld 2 Merikay Silver versus the Seventh Day Adventist Church [deposition by Bruce Wickwire]
- Bx 4 Fld 3 Proctor vs. The General Conference of Seventh-day Adventists [deposition by Bruce Wickwire]
- Bx 4 Fld 4 Pacific Press legal cases [include letters, depositions, lawyer's reports, etc.]

III. Photographs

- Bx 4 Fld 5 Photographs from *Publishing Department Digest*
Publishing Leaders of the World Advisory Council, Oct.
1976 [from *Digest*, Dec. 1976]
Delegates to a Filipino publishing meeting, the largest
single publishing meeting in the history of the
church [from *Digest*, June 1973]