



*A Century of  
Christian  
Publishing*



**LOIZEAUX BROTHERS**

**1876 · 1976**



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and to the Spread of His Truth***

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1876

The one-hundredth birthday of the United States. The great gala event was the country's first world's fair-the International Centennial Exposition in Philadelphia, its huge buildings erected to display the nation's industrial progress.

Not much of that "progress" had reached the homesteaders of the thirty-eight-state nation. Kerosene lighted their lamps. The telephone was patented, but it would be many a day before it reached their homes. Yet great strides had been made since the time of the country's birth a century before.

While that centennial year was being celebrated from coast to coast with flags, fireworks, and festivities, in a small town in the state of Iowa a new century was begun by the spiritual change in the hearts of two brothers-Paul and Timothy Loizeaux.

The name *Loizeaux* sounds French, and it is just as French as it sounds! Yet it has become a household word in many Christian homes, not only in the United States, but indeed around the world. People who can neither spell nor pronounce the word correctly nevertheless know what it means-a publishing house devoted to the printing and distribution of sound Christian literature. Its history is the inspiring one of a divine call, yielded hearts, helping hands, and many evidences of the Lord's own presence and working. Today a stream of millions of Bible-study books pours forth to the four corners of the earth.

## *THE FOUNDERS*

Founded in Vinton, Iowa, in the year 1876, the firm is now observing its centennial. The two brothers who were the original moving spirits—Paul and Timothy—were named in faith and unknowingly prophetically by pious parents. Like their celebrated predecessors, Paul became the evangelist and Timothy the pastor. And like the original Paul and Timothy, these two recognized the importance of “books and parchments,” and made it the guiding policy of their lives to study to show themselves “approved of God, rightly dividing the Word of truth.” Throughout their lives they observed the apostolic injunction to “Give heed to reading, to exhortation, to teaching.” Fortunately, in their day the miracle of the printing press had arrived to give wings to words.

The spark which ignited the work was provided by a legacy of one thousand dollars “for the Lord’s work,” which proved a sufficient amount with which to purchase a printing press, type, and a few reams of paper. The gift enabled the brothers to move the seedling “depot” from a corner in Timothy’s home to a rented room, to set up the press, and to begin printing.

## *FAMILY ROOTS*

But we must go back a bit. These Loizeaux brothers were born in the town of Leme, Department of Aisne, in northern France - Paul Jacob Loizeaux on October 27, 1841, and Timothy Ophir Loizeaux on December 27, 1843. Their family was Protestant as far back as they knew, apparently from the very beginning of the Reformation in France, and the Word of God was read and honored in their home. To give the children the advantage of the excellent schools in what was the stronghold of French Protestantism, the family moved south in 18.50, settling in Ganges, in the Department of Herault, where

the father engaged in the silk business. When this industry declined, and another move was contemplated, the parents considered attractive inducements of the French Government in the newly acquired province of Algeria, but with spiritual values in mind, they decided instead to settle on some of the newly-opened western lands in the United States.

Late in May 1853, having purchased bedding and food for the journey, they sailed from Marseilles aboard the Norwegian three-masted "Prince Oscar," and sighted New York after forty-nine days.

"Oh, it seemed like Paradise to us children," Timothy recalled many years later, "as we gazed on the green wooded hills and the beautiful lawns of the forts along the 'Narrows' of the New York Bay as our vessel came through, skirting the shores."

### ***THE NEW WORLD***

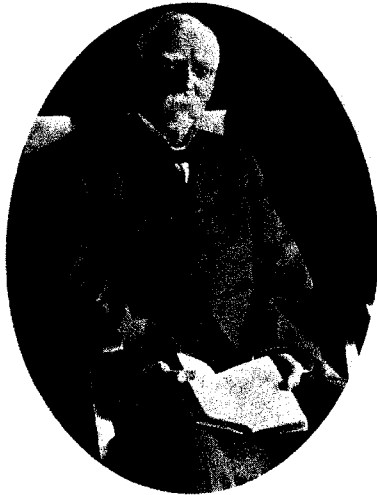
After a few days in New York, and a brief sojourn in Illinois, they settled on "a beautiful half section (320 acres-one mile in length by half a mile in breadth) of that Iowa rolling prairie land, so famous for its fertility, and only four miles from the incipient town of Vinton." There the family labored 'together to build a home and wrest a living from the land.

A few years later, when they could be spared from the heavy duties of the farm, Paul and Timothy studied and then taught at the Charlier Institute in New York City, a college founded by their uncle.

Returning to Iowa, Paul applied himself to good works. While in New York he had been active in the Y.M.C.A., the "Newsboys' Home," and some missions, yet he did not know the true gospel of God's grace.

Highly illuminating are his words: "I have been a most self-righteous man. . . . I sought carefully for the commandments of the New Testament, but the more I sought, the more I got into difficulty. . . . Then I sought baptism and the Lord's Supper; but after doing all, and living an irreproachable church

life, I got no peace. The 'rejoice evermore' I read was only a mockery to me. When I was baptized, I expected some mysterious change, but there was none; I wept at the Lord's Table but there was no peace; I prayed in secret and in public, but there was still no peace. . . ."One day he called on a sick man, and quickly introduced the subject of religion.



**PAUL J. LOIZEAUX**  
**1841-1916**

"Ah, sir," was the reply, "they used to tell me to do my best, and I tried and tried, until I found that there was no best to be reached. I was still the same poor sinner. Then I watched my instructors, and they failed so visibly to live up to what they taught and professed that I set them all down as hypocrites, and turned infidel. But here, read this."

He opened a Testament to Romans 3. Paul had often read it before, but now the declaration, "There is none righteous, no, not one," struck him with new meaning: "There is no

difference; for all have sinned, and come short of the glory of God; being justified freely by His grace through the redemption that is in Christ Jesus . . . whom God hath set forth to be a propitiation **through faith in His blood**. . . that He might be just, and the justifier of him which believeth in Jesus.”

“As I read,” Paul declared later, “the Holy Ghost opened my blinded heart, and I saw it all. Then and there, in that log cabin, I got what Cornelius got as Peter spoke the wonderful message, ‘To Him [Jesus] give all the prophets witness, that through His name whosoever believeth in Him shall receive remission of sins’ (Acts 10:43).”

His joy was unbounded. Swiftly mounting his horse, he went from house to house inviting his neighbors to meet him at the schoolhouse, as he had something important to tell them. Thus began his early labors in the gospel which were to mark him as a zealous and effective evangelist and Bible teacher.

But another crisis loomed. Though thankfully free from **condemnation**, Paul was more than ever conscious of **sin**. In his depression he turned more and more to the Word of God, devoting his whole time to prayer, fasting, and study of the Scriptures. With all his might he sought deliverance from his sinful nature. When his mother would knock at his closed door beseeching him to take food, he refused; he had heart for but one thing—the answer to the question, “Oh wretched man that I am! who shall deliver me from this body of death?” So the struggle continued—for more than a month.

### **A FLASH OF LIGHT**

Then one day as he was reading the third chapter of Colossians, the third verse suddenly stood out: “For ye are dead, and your life is hid with Christ in God.” Like a flash of light the truth penetrated his soul: “For ye are dead.” Aloud he exclaimed, “What a fool I have been in beating a dead man!” In such simple but convincing fashion was his soul set free,

from the strength of sin as well as from its *guilt*. Thenceforth these two great truths became the basis for all his service.

When Paul found peace, in his joy he immediately sought like Andrew to share it with his brother. Always the two had been close. Both had been converted; both had been licensed by the Methodist Church as local preachers. Both had striven in vain to find real peace.



TIMOTHY O. LOIZEAUX  
1843-1927

Meanwhile, Timothy had gone to Evanston, Illinois, to teach French at Northwestern Female College (later to become part of Northwestern University), planning at the same time to study for the ministry. Now letters went back and forth between them, letters Timothy shared with one of his students, his future wife, Anna Mabel Roberts.

One day Timothy stopped Anna on the stairs with a light on his face she had never seen before. "I have found it!"



he said simply, and she knew he meant the peace they had both been seeking.

From that day on there could be no doubt about it. Always and everywhere Timothy bore eloquent testimony to the finished work of Christ, the wonderful grace of God, and his deep peace and joy.

As for Paul, following his marriage to Celia Sanderson, he devoted himself passionately to preaching the gospel. North, west, and south he carried the good tidings of salvation through faith in Christ. After a protracted season of toil he would return home for a brief visit, often walking to save expense, but with heart rejoicing at the souls won for the master.

In the year 1870 at a Bible conference in Guelph, Ontario, Paul Loizeaux first came in touch with the group known as Brethren. There he met Mr. J. N. Darby. The influence of this man, and many evangelists who had gathered from different parts of Canada, greatly affected his future life.

### *THE STORY OF DANIEL MANN*

One immediate result of the Canadian tour was Paul's visit to the cell of Daniel Mann, a convicted slayer. The story of this criminal, converted under the very shadow of the gallows, became the record of a "miracle" of God's grace.

At Kingston, Ontario, while calling on the prisoners in the jail, Paul came upon Daniel Mann, under sentence of death for the murder of his prison guard, whom he had killed in an attempt at escape. Paul had the privilege of leading the convicted slayer to Christ, using the same third chapter of Romans through which God had brought such peace to himself a few years before. Sitting together in the cell they poured out their hearts in a joy that none but those who have experienced it can understand.

There followed a series of visits, when the two men pored over the Scriptures together. Mann was avid to learn all

he could of his new-found Lord, and within the next three weeks grasped divine truth to an amazing degree.

Bowing to the government of God that the death penalty was rightly to be visited upon the slayer of his fellow man, they made no effort to secure executive clemency. Paul and the prisoner spent the night before the execution together in praise, and in the morning, with heart torn between grief and joy, Paul returned from the prison yard, while Daniel joined the dying thief in the presence of Christ.

At the time, and while the facts were fresh in his memory, Paul wrote a tract which he called, *The Lord's Dealings with the Convict Daniel Mann*. At once it sprang into great demand, with millions of copies printed in the United States and abroad, and translated into nearly a dozen languages. It has been used in the conversion and to the blessing of multitudes of people.

### A NEW OUTREACH

Perhaps the spontaneous reception of this tract brought to Paul's mind the idea of establishing a Bible Truth Depot. Already, when he was still in Iowa, he had been receiving cases of tracts and books from England. Now he envisioned a field of broader service through the printed word, and so he placed the little stock of tracts and books in the hands of his brother Timothy, who erected shelves in his house. And thus from such humble beginnings the outreach of the present publishing house began.

Timothy became a gifted pastor, and devoted much time to this work throughout his life. But he gave his major thought and energy to the demands of the printing firm, often with great trial of faith and suffering of body, as he *was* the victim of attacks of asthma from early years. His constant prayer for his children was that they might know and honor the Lord, and though he had a large family of nine sons and three daughters, all but three of whom survived him, he had the

great joy of seeing each of them confess Christ as their Saviour.

When the small legacy which has been mentioned came to Mrs. Paul Loizeaux in 1876, she gave it to Paul and Timothy to start the "Bible Truth Depot." A room was rented, and Robert Sneed, a fellow Christian, was engaged to begin the printing. There was no formal dedication of the plant, but a wall motto, the first publication, served as the dedication of the press:

*"Unto Him that loveth us,  
and hath washed us from our sins in His own blood,  
and made us kings and priests unto God and His Father  
to Him be glory and dominion  
forever and ever. Amen. "*      Rev. 1:5,6

During those early years a number of tracts and booklets were printed-the C. S. Railway series (by Charles Stanley) for those who distribute tracts on trains, the Plain Words series designed for the unsaved, *Daniel Mann*, and *How To Get Peace*. Twice a week the families gathered at one home in the evening to fold and stitch tracts.

### **THE MOVE EAST**

Orders began to come from places as distant as New York, and soon letters from the East urged the removal of the work from Iowa to a site more advantageous from the standpoint of population and distribution. There was also an urgent invitation from Mr. M. Cathcart to take over the Bible Truth Depot in New York, which because of failing health he was not able to continue.

After much prayer and consideration, the brothers yielded to these requests, and in 1879 transferred both their families and the Depot to New York City. The thought of such a drastic change "caused no small stir in our midst," noted Timothy's wife, Anna, but they were happy to join in a venture which promised increased usefulness in spreading far and wide

the precious truths of God's Word.

Successive locations on lower Fourth Avenue were chosen: for two years at Number 96, until it was tom down to make room for a day nursery run by Grace Church. Then to a much larger store at 63 Fourth Avenue. In 1910, having completely outgrown those quarters, a move was made to 1 East 13th Street. Here were three or four times the space and all conveniences for the work: for compositors; for three presses, for a power cutter, and for the stock of printing plates, paper, and printed sheets. The store, office, and bindery were well lighted and cheery. But these quarters, too, in time became too small. Twenty years later, on January 2, 1930 the firm moved to 19 West 21st Street, where an Open House was joined with a thanksgiving service after the move was completed. There it remained for thirty-three years until March 1963, when Loizeaux Brothers followed the lead of others in "publishers' row" in leaving the noisy, crowded city for the relative peace and quiet of New Jersey, settling in Neptune, close to historic Ocean Grove and the Atlantic Ocean.

### *TIMES OF TESTING*

The early days in New York, while fruitful, were not without their testings for the venture of Loizeaux Brothers. The change from a rural western life to an eastern metropolis presented its problems, not the least of which was the expense sheet showing mounting expenses. But God was always faithful and never allowed the "meal and the cruse of oil" to fail.

Nevertheless, there were some close shaves. For example, there was one Saturday which required eighty dollars for the payroll of the employees. Now, eighty dollars may not be much, but in those days it could seem like eighty thousand when they did not have it! There was nothing to draw from in the bank; only a few cents were in the cash drawer. No letters with remittances waited to be opened; not a soul came in to buy anything.

So troubled was Paul Loizeaux that when luncheon time came he could not eat. Yet he could turn his heart in thankful praise to a faithful God for past mercies. Scarcely had he lifted his head, conscious of the peace of God abiding in his heart, when a messenger stood before him and asked, "Are you Mr. Loizeaux?"

"I am," Paul replied.

The messenger handed him an envelope. "I am to deliver this to you," he said, and left without waiting for an answer.

When Paul opened the letter he found in it a brand-new hundred dollar bill, accompanied by a note which read, "Dear Mr. Loizeaux, Enclosed find one hundred dollars for the work in which you are engaged. Please reserve for your personal use no less than twenty dollars." There was no name, and Paul never learned the human agency behind it, but he did know that after he had extracted the twenty dollars for himself, there was exactly enough left for the payroll!

Then there was the deliverance of the Depot from fire, an act of divine mercy which P. Daniel Loizeaux described as the most thrilling moment of his life.

At the time the Depot was located at 1 East 13th Street. It was one of those infrequent Saturdays when Daniel remained at home in Plainfield, New Jersey. Late in the afternoon he was called on the telephone by an employee who shouted, "Mr. Daniel, the Depot's on fire!"

Pausing only to reassure his father, Daniel took the first train to the city and arrived on the scene to find the street completely shut off by the firefighters. When Daniel identified himself to the chief, he was permitted to pass through the line, just in time to discover that the firemen were about to open the water tower on the building. Daniel appealed to the chief to make one more attempt to save the Depot, for the fire had started in the basement and lower floor of a women's clothing warehouse, while the Depot was on the second floor. Already the lower section was completely gutted, and when the floor of the Depot was chopped through Daniel gazed with horror

down at the raging fire below. But even as he looked it became apparent that the fire was being brought under control, and he had the satisfaction of watching as the flames died down, down, down.

He telephoned the good news to his father and then made his way to a city hotel to spend the night. On the following morning he reported the narrow escape to the Brethren at their service and a wave of thanksgiving went up to God for the deliverance.

When Daniel returned to the building Monday morning, on the street was a great pile of debris which the firemen had thrown out of the burned floors. As he gazed at the charred ruins the superintendent of the building said, "Mr. Loizeaux, I guess the Lord is with you still."

The employees were called together for a time of praise and prayer, and then Daniel, in his usual practical manner, said,



This Sight Greeted the Staff on Monday, April 21, 1919,  
After the Fire at 1 East 13th Street



P. Daniel Loizeaux Works with His Father, Timothy O. Loizeaux  
at 1 East 13th Street (circa 1915)

“Now, let’s get back on the job. There’s a lot of work to be done.” So they returned to the printing of the “Good News” of One who could deliver even “from the burning fiery furnace.”

### *NEW GENERATIONS*

Paul Daniel Loizeaux had been a part of Loizeaux Brothers almost all his life. He was only five years old when his father, Timothy, and his Uncle Paul (for whom he was named) started the little “Depot” in Iowa in 1876; just nineteen when he became his father’s assistant. Paul J. Loizeaux had sold his share in the firm to Timothy in 1904. Thus Daniel became the owner at his father’s death in 1927.

Some years later, because of his desire “that the purpose of the founders in beginning this service for the Lord and

His people shall continue in the mercy of God until our Lord returns,” Daniel relinquished his ownership and incorporated the publishing firm as a nonprofit corporation in 1945. Daniel and his brother Edward, who was treasurer, continued as active officers, and were directors with three other brothers: Elie, Alfred, and Parker. At this time the printing was separated from the publishing and sold to two of the employees. Although the equipment remained in the same premises, it was no longer a part of Loizeaux Brothers.

In February 1948, at seventy-seven years of age, and having taken steps to insure Loizeaux Brothers’ continuance in the Lord’s work apart from a single head, Daniel was glad to turn over the responsibilities of management to Elie T. Loizeaux, Jr., a grandson of Timothy, the third generation of the family to take the leadership in the business. Elie came from a business background with wide experience in industrial management, including plant layout and management, cost reduction, and purchasing. Like his forbears, Elie felt definitely guided of God to make this change, believing his previous positions had been divinely ordained to prepare him for his new responsibilities in the Lord’s work.

And so it proved to be. The new manager’s problem-solving experience was invaluable. Economies were made, business procedures improved, and gradually the financial picture brightened.

One of the most momentous single decisions of Elie Loizeaux’s leadership has been to move the Company out of New York City, where it had been for 83 years. With the exodus of neighboring publishers to the suburbs, its location on West 21st Street became part of the garment industry, with increasing costs and a sharp change in the character of the area, making it uninviting to staff and customers.

Several years of searching for suitable quarters elsewhere were unfruitful, until late in 1962 the present building at 1238 Corlies Avenue in Neptune, New Jersey, was suggested as a possibility. In a thrilling way the Lord led, opening doors,



providing unexpected solutions to every problem, and giving such evidence of His guidance in each detail that the Directors unitedly agreed this was God's provision. In addition to the Neptune building, the Bible Book Store in Asbury Park was also available, making possible for the first time the separation of the retail store from the publishing operation.

### *THE MOVE TO NEW JERSEY*

The move was a huge undertaking, compared to the one-railroad-car move from Iowa to New York in 1879, but it was accomplished in March 1963. One of the Lord's gracious provisions was the new staff. None of the New York employees decided to move with the firm, but a letter to the various evangelical churches in the Neptune area brought in a full complement of experienced workers.

The New Jersey location has been admirably satisfactory. One doubt proved unfounded: would missionaries, authors, and other friends drop in, as they had often done in New York City? There was no need for concern: the lure of the Atlantic Ocean, just a few blocks to the east of the office, and the charm of Ocean Grove, the historic century-old Methodist camp ground, prove a great attraction, especially for summer visitors, and just three blocks from the Company door.

### *THE HERITAGE OF TRUTH*

From the first, care was taken to send forth only sound doctrine in the many books and tracts printed. No place was given for any departure from the great fundamentals of the faith: the inspiration of Scripture, the deity and spotless humanity of our Lord Jesus Christ, His atoning sacrifice, the presence of the Holy Spirit, the unity of the Church, the second coming of the Lord, the eternal destinies of the saved

and the lost. These deep convictions have all been held and maintained unswervingly, not only by the founders but also by those who have succeeded them.

As the years have passed, the book ministry has progressed with much blessing. Many scores of authors noted for their spiritual gifts and devotion to the Word have been included on the Loizeaux list. Among those prominent in the first seventy-five years are: H. P. Barker, J. G. Bellett, John Bloore, Lewis Sperry Chafer, J. N. Darby, Anton Darms, F. W. Grant, H. A. Ironside, J. B. Jackson, F. C. Jennings, Bob Jones Sr. and Jr., William Kelly, LeBaron Kinney, David Kirk, Christopher Knapp, David Little, C.H. Mackintosh, J. W. H. Nichols, R. J. Reid, Samuel Ridout, Adolph Saphir, A. H. Stewart, W. Trotter, Reginald Wallis, Leland Wang, Tom Westwood; and Joseph Zacchello.

Understandably, some of these served their time and generation, and their books are no longer available. But many appear to have a perennial message, and today's readers are still according them a hearing.

Notable among them is C. H. Mackintosh, first major author of Loizeaux Brothers, whose *Notes on the Pentateuch* in six volumes has been continuously available from 1880 through twenty-seven printings. In 1972 a complete one-volume edition was published under the title: ***Genesis to Deuteronomy: Notes on the Pentateuch***. Demand was so high that the whole edition sold out within a year and enthusiastic comments continue to come in. This interest led to the current one-volume edition of C.H.M.'s ***Miscellaneous Writings***, first published in 1898, now reissued complete, its eighty-six articles rearranged under seven general subjects, and retitled ***The Mackintosh Treasury***. It is significant that 1976 readers tell us: "CHM's writings give the best spiritual interpretation that I have ever read."

Contemporary with some of the above mentioned was Arno C. Gaebelein, whose ***Annotated Bible*** and other volumes came to Loizeaux Brothers only after his death, but continue to have a current ministry.

Four old-timers appear to be constant “best sellers”: A. E. Booth’s *Chart on the Course of Time from Eternity to Eternity*, Alexander Hislop’s *The Two Babylons*, William Irvine’s *Heresies Exposed*, and C. I. Scofield’s *Rightly Dividing the Word of Truth*.

Dr. H. A. Ironside, beloved pastor of Moody Memorial Church in Chicago for eighteen years, should be especially mentioned. He was the author of more than ninety books, pamphlets, and tracts, most of them published by Loizeaux Brothers. His writings include addresses or commentaries on the entire New Testament, the prophetic books of the Old Testament, and a great many volumes on specific Bible themes. He was closely associated with Loizeaux Brothers for nearly half a century, from his *Notes on the Rook of Esther*, published in 1905, to his *Expository Notes on the Prophet Isaiah*, brought out in 1952, the year after his death.

The written ministry of Dr. Ironside has been of great blessing to untold thousands of Christians, as well as bringing many to a saving knowledge of the Lord Jesus Christ. His incredibly widespread speaking schedule and his magnetic personality made many want to purchase his books, while his generosity and insatiable desire to put books into the hands of young preachers distributed thousands more. What would happen when his preaching days were over? Would his name—and his books—gradually fade from the scene?

Just the opposite has happened. That Dr. Ironside’s facility in making “the deep things” of Scripture understandable and clear was a God-given talent is evidenced by God’s continued blessing on his written ministry, with current sales far exceeding those in his lifetime and increasing annually. Although he wrote for the average reader, who finds his work invaluable for personal and group study, his commentaries are also used as textbooks by seminaries and Bible schools throughout the world.

Dr. Ironside was born in 1876, the same year as Loizeaux Brothers, so it is especially appropriate that this year sees the

publication of *Ordained of the Lord: H. A. Ironside*. It is the revised and largely rewritten biography by E. Schuyler English, long-time friend of “HAL” who gives a warmly human portrait in this fascinating life story.

## **THE AUTHORITY OF SCRIPTURE**

A striking characteristic of Loizeaux publications is the way in which they consistently utilize Scripture to explain itself, rather than citing human opinions. The authority of Scripture is evident in the many Bible references which throw light on other passages, letting the Word of God speak for itself.

Several titles have been selected for distribution by book clubs, proving of real encouragement to authors and publisher alike, though these books are not generally written for the mass audience.

Loizeaux Brothers has steadfastly avoided issuing a large list-not many new titles, compared with some of the more prolific companies-but a unique ministry that few others approximate, that of keeping in print many volumes of Bible truth and exposition, even after the first flush of demand has dwindled, a ministry that brings frequent letters like these:

“Books bearing your imprint have been a hallmark of spiritual blessings to me over the years.”

“Your books have helped us grow more than anything yet.”

“Please stand firm and don’t let anything liberal creep in.”

New writers have not been neglected. As some authors fade from the Loizeaux list, others appear. The past twenty-five years have seen the addition of noted contemporary writers-all immersed in one phase or another of the Lord’s work, whose ministry is multiplied through their writings. Lehman Strauss

has added a broadcast to his year-long itinerant conference schedule; J. Allen Blair combines conferences with his "Glad Tidings" radio network; Stephen F. Olford's Encounter Ministries includes Bible conferences here and abroad as well as his regular radio and television programs; T. Ernest Wilson, for forty years a pioneer missionary in Angola, has a full Bible teaching ministry; E. Schuyler English is well known for his chairmanship of the Committee for the revision of the Scofield Reference Bible; August Van Ryn is a revered Bible teacher and preacher.

Charles C. Ryrie and Renald E. Showers are seminary professors; Charles J. Rolls' association with Bible schools on five continents has given way to writing: he has completed five volumes on the names and titles of Jesus Christ. Preachers and Bible teachers published during the past quarter century include Harold Barker, Dale Crowley, Samuel Fisk, James Fraser, Neil M. Fraser, Donald Harris and Ronald Harris, Herbert Lockyer, William MacDonald, John B. Marchbanks, and Coulson Shepherd.

Several business men added valuable titles: Paul R. Alderman, Jr., Charles G. Coleman, Erling C. Olsen. Among the women authors are Mildred Krentel, Eva LeComte, Janie Lancaster McMinn, and Sara Margaret Wright.

There are more: names new to Loizeaux Brothers, authors of highly promising books currently in preparation, among them Cyril J. Barber, Douglas M. White, and Woodrow Michael Kroll.

Each of the Loizeaux authors is "special" -and so are their books. We could write pages about them-as in fact we have done in the 1976 100th Anniversary Catalog.

### *CHANGING TRENDS*

Missing from the new Catalog are the tracts, which have appeared in decreasing numbers through the years. Tracts

flourished in the early days of the firm, some of them having an amazing circulation in the millions: ***The Lord's Dealings with the Convict Daniel Mann***, by Paul J. Loizeaux; ***God's Way of Salvation***, by Alexander Marshall; ***The Reason Why***, by Robert A. Laidlaw; ***Safety, Certainty, and Enjoyment***, by George Cutting; some of them appeared in a dozen languages.

However, as with everything else, specialization came in. Loizeaux Brothers has concentrated on books of Bible exposition. Other companies have specialized in tracts, where full-color printing requires enormous quantity runs and often subsidized distribution. In some cases—as in all of the above-mentioned titles, other companies have also published them, and still have them available. So Loizeaux Brothers has practically phased out this portion of the ministry.

In addition to books, pamphlets, and tracts, during the years there have been several periodicals serving varied purposes, three for fairly lengthy periods.

***Messenger of Peace***, a small illustrated gospel magazine edited and largely written by Paul J. Loizeaux in its early years, has now been published without a break since 1879, although it has undergone periodic changes in appearance during its ninety-seven-year life.

***Help and Food***, only a few years younger than ***Messenger of Peace***, was started in 1883 as a monthly publication “for the household of faith.”

***Help and Food's*** 1,000th issue, published as a combined April/May 1966 number, provided a brief historical review, and an interesting sampling from issues throughout its years. As current editor, Paul F. Loizeaux, pointed out, editors were anonymous “in the old days,” but editorial succession included: F. W. Grant, Samuel Ridout, Paul and Timothy Loizeaux, P. Daniel Loizeaux, John Bloore, and A. S. Loizeaux.

Through the years the wisdom of continuing publication of ***Help and Food*** has been periodically reviewed. While readers are enthusiastic, their number is small, and those who fail to renew their subscriptions are many. Reason most fre-

quently given: "There are just too many magazines, I have too much to read." As costs continued to climb while readership diminished, it was changed to a quarterly after September 1968.

*The weekly Sunday School Visitor* was started in 1901, when there was comparatively little teaching material on the International Lessons available. However, by the 1940's many excellent teaching aids had been developed by fundamental groups devoted exclusively to Sunday school publications. As Loizeaux Brothers' purpose was to reach a much broader field, it was considered unwise to duplicate the far more voluminous Sunday school material then available, and publication of *Sunday School Visitor* concluded with the July 10, 1949 issue.

### FAITHFUL HELPERS

With increasing publication, editorial help was needed. A young woman in England was recommended, and invited to become a member of the staff.

Thus Miss Emily Farmer came from Colchester in 1907, and made her home with the P. Daniel Loizeaux family. She soon proved her solid Scripture knowledge and capable editorial ability, which proved invaluable during her more than forty years of service with Loizeaux Brothers.

The following year, in November 1908, she was "loaned" to Dr. C. I. Scofield, who was completing notes for the first edition of the Scofield Reference Bible. He had asked Timothy Loizeaux to recommend some man to check his notes, but as he found no *man* likeminded, Miss Farmer was chosen. "I was strictly limited to checking references for two days," she wrote, "then everything I saw."

One of Dr. Scofield's letters to Miss Farmer confirms this. "I beg to request that you will freely indicate to me anything in the editorial comment which you think contrary to the truth of God; or, if in harmony with that truth, which might be better said." And there were suggestions she made, some of

which he accepted, and changed his notes accordingly; others which he rejected, but carefully explained just why.

Many faithful and devoted workers have contributed to the Company's growth and progress through the years, often at considerable sacrifice to themselves, fully confident it is the Lord's work, and happy to share in it.

Since the start there have been some of the family involved. First, of course, Paul and Timothy. Then Timothy's sons-Daniel, for nearly sixty years; Edward for over thirty; Arthur for a short period; Alfred, in Baltimore, edited *Help and Food* from 1943 to 1959. The third generation has provided several. Daniel's daughter, Esther, helped during the summers while in high school, then became her father's secretary (1921-1927) until she married and moved to England. His son, Daniel A. Loizeaux, worked with Alfred Bigger on the press (1927-1940) before going to the mission field. Two of Alfred's sons have also served: Rutherford for a short time, and Paul as editor of *Help and Food* since 1960.

When Elie became manager, his brother and sister actively participated in the work, albeit in voluntary capacities: Daniel Clarke Loizeaux, an art director in New York, and Marie D. Loizeaux, editor of *Wilson Library Bulletin*, a professional journal. Some years later, when Marie felt led to resign her secular position to devote full time to editing and promotion at Loizeaux Brothers, Elie revealed he had been praying for this for ten years. She has been on the staff since November 1959.

A grandson of Paul, Ernest Loizeaux Lough, was a Member of the Corporation. The fourth generation is now represented on the staff: Peter Innes Bartlett, a great-grandson of Timothy.

## CHANGING TIMES

Some of the staff stayed long years with the Company. They saw the foot press give way to one operated by gas, later to electricity. Other machinery replaced their hand operations.





#### DAILY NOON SERVICE IN THE EDITORIAL ROOM

19 West 21st Street, early in 1930

(Left to right, standing): Emil Weinberg, John Bloore, William Bechtle, Albert Young, Henry Schnitzer, Alfred Bigger, Daniel A. Loizeaux, John Buschmann, William Schuder, John Rapp, Jack Young

(Seated): Edward M. Loizeaux, Ralph Bullman, Emily Farmer, Alice McDowell, Tillie Guessin, Christina Sturgeon, Henrietta (Guessin) Gould, Jennie (Calabrese) Young, Frances Mecca, P. Daniel Loizeaux

They remember the semi-formal manner of addressing supervisors: "Mr. Daniel," "Mr. Edward." (And of course their wives were "Mrs. Daniel" and "Mrs. Edward.") They watched with delight as books became more attractive, with colorful jackets, improved typography. They saw costs increase, and shared in the efforts to keep book prices within the means of the many Bible students.

Working conditions have changed drastically since "the old days," when six long days made up a normal week. "Wages" have become "salaries," and are more commensurate with secular scales. Fringe benefits for the staff have increased over the years-hospitalization and pensions are now a reality, as well as

longer vacations and shorter hours. Loizeaux Brothers has been fortunate in its staff ever since the beginning, having dedicated workers, almost without exception.

Joint publishing, which was quite prevalent up to the 1940's, had numerous pitfalls, books being issued under several different imprints simultaneously. Gradually this practice was phased out. Some recent experiments in cooperative publishing, on a more conservative basis, have likewise been phased out.

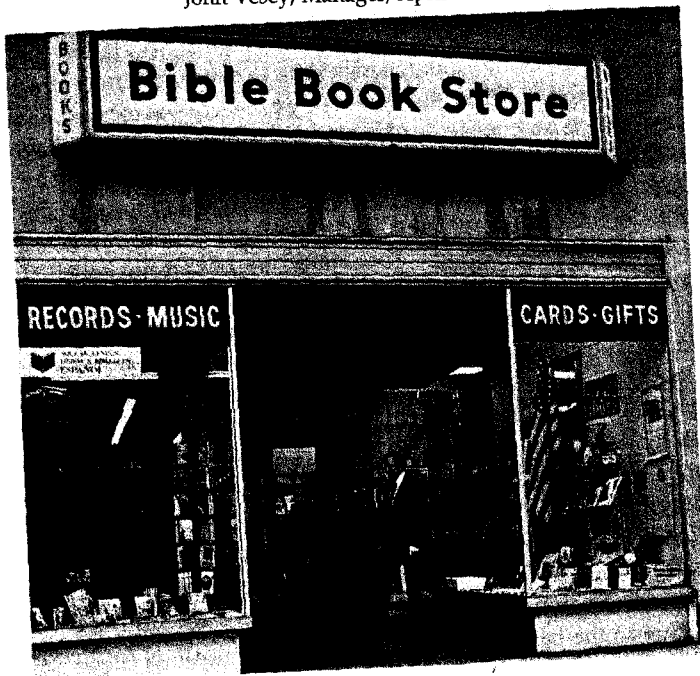
From time to time authors and customers have been perturbed by rumors that one or another publisher was "taking over" Loizeaux Brothers. These are based on fact to the extent that overtures have been made by half a dozen other publishers at various times over the years and until the present, but always Loizeaux Brothers has preferred to continue in its own heritage and identity. There also have been invitations to purchase other companies; one such acquisition was the titles and stock of Southern Bible Book House, which included works by Arno C. Gaebelien, E. Schuyler English and John B. Marchbanks.

The last quarter of Loizeaux Brothers' first century has seen phenomenal changes in the book industry. Publishing, as a channel for getting ideas into circulation, is vastly more far-reaching than the sum of its parts, particularly of its mechanical processes. Thus, with but few exceptions, large publishers have abandoned the actual printing and binding, contracting these instead to manufacturinghouses which are equipped for speedy economical production, and can keep up with the amazing advances in technology.

Distribution-the vital link between publisher and reader-is drastically different. People no longer go directly to the publisher for their reading; instead they visit one of the literally thousands of Christian bookstores across the country, where books of many publishers are displayed for their convenient and comfortable perusal and purchase. The rapid increase of these bookstores-each one a personal commitment to Christian ministry on the part of the owner or manager-has been thrilling to behold. The Christian Booksellers Association,



1 EAST 13th STREET, NEW YORK, circa 1929  
(Below) BIBLE BOOK STORE, ASBURY PARK, NEW JERSEY  
John Vesey, Manager, April 1976



which has been such a boon to these new bookstores, had 279 eager registrants when its first convention opened in 1950. Loizeaux Brothers was one of its 48 exhibitors then, and has participated every year since. In 1975 its convention attendance was over 5,000 with more exhibits than could well be visited in its four-day duration. Loizeaux Brothers is proud to sponsor its author, Dr. Lehman Strauss, as the daily devotional speaker at the 1976 CBA Convention in Atlantic City, July 11-15. Twice before Loizeaux Brothers was privileged to sponsor the CBA devotional speaker: August Van Ryn, in Miami Beach, 1961; and Dr. J. Allen Blair, in Chicago, 1966.

One of the important but little publicized features of the Loizeaux enterprise is its missionary endeavors. Several funds are available for channeling tax-deductible gifts: Free Tract Fund, Free Books for Christian Workers, Help and Food Gift Subscription Fund, General Contributions, Special Reprint Fund, Missionary Fund, and Building Fund. The latter was started with several spontaneous gifts to spur the Firm's move out of the city. When the New Jersey property was located, the fund was large enough for the down payment on the building, which has since been fully paid for. The Company also transmits in their entirety unsolicited funds earmarked for missionaries or missionary projects. Gifts to these various funds are acknowledged in *Help and Food* magazine, but are not solicited or otherwise publicized.

As a nonprofit corporation, Loizeaux Brothers is registered under the laws of the state of New Jersey to receive and distribute funds for evangelical Christian purposes, and "to engage in the printing, publication, or dissemination of Bibles and all kinds of fundamental evangelical Christian literature as distinguished from the type known as modernist or liberal Christian literature." The Federal government requires annual reports and frequently reviews the operations to assure that the corporation is restricting itself to its legitimate activities. The main limitation of the nonprofit status is that none of the profits may accrue to the benefit of any individual. Should a nonprofit cor-



MEMBERS OF THE NONPROFIT CORPORATION,  
NEPTUNE, 1966

(Left to right): Philip Carter, Ann (Loizeaux) Carter, Elie Loizeaux, Dr. Arthur Hil, Marie Loizeaux, F. Parker Loizeaux, Paul F. Loizeaux, David Gray, Daniel Clarke Loizeaux, Ernest Loizeaux Lough, Edwin Fesche, Charles Coleman

poration be terminated, any assets must be distributed through the channels specified in the By-Laws, or be transferred to another similar corporation.

When Loizeaux Brothers became a nonprofit corporation in 1945 its charter provided for the election of Members-interested Christians who subscribe to the Corporation's purposes and By-Laws, and whose interests or background may be of assistance. They are to the nonprofit corporation what stockholders are to a secular concern. There is an annual meeting, at which Members are apprised of the activities of the preceding year. Although, like stockholders, they have no duties, except the election of Trustees, they stand ready to advise when occasion warrants.

The 1975-1976 Members include: Norman Buchanan, Cap de la Madeleine, Quebec, Canada; Philip and Ann (Loizeaux) Carter, Scotch Plains, New Jersey; Charles G. Coleman, Arlington, Virginia; Edwin Fesche, Westminster, Maryland; David M. Gray, Middlebury, Connecticut; Dr. Arthur Hill, Shkrbrooke, Quebec, Canada; Daniel Clarke Loizeaux, Greenwich, Connecticut; Elie and Huldah Loizeaux, Deal Park, New Jersey; Marie D. Loizeaux, Oakhurst, New Jersey; Paul F. Loizeaux, Parkton, Maryland; William MacDonald, San Leandro, California; W. Ross Rainey, Plymouth, Michigan; David Scheele, New Providence, New Jersey; Donald Tinder, Arlington, Virginia; William and Mary Troppman, Neptune City, New Jersey.



LOIZEAUX BROTHERS STAFF, APRIL 1976

(Left to right, back row): Ray De Faria, Helen Johnson, Florence Frank, William J. Troppman, Debbie Frank

(Middle row): Berneta Wagner, George Kuttab, Gloria Drout, Maisie Trimble, Betty Gray, Peter Bartlett, Mabel Firestine

(Seated): Huldah (Pinder) Loizeaux, Elie T. Loizeaux, Marie D. Loizeaux

## 1876

As the United States celebrated its centennial of Freedom, Paul and Timothy Loizeaux first savored the true essence of spiritual freedom, delineated by the Apostle John in his Gospel (8:31-32): "Then said Jesus to those. . . which believed in Him, If ye continue in My Word, then are ye My disciples indeed; and ye shall know the truth, and the truth shall make you free. . . ."

The truths in God's Word that spiritually liberated Paul and Timothy Loizeaux they determined, in the will of God, to share with others. Thus began the ministry of publishing Bible-centered literature and distributing it worldwide.

## 1976

Yes, a whole century of the Lord's work at Loizeaux Brothers has been completed! A new century beckons on, if the Lord has not come for His own. Looking back. . . looking forward . . . the old hymn always sung at Loizeaux family gatherings still is the response of thankful hearts:

*We'll praise Him for all that is past  
And trust Him for all that's to come.*

## **AFTER THOUGHT**

How I wish that I had asked many more questions of many more people while they were here! If I had, this booklet would no doubt be considerably longer. . . .

But there are some delightful sources to which I am greatly indebted, especially *Sketches for My Grandchildren*, by Anna M. Loizeaux, penned in 1915, when she was seventy; and the unpublished "Outlines of Our Family's History," written by Timothy O. Loizeaux in 1908. Several relatives and former staff members have supplied helpful nuggets of information.

I have also borrowed some paragraphs-which seem well said and worth repeating-from "A Modern Saga of Pioneering with the Printed Page: The Story of the Bible Truth Depot," by David J. Fant, which appeared in the *Young People's Paper* of the American Sunday-School Union in June 1951, marking Loizeaux Brothers' seventy-fifth anniversary.

Marie D. Loizeaux