The Bulletin
of the Worldwide Church of God and Ambassador College

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Personal from Herbert W. Armstrong

(In flight 12/23/76)

Look, fellows in God's ministry, I'm going to really be frank with you. I've decided it's time to take up a number of things with you. I want a real frank heart-to-heart talk with you. Many, if not most of you, do not really know me personally.

First, we ministers do not decide of ourselves to call on Christ and say, "I've decided I am going to be one of your ministers. I've decided to CHOOSE YOU as my God, and let you be my God, and give you the value of my services."

Jesus said to His disciples, "Ye have not chosen me, but I have chosen you, and ordained you, that you should go and bring forth fruit" (John 15:16). But WHOM has Christ, the HEAD of the Church, chosen? The great — the mighty — the most able, the perfect? He was, above, talking to His APOSTLES — His LEADERS.

"For ye see your calling, brethren, how that not many wise men after the flesh, not many mighty, not many noble, are called: but God hath chosen the foolish things of the world, to confound the wise, and God hath chosen the weak things of the world to confound the things that are mighty" (I Cor. 1:26-27).

Fellows, I want to make the picture CLEAR. IF God today uses me to find grace and favor (which *HE* GIVES) in the eyes of presidents, kings, emperors, prime ministers and those in high positions (and perhaps I now know personally as many of them as any person in the world), it is GOD doing it by using me as His instrument.

But further — and this is THE MOST IMPORTANT: "Eye hath not seen, nor ear heard, neither hath entered into the heart of man, *the things which God hath prepared for them that love him.* But God hath REVEALED them unto us *by His Spirit* . . . YEA, THE DEEP THINGS OF GOD" (I Cor. 2:9-10). You could preach every sermon for the rest of your life on the above paragraph, and not waste your time. I'm coming back to that later.

But first I want to tell you a few things about myself — which some of you may know, but which probably NONE has seen in this exact light before. You've read in the Autobiography (*or have you?*) how at age 16 AMBITION was aroused in me. It was summer vacation, my first job away from home. I was working as a waiter in a fine old frame building hotel just a few miles outside of Des Moines where we lived. They served special dinners, and many came out on the interurban line for these dinners. The owner gave me almost excessive encouragement. I was destined, he said, for big things. I had unusual ability. He knew I was going to make my mark in the world. This generated great self-confidence.

For many years I looked on this as a superbly good thing. He aroused AMBITION — a desire for achievement, plus the WILL to pay the price. I knew it meant hard study, hard work, constant effort. I knew it meant I had to DRIVE myself, but he gave me a GOAL to shoot for — not a specific one — I just wanted to be SUCCESSFUL in life — to GET — to HAVE — to be looked on by other successful men (when I grew up to become a man) as successful. I never had a craving for MONEY, as such. I DID form a desire for the best things — QUALITY. I wanted my efforts to produce the BEST — quality. I wanted the best IF I could afford it, and I wanted to succeed so that I *could* afford it. Of course I was just thinking of MYSELF.

I felt that from that time on, my early life was an unusual one, and a successful one. But enough of that — for now. At 18 I chose advertising and journalism as my life career. I attended Quaker (Protestant) Sunday School, but at 18 dropped church attendance, and interest in religion.

But when God really CALLED ME, at beginning of age 35, and my first six months' intensive Bible study *opened my eyes* to God's TRUTH, and I went through the *initial process* of CONVERSION (a completely changed mind), having truly repented, turned from this world's WAY, turned to Christ as Saviour, RECEIVED HIS HOLY SPIRIT, and found the TRUTH was being REVEALED thru UNDERSTANDING of the Bible coming constantly bit by bit (but remember, the MAIN process of conversion is life-long overcoming and growing) — I came to see that what had been aroused in me was SELF-confidence. I had been oozing SELF-confidence. And now I found I had the WRONG GOAL — material achievement and financial success. My new and TRUE *GOAL* is summed up in I Corinthians 2:9, but with it, as I fully realized came first, was spreading the GOOD NEWS to others. Then, by June or early July, 1933, after six years of intensive, inspired, enthusiastic study of the Bible, getting doctrine after doctrine straightened out — getting them fitted TOGETHER into God's one OVER-ALL PURPOSE, learning what was the TRUNK of the tree of God's PURPOSE (I don't think I came to this until very recent years) — getting the twigs and smaller branches properly joined to the large branches, and thru them to the TRUNK (and I didn't finally arrive at all this for a long time) — after all this preparation, GOD COMMITTED TO ME HIS GREAT COMMISSION, to take His ANNOUNCEMENT MESSAGE — the Gospel of the KINGDOM OF GOD — to ALL THE WORLD.

He raised up the parent Church of the Philadelphia era thru me in August, 1933. The first broadcast of the KINGDOM OF GOD (shocking to listeners) went on the air October, 1933. The regular program that became The WORLD TOMORROW, started the first Sunday in 1934, and the first issue of The PLAIN TRUTH came out February 1, 1934.

But, during these years beginning autumn 1927, God caused me to see that SELF-confidence, and the AMBITION that had been aroused, actually is of the Devil. It had to be REPLACED by a NEW *GOAL* and a new *CONFIDENCE which is FAITH — reliance on CHRIST,* not on self. In those early years God gave great encouragement by many astounding miraculous answers to prayer.

I have learned a few lessons thru life I never forget. I learned a couple of principles from Bill Tilden, in the 1920s the world's greatest tennis player. One is "Always KEEP YOUR EYE ON THE BALL." In tennis, that means see the ball actually hit your racquet. When driving a car, "the ball" you must keep your eyes on is the road ahead of you, and the side roads as you approach them. Another: "Never change a winning game — always change a losing game."

I'm going to talk to you about that. God's Work was started out on a WINNING GAME. It grew an average of 30% per year for 35 years. But we have taken our eyes, to some extent, off the ball. We have changed the WINNING GAME. Not entirely, but too much so.

Take my SEVEN LAWS OF SUCCESS. The "ball" in this case is your GOAL — Law #1. The Seven Laws of Success mean you must never take your eyes off that GOAL. The GOAL is the WORLD TOMORROW — the KINGDOM OF GOD — *NOT* today's world, except as it leads to, and shows need for, THE WORLD TOMORROW.

Fellows, as a result of this, let's be honest and confess we have taken our eyes slightly off the "ball" — we have gone more into other things than "WHAT WILL LIFE BE LIKE IN TOMORROW'S WORLD?"

(Continued on page 269)

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of the Worldwide Church of God and Ambassador College

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December 23, 1976

Dear fellow laborers in Christ's Work,

I want to discuss local church matters with you in this letter, and most particularly, local church buildings, and local church activities.

I have had to address these two important areas within the past few weeks, and will be having additional discussions at various levels, plus inviting input from any of you who care to contribute as we move toward the resolution of some uncertainties which have arisen.

In some areas around the country, there are opportunities for the construction of local church buildings. In one case, the proposal comes in the form of a lease/option arrangement, whereby the Church would be only one organization utilizing the facilities, and would, by simple scheduling, share the facilities with other organizations. In another case, an elderly gentleman wishes to donate his property, with the express understanding that it is used for the construction of a local church building.

I will not go into all of the detailed ramifications of these (and several other) plans which have been advanced, or attempt to cover the legal, tax or financing questions here.

However, I am becoming more and more concerned about the complete overview from a policy standpoint.

I think most of you ministers know that my father had hoped for many years that eventually we could begin the construction of local church buildings. He had felt for a span of several decades now that the first such local church building should be, in respect for the history of this era of God's Church and its humble beginnings, to erect a church building near the site of the "parent church" in Eugene, Oregon. Finally, architect's plans were completed for such a facility, the properties were obtained, and we only were awaiting a state in the Work where such a project could begin.

During the early 1960s, we discussed various plans for financing large-scale projects such as the construction of up to six, eight, or ten such units (flexible facilities which would include areas for church services and Bible studies, basketball, volleyball, and other indoor sports, special Holy Day meetings [a small kitchen] activities and counseling rooms, first-aid room, lavatories, etc.) at a time.

We had discussed using a large corporation such as Del Webb or other national or international firm in a combined construction and financing package.

Always, some other priorities came along or the Work was in such a condition it was unable to launch such a program at the time.

As I look back in retrospect, I cannot help but wonder whether God Almighty has been trying to tell us something!

You see, I remember rather vividly (as none of the rest of you can) some of the incredible wrangles that took place over a piece of local church property following our move down to Pasadena in 1947. Read again that segment of my father's autobiography in which he discusses that little church building out at the end of an unpaved road just outside the western city limits of Eugene, Oregon. The original building was constructed by several members of the church and my father himself, and I well remember, as a boy, going over to the construction site, and watching the men working away with saw, hammer and nails. I distinctly remember the construction of the old "benches" in which the congregation sat. These were done by forming several chair-like braces and then nailing together lengthy (I think they were 14 to 20 feet long each) tongue and groove boards until you had a long, contoured bench completed. They were then stained and either varnished or lacquered, and these made up the total seating. Everything, including the pulpit, the outhouses (there were never any indoor facilities until many years later, until after we had left) and the board walkway were built by manual labor from the local church brethren.

Therefore, in a traditional and classic sense, this local church building was a tremendous example of the zeal and physical effort of the entire congregation, together with its pastor, who labored on the building himself with his own hands!

Subsequent years were to prove that this church building became a point of unbelievable contention, as a careful reading of my father's autobiography (Volume II) will prove. Always, it seems, there are those who begin to equate the possession of responsibility, power and authority with the possession and occupation of a physical property.

We all know that the very meaning of the word "church" which is ekklesia in the Greek, has been so perverted to supposedly mean the building as a church, rather than the body or the congregation which meets IN the building. There is no relationship or connection between the Greek word ekklesia and any building of any type whatsoever.

Actually, the congregation is told "ye are God's building!"

Personally, I was very much in favor of the project of local church building construction down through all the years I have described. On many occasions, when other priorities seemed to be shoving their way to the top, I would "lobby" for the construction of local church buildings, since I felt this would very greatly inspire and please the brethren, and would alleviate a great deal of

discomforture, inconvenience, and perhaps generate even a little bit of notoriety.

We all understand that there are many instances in which our brethren are forced to meet in dingy old halls, creaky old club buildings, out of date theaters, gymnasiums and smaller high school auditoriums, where oftentimes there are serious lighting and public address problems, parking problems and drafty, unattractive interiors.

We all could wish that each local congregation was able to meet in a cheerful, clean, brightly-lit and new environment which would have as many of the creature comforts as possible, and be conducive to a happy, cheerful setting and an inspiring environment.

But I am forced to think back. As I think over the entire span of history of God's people on this earth, there is a recurring theme I cannot avoid which keeps shouting at me from the pages of scripture.

You're way ahead of me--you all know about the story of Noah, Moses, Abraham, all the prophets, and most specifically the summary of these and other great men and women of the Bible in Hebrews the 11th chapter!

You all know what Peter says about being sojourners and pilgrims; about how the apostle Paul said he was "buffeted and had no certain dwelling place." You know about churches that met in people's private homes, as well as religious meetings which took place on the sands of the seashore, along rocky hillsides, aboard a boat, or under a tent.

One of the most inspiring experiences I recall was that Pentecost weekend in 1954, one year before I was ordained, when Jon Hill and I were asked to go up into the mountains of Colorado and preach to a collection of people from the mountain states who were gathered on a mountainous hillside underneath an Army tent on a piece of property owned by Dwight Webster.

We really KNEW we were "pioneering" in those days!

But all that has gradually changed during this age, as the Work of God has been progressively blessed with the addition of various physical facilities and tools with which to accomplish God's Work!

Still, I am having to ponder the events of the past many years which have gradually brought about a reversal of that trend, and seem to be indicating a new and different trend!

Again, you are way ahead of me. You know precisely what I am speaking of. Through the 60s and on into the early 70s, there was a flurry of construction taking place! We gradually developed a fabulous campus at Bricket Wood in England; and we purchased, cleared, developed and completed several festival sites in the United States, including those in Lake of the Ozarks, Mt. Pocono, Wisconsin Dells, and finally completed newer facilities including the large metal building, administration building and restrooms on the Big Sandy site.

And now look what God has allowed (or perhaps is directly intending?).

Due to an enormous number of circumstances not necessary to repeat here, the Bricket Wood campus is closed, and has been up for sale. (I will tell you that it now appears that the foreign interests which were negotiating for the purchase of the campus and even the American college which was interested, have both withdrawn their offers). We have also been attempting, through various avenues to dispose of one or two more of our festival sites for several years.

The whole character and nature of the Feast of Tabernacles has changed dramatically from those days back in the early 1950s when we all met, first up in Belknap Springs, then Seigler Springs in northern California, and then finally over in Big Sandy, first in the redwood building, then the second year in a slightly expanded redwood building, the third in the first metal Behlen building which proved to be too small almost from the beginning, and the next year about 8,000 strong in an expanded metal building which still proved too small, and which forced us to locate a second festival site in Squaw Valley, California!

As I try to maintain an "overview" of all of these trends, not only historically from the days of Abraham till now, but through the recent history of God's Church, from the earliest beginnings of this era until today, I cannot help but ponder whether God is trying to tell us something.

Therefore, I wanted to invite you into my thinking, give you the perspective I have from the way I view it, and tell you I will be conducting some serious investigations into the entire question as to WHETHER it is wise for us to begin construction of local church edifices at this time at all.

With regard to church ACTIVITIES:

I'm sure you can see how church activities and the subject of local church buildings fall directly into the same category. I told John Robinson, as I perused the letters both pro and con resulting from a questionnaire in the WORLDWIDE NEWS concerning the "Wrap-up" section, that I was very interested in the comments from all points of view about these activities.

You all have your own opinions, and it would be very instructive to discuss these and other questions with all of you in the next ministerial conference (when that becomes both necessary and financially possible).

I'm sure most of you recall a strong letter in the last Pastoral Newsletter (those who do not receive the Newsletter can certainly discuss this with the pastors who do!) about a minister's work load. While I agree with Mr. Ron Dart that there are many of you (I know of several who have actually been overworked to the point they have had to have physical checkups and be told by a doctor they need to "slow down a little"!) who are working HARDER than perhaps you should, I must, nevertheless, give full credence to the letter by Dan White

who described the endless series of social activities which seemed to devour most of his time, and the terrible lack of fulfillment and accomplishment he began to feel.

Remember, it was I who urged all you local pastors to become more "involved in community activities"!

By that I meant, and spelled out in some detail, that I would hope when a local disaster strikes, our own Worldwide Church of God ministry and congregation could be right out in the forefront trying to help flood or storm victims with food, clothing and shelter! We MUST fulfill the simplest and most basic of Christian duties incumbent upon us from the Sermon on the Mount!

By my terms "social involvement" I meant that each of our ministers should try to get to know some of the leaders of his community; drop by the local hospital if he has an hour or two on his hands and see if he cannot give some comfort and cheer to some lonely and afflicted people who would benefit by a sincere visit from a concerned person; get to know his local police chief and find out a little more from the inside about the crime patterns in his community; become an obvious pillar of strength and a model of hard driving zeal and energy mixed with tremendous faith and compassion, who would be admired and respected because of his tireless example in serving not only his own flock, but truly being a "man of God" who CARED!

One MAJOR program which I so thoroughly support and feel it is doing a simply marvelous job in reorienting and redirecting the interests and the goals of our youth is our Y.O.U. program!

But somehow, when you look at ALL of the activities spanning the entire panorama of the whole local church scene, you begin to become a little overwhelmed!

Perhaps it is only because I am seeing the whole pot pourri all together, rather than looking at any one given activity schedule in a smaller local church! However, I do want to issue this CAUTION concerning the problem of providing too many activities which tend to reorient a person's thinking INWARD toward the local congregation as a local "social club" and AWAY from the urgent and demanding necessity of doing the WORK, worldwide!

If a local pastor finds himself so involved in church socials, picnics, contests, fund raising drives, babysitting programs, garage sales, bake sales, attic sales, scrap drives, paper drives, auto washing projects, wood cutting expeditions, marriages, father and son socials, mother and daughter get togethers, teen socials, socials for the elderly, spokesmen's clubs, ladies' clubs, leadership development projects, he may find, like many beleaguered Ambassador College students in the past that he feels he is literally being "clubbed to death!" Not only will his own wife and family suffer (and there has been a very disturbing trend in that direction in a few cases of late!) but his PRIMARY responsibilities will suffer enormously!

Surely we can all remember the very REASON for the appointment of deacons in the first place? It was "not fitting" for the early

apostles to forsake their deepest and most demanding SPIRITUAL calling to do the physical work of serving during a meal or social occasion!

The basic reason for that church organizational decree was that the ministry could GIVE THEMSELVES unto "fasting and prayer!" As a ministry, we DARE NOT ever NEGLECT those two MOST IMPORTANT ingredients in our lives and in our ministry!

Unfortunately, there are only 24 hours in each day! Perhaps God had something in mind when He decreed it should be so. At any rate, if you find yourself unwillingly propelled along by an enormous schedule of extra-curricular activities which is quite literally hurting your ministry, and perhaps hurting your private life as well, then it is time to stop, take stock, and do something about it!

As an adjunct to what I have said above, I want to tell you that I wish to institute a policy at this time. That is the POLICY that no fund raising drives should take place for the purpose of local campaigns unless such monies are directed to headquarters to be allocated for campaigns to the church in general, or the world as a whole, and NOT kept in a local bank account to simply wait for that far off time a campaign can come to that local area!

I HAVE recently asked Mr. Dart to step up our campaigns in smaller, local church areas, as he mentioned to you in the last BULLETIN. However, I have come to understand there are any number of local bank accounts where money has been deposited following various fund raising drives in anticipation of a campaign or any other project such as local social occasions while we have problems (I can't begin to tell you how desperately many of the British feel we should keep the British newsstand program open, nor about their terrible financial hardship because of the manifold economic problems in Britain) which are going begging for attention!

Even with regard to a CAMPAIGN, fellows, we cannot become introverted, locally oriented, or turn in upon ourselves thinking the Work is only being done when we see it happening in our own neighborhood.

On the subject of income, I have repeated myself over and over again until I sound like a broken record that I DO REALIZE the broad majority of our brethren are "giving until it HURTS!" However, I KNOW that there still are any number who have simply quit giving, and as many of you local pastors know, even though we may carry some of these people as "members" (a new term is "inactive member") there are any number of people who have simply quit tithing and are disobeying this great financial law of God, and abandoning the Work of God!

What is their reasoning?

Obviously, they do not BELIEVE this IS THE WORK OF GOD, but are accusing that it is the WORK OF MEN!

When Jesus confronted the Pharisees over that same argument, it was to sternly indict them about the severe danger of committing an

UNPARDONABLE sin, if ever a human being attributed what was, in fact, a work from a Divine Source as being that from an evil or a Satanic source!

Remembering back sometime ago, I cannot but shake my head in disbelief as I recall an example or two where individuals whose very life's blood, whose every bite of food, thread of clothing, drop of gas, and physical and material benefit, had come directly from the tithes of God's people; meaning his SALARY was being paid to him from the Work, only to discover that he had begun to neglect his own responsibilities in giving as did the others give who PAID that salary!

Elbert Hubbard once said something to the effect that, "If I worked for a man, I would work for him. I would not work for him part of the time and against him part of the time. I would either work for him all of the time or I would not work for him."

This particular kind of hypocrisy is very difficult for me to understand. However, it is the hallmark of our times. There are millions of Americans who are ripping off their own companies, dipping into the petty cash box, abusing company expense funds and materials, and millions more who shoplift from the very stores in which they work.

But these are crooks, petty cheats, criminals and thieves--not the people and the employees of the very Work of GOD!

When I had to find, in a couple of instances in the past, that an individual who seemed to be laboring right here or somewhere in the ministry with the rest of us, whom you would assume was the proverbial sacrificing minister, charging off in the night to anoint the sick widows and lay hands on squalling babies, only to discover that he had begun to start little businesses on the side, withhold his own tithes, become concerned about material benefits, trying to put one foot firmly on the "safe" ground of "MAMMON," and keep the other foot shakily inside of the Work of God, I have to shake my head in dumbfounded amazement!

In conditions of warfare, whether on the military scene or the home front, this condition is either called treason or "collaboration." Those in the civilian areas of Europe who were found even moderately collaborating with an enemy were usually shaved, paraded down Main Street, and then shot by a firing squad if they were not beaten to death by an angry mob before they reached the wall!

How an individual could actually LIVE on the tithes of God's Church, and yet not himself give tithes and offerings above what is required; how a person could understand the steady stream of letters from the proverbial "little old widow" who sends her pennies in a shoe box, tells of sending you the extra six dollars she had saved to purchase a desperately needed necessity for her home, or how she had taken in some extra washing or had written off to one of the letter addressing firms to earn extra money for the Work, and still not tithe himself is beyond me.

Yet, in times past, we have discovered there are those whose insensate, brutish spiritual callouses are so thick that they, like the whore who commits her act, wipes her face and says, "I have done no evil," can be exactly like the insidious infiltrators of the book of Jude who were "spots on your feasts of charity, twice dead, plucked up by the roots," but who nevertheless were smilingly evident in the midst of God's own people and seemed to have no fear!

How any minister, for example, could be expected to stand up and preach a really POWERFUL sermon where his whole being and heart were obviously wrapped up in the Work of God and the desperate urgency to accomplish that Work, inspiring and encouraging and calling upon his people to sacrifice for that Work, when all the time he knew he was focusing on his OWN separate little bank account by withholding his own tithes and offerings, and was in fact directly STEALING from those people he served, is incomprehensible.

But there are other problems which need to be addressed. At various levels, there may be individuals who are making very dangerous assumptions when it comes to being completely faithful and honest with God in paying their full tithes!

If we begin to assume, because we are "the ministry," that since our lives are 100% dedicated to God's Work, and all of our time and energy is taken up IN that Work, for it is our very life--and then begin to reason our way around being the finest and the primary example of the faithful tithe-payer, giving a full 10%, plus offerings over and above that 10%, plus contributing to the poor fund, the building fund, and other funds as we are required, perhaps some would reason like this: "Oh well, maybe I should just assume that this particular night out with other leading members of the congregation or my closest friends is really 'part of the Work,' since we did discuss a half-way meaningful subject or someone mentioned the name of someone in the Bible once during the meeting. Therefore, since I don't have enough ministerial expense to pay for that meal, I will simply cut back on my tithes or offerings by a proportionate amount, and call it even. The money that I am spending would just go into headquarters and come back to me anyway, and of course I deserve the little extra, since I'm probably not paid enough anyway!"

In following this type of reasoning, some could begin to let down the bars and cut a few corners, and end up falling short of being the very finest and most loyal example to the congregation in the matter of tithe paying and giving of liberal offerings!

Even the Apostle Paul had to acknowledge that if he, after preaching to others, should commit the same sins he warned them against, he himself "would be found a castaway."

I am not going to scream "WOLF WOLF" to any of you concerning the overall financial condition of God's Work! Suffice it to say, we did enter into a very difficult period during the late summer and particularly right after the Feast of Tabernacles, and very large cash reserve losses were incurred which we have not yet recovered.

Mr. Ray Wright is going to hold open the year's end financial

statement until the first 10 days in January, because of a combination of the need to reach projected budgetary goals for the month of December and to come out in somewhat normal shape by the end of the year, and also because of the clogged and slowly moving holiday season mails.

I need to call upon all of you local pastors for your help so that you can UNITEDLY, from out of your pulpits, go before God's people and remind them of this situation, and tell them that they may want to consider taking a look at the entire ANNUAL AMOUNT that they have been able to contribute to God's Work for this year in the hopes that IF there are any, who though they may have been giving more or less regularly; may have given even a fairly substantial offering at the Feast of Tabernacles; may have been "tithing" as such, were nevertheless a little bit inattentive or forgetful on a few occasions, and might find with a degree of surprise that if they tried to balance their annual check book they would discover that even INCLUDING those Holy Day offerings, a small check now and then for the emergency fund or the building fund, that the total they have given to date would not come up to even 10% of their annual incomes! And, frankly, we all should be giving so much more than the required tithe in regular and special offerings that any questions of gross or net become irrelevant.

Traditionally in the past, nearly all of the leaders in God's Work have wanted to set the example of giving up towards THIRTY PER CENT of their gross income! Of course, that is not required, if we wish to argue the point about just what is really absolutely necessary from the point of view of the Word of God.

If I am any judge of the average local congregation, probably 80 or 85 per cent or even more of your people are doing a fantastic job, and as I have continually defended God's Church and preached to all here at headquarters and informed my father, that most are "giving till it hurts!" But for that other percentage, whether it is only one per cent, two per cent or ten per cent of any given congregation, you all need to realize that IF all of you will lock arms solidly together with me, and with each other, and will really hit this situation HARD in the pulpit this next week or so, and if we could make that figure for God's Church 100%, we may yet experience a healthy increase prior to the end of those first ten days in January which will at least help salvage, in part, the losses incurred.

This loss of anticipated income has severely affected some crucial programs. I will draw for you the following analogy after I tell you the disappointment and frustration experienced by many in England, as well as here at headquarters over the threat of being forced to discontinue the British PLAIN TRUTH newsstand circulation!

As I have told others, if I am standing in front of a burning building with a large fire hose in my hand spraying water as fast as I can on those flames, and someone somehow, either down at the pumping station, at the city reservoir, or over at the fire plug, either causes the water to run dry or causes the pressure to fall, then it is not I who have made some arbitrary "decision" to avoid putting out those flames!

If the well runs dry, where are you going to get more water?

If I had my way and could decide on some "policy" concerning the British newsstand program, then I would like to send two, three, five or even ten million dollars to Britain in any given year, and quite literally smash the nation over the bridge of the nose with a powerful warning message where no one would be left in doubt, even including large scale whole page ads in the national daily newspapers!

Some have thought in recent weeks that I made some heartless "decision" concerning the cancellation of the British newsstand program.

Nothing could be further from the truth! As a matter of fact I was sincerely hoping that if the Bricket Wood campus sold, we would achieve momentary respite, not only wiping out a very large indebtedness in Britain at the current time, but also keeping our newsstand program quite alive and growing, plus repatriating a little bit of those funds into the United States to help the picture here. Now it appears that this has not materialized, so we are back to home plate again, and it's ball three, strike two!

That's about it for now. As you can understand, these are serious and very involved subjects.

I exhort all of you, as fellow laborers at the front-line of God's Work, to join together at this time, telling your congregations of both the tremendous opportunities in the Work and the serious financial needs. Pray for my father and pray for me that God will lead us in leading His Work.

Your brother in Christ,

Garner Ted Armstrong

HWA PERSONAL

(Continued from page 258)

Just WHAT does the average member picture in his mind as to what it will be like in the WORLD TOMORROW?

WE, if called now, and if we make the grade, will be IMMORTAL — very God — members of the divine GOD FAMILY. Have we painted the picture, as it really is, BEFORE OUR MEMBERS?

No, I say we have not — fully. We have faulted, and I take first blame. BUT WE ARE GOING TO CHANGE THAT — IF YOU ARE 100% WITH ME IN DOING IT.

Talk about the glitter and glamor and the dazzling things of this material life, and we get people excited. But HOW MANY MILLIONS OF TIMES *MORE wonderful* will be the things God has prepared for us?

Take the 9th verse of I Corinthians 2: "... the things which God hath prepared for them that love Him."

WHAT ABOUT THOSE THINGS? Have we pictured them to the membership — and to the world — in their true colors? Have you ministers done this for the various flocks? I realize I, too, have fallen short in properly and *inspiringly* picturing these things in Plain Truth articles, and even in my campaigns in world capitals abroad.

Let me say more about that. The same verse says such knowledge has not come thru the eye nor ear, etc. — that is, to the human mind.

We are born with "the spirit in man" (II Cor. 2:11). That spirit empowers the human brain with INTELLECT. Brute animals do not have that spirit. That accounts for the VAST superiority of human INTELLIGENCE over animal. But, remember, the *spirit* in man *does not see*. The BRAIN sees, through the eyes — hears through the ears, etc. That spirit does not THINK — the BRAIN thinks. The spirit, which I designate as the "human" spirit, though it is NOT flesh, but SPIRIT, acts as a COMPUTER. As knowledge comes to the physical brain thru the eyes, ears, nose, mouth, sense of feel or touch, it is instantly "programmed" into the spirit, where MEMORY is retained. Otherwise, memory would not come back in the resurrection. With what body do we come in the resurrection? I Corinthians 15 answers Verses 35-38 show it is NOT the SAME physical body that dies. That body decays. Matter is subject to constant CHANGE, and to decay. SPIRIT IS NOT SUBJECT TO CHANGE. The very fact that we shall KNOW, in the resurrection, one another — "Ye shall SEE Abraham, Isaac and Jacob in the Kingdom," etc., etc. All this memory MUST be preserved in the human *spirit,* for the brain DECAYS.

Now man is born equipped with this *one* spirit. By it we come to have human intellect, and retain knowledge. The spirit, containing memory "programmed" into it as we program facts or knowlegde into a computer, gives the physical BRAIN INSTANT RECALL of these billions of bits of knowledge, so that the physical BRAIN may put them together in the process we call human REASON. Thus man THINKS in a manner animals can't.

BUT — and this is IMPORTANT — the human spirit records ONLY what is "programmed" into it. And that is limited to what comes thru the eyes, ears, senses of smell, taste and feel — all PHYSICAL knowledge. NO SPIRITUAL knowledge enters.

THAT IS WHY I Corinthians 2:9 says the things God has prepared for us — or, spiritual knowledge — knowledge of spiritual THINGS, knowledge of spiritual principles, spiritual values such as right and wrong, etc., etc., CANNOT ENTER THE NORMAL HUMAN MIND!

The world's GREATEST MINDS are *limited* to PHYSICAL KNOWLEDGE. That's why they say there is NOTHING *BUT* MATTER. Spirit does not exist. There is no GOD — for God is SPIRIT which can't be seen, or detected by scientific instruments. In a current issue of *Time* is a cover story titled "STARS — where life begins." But I know before I start to read it, everything written will be limited to PHYSICAL KNOWLEDGE, and equated and explained on a physical basis. The unconverted mind has but the ONE spirit, and is limited to the knowledge of the PHYSICAL. Such CANNOT know, nor can it enter their minds (hearts) the things God has prepared for US — WHAT IT WILL BE LIKE IN THE KINGDOM — AND DURING THE MILLENNIUM for humans then on earth.

"BUT," continues verse 10 (I Cor. 2) "God hath revealed them unto *US* ("us" here meaning converted Christians having God's HOLY SPIRIT) by His SPIRIT."

As the one "human" spirit empowers the human brain to intellect — to receive PHYSICAL KNOWLEDGE — so the HOLY SPIRIT, which "witnesses with *our spirit* that we are the children of God" (Rom. 8:16), opens the human mind to receive SPIRITUAL KNOWLEDGE — to comprehend spiritual things, facts, principles, etc., etc.

Now, even to minds which do NOT have the Holy Spirit, I believe we can, should, and MUST, try to impart more of an understanding of what God reveals to *US* through His Spirit, and through His Word, about what life will be like in Tomorrow's World and, in language they can understand, try

to picture to them the THRILLING, EXCITING, WONDERFUL conditions that will exist, to bring them to excitement about it — arouse them to *zeal* to help get this wonderful TRUTH to the world!

I think we must CONCENTRATE MORE ON THE GOAL AHEAD — the time of tomorrow's world during the millennium — how things will be for those humans not yet begotten of God — HOW the world will be under GOD'S GOVERNMENT. Also, how it will be for those of us who shall be IN THE GOD FAMILY — ruling earth's mortals under Christ, in the GOD FAMILY.

I am going to immediately start writing on those themes — for The PLAIN TRUTH, and for whichever medium we publish where the subject fits.

I call on all you ministers to STUDY this phase of God's truth more — fill your own minds first with more of this knowledge — THEN PREACH IT.

I think that compared to the general attitude of ENTHUSIASM, EXCITEMENT, and ZEAL over what is our GOAL and our part in GETTING IT TO THE WORLD that we OUGHT to have, that we are pretty much indifferent, dull of hearing, unenthusiastic. Let's GET ENTHUSIASTIC — *INSPIRED!*

With deep love to all,

Publishing

Editor's Note: Mr. Brian Knowles, after 11 years in God's ministry and 3 years as Managing Editor of the GN, has recently been appointed Managing Editor of *The Plain Truth* by Mr. Herbert Armstrong and Mr. Ted Armstrong. Here is his first report.

* * * *

EXCITING NEW EDITORIAL DEVELOPMENTS

Within the last few weeks a number of exciting developments have taken place in the Publishing Division. The last issue of the GN was December. After 37 highly successful issues, we are now transferring much of the GN content to *The Plain Truth* magazine — thus obviating the need for that publication.

More on that later. First I want to mention that after many years of faithful service as Managing Editor of *The Plain Truth,* Art Ferdig is stepping down from that post. He will continue to function within the Publishing Division as a Consultant. We're looking forward to working with Art in the development of this new PT approach.

Now back to *The Plain Truth* (not that what I just wrote wasn't truth!).

Beginning with the February 1977 issue, *The Plain Truth* will take on a new look, the principal change occurring in the *content.* To quote from a memo written by Garner Ted Armstrong, November 19: *"The Plain Truth* will, each edition, consist of no less than six to eight pages dealing specifically with world news in the light of Bible prophecy.... I will take a personal role in both assigning writing responsibilities as well as approving copy for this important section each month."

Not only will Mr. GTA be taking a more active, personal role in the PT, but Mr. Herbert W. Armstrong will also! In fact, he already has done so. *Very much so!*

I have personally spent nearly a dozen hours with Mr. Armstrong both in his office and on the phone concerning the planning of the February issue alone. He has gone over virtually every word of his own copy with me. In addition, Mr. Armstrong has taken a personal interest in the layout. In one case he asked for more space between the lines of the titles — and he *got* it! (It really improved the impact!)

We want to be absolutely certain that both Mr. Armstrongs are deeply involved in the planning, writing and editing of the new *Plain Truth.* All of us on the staff want to give them *exactly* what they want in every way. Cooperation is the way to make things *work.*

In addition to Mr. Herbert Armstrong's articles, those of Garner Ted Armstrong and the news/prophecy material (to be put together by Gene Hogberg), the new PT will contain a third major dimension: "The remainder of the magazine will be given over entirely to the essential structure of the present day GOOD NEWS, that is, strong doctrinal articles concerning the pagan holidays, the pagan doctrines, the basic doctrines of the Church, such as salvation, repentance, the Holy Spirit, baptism, the law, the Sabbath, the Holy Days, tithing, etc. Also Christian living articles . . ." (from GTA memo).

If we do it right — and we intend to — this threefold editorial package should represent a *powerful* reading punch for our readers. Of course, since we are planning a major newsstand thrust, we'll have to be a little more "clever" with article titles and wording, but *we're not going to "water*

down" the strong, frank content of the GN-type material! We hope it will come through just as powerfully as ever to those who have eyes to see.

Mr. Ted Armstrong said: *"The Plain Truth* will once again become the unique publication it once was in voicing a strong warning and witness message to dying nations just prior to the second coming of Jesus Christ. Its strongest and most insistent thrust will continue to be the day-to-day fulfillment of biblical prophecy. . . ." He went on to say: "We must not lose our uniqueness — the trumpet must give a clear sound."

The new PT will be unique among publications. We hope it will do a better job than ever before in getting the urgent message of the Gospel before the citizens of Mother Earth.

To make the new PT thrust even more effective, Mr. Ted Armstrong will also be doing a special series of five-minute spot programs for radio "highlighting the same type of copy we intend to see dominate the pages of *The Plain Truth,* i.e., today's news leaping to life in the light of Bible prophecy."

Also we are going to intensify our booklet chaining program in the PT. Most articles will be chained to various strong doctrinal booklets or to the Correspondence Course. John R. Schroeder, our man in England, will be responsible for this program each issue. He will also continue to chain all of our booklets and reprint articles to each other so that people will be led into increasingly strong material as God works with them.

The February issue, which will be the first "official" version of the new PT, will contain an article by Mr. Herbert W. Armstrong titled "Just What Do You Mean, Mr. President — Born Again?" *That* should attract some attention! In addition, he will be reporting on his trip to Southern Africa and also writing a long personal explaining in more detail much of the same material found in the co-worker letter of recent date.

Garner Ted Armstrong has an article titled "The Majority — Uncommitted, Unconcerned, and Unaware." It's designed to wake up the sleeping! His "GTA Speaks Out" feature will also be continued each issue.

Jon Hill, who has been writing up a Viking storm lately, will also be represented in the February PT. He is beginning an exciting new *series* of articles about Moses and Christ titled "A Tale of Two Prophets." It is very interestingly written and contains some good spiritual meat.

Gene Hogberg will report on his trip to Southern Africa. His article will be illustrated with many colorful slides taken this fall.

It looks like a power-packed issue and we hope it will only be the first of many such PTs! As Mr. GTA said in his memo: ". . . *The Plain Truth* must be our best possible product." With God's help, plenty of hard work, and your support, that's exactly what it will be!

— Brian Knowles

International Division

Greetings again from the International ministers and employees! We have some very interesting things going on throughout our many areas of the world. I have just returned from a trip and pass on the special greetings of the fellows in the Caribbean, British, French and South African areas.

On December 6th, Marion and I flew to San Juan, Puerto Rico for three days of meetings with the men from all over the West Indies. It had been 18 months since I was there with Steve Martin. At that time, the minister's wives all lamented the absence of our wives. They appreciate the opportunity to talk with a wife from H.Q. as much as the men appreciate talking with men from here.

We were also able to include three of the Spanish ministers from Pasadena. As you probably realize, quite a portion of the Spanish work is represented in Puerto Rico. Pablo Gonzales is still handling the Colombian area from there, as well as working with all the many Spanish speaking people in San Juan. I believe that it is now once a month that the church in San Juan is conducted totally in the Spanish language with the other three weeks being in English.

Mr. Flores, Mr. Barriga and Mr. (somehow it doesn't sound natural to call him Mr.) Mario Seiglie were present. Mario and I have banged elbows, and other parts, so many times on the basketball court that "Mario" sounds more natural. By the way, those of you who know Mario will be interested to know that he is getting married the early part of January to a young woman from Chile. But that is another story which Mario will be only too happy to tell.

We had three days of meetings with the men and discussed many of the situations they as ministers and we as a work face in these island nations. Visa problems are becoming more pronounced all the time. Nearly all of these small new nations are highly suspicious of their monolithic neighbor to the north. They don't want to be

"ripped off" as has often been the case in the past, and therefore prefer to have all jobs filled by citizens of their nation. Even a citizen from one of the other islands is not all that welcome. So Mr. Bass's planning for this next year has to take all that into account.

The overall growth throughout the area is quite good. Barbados has continued to grow as a result of the radio broadcast. The tiny island of St. Lucia is now offering us T.V. time and additional radio is available in other areas.

During the course of the meetings we ordained Victor Simpson. He is a Barbadian who graduated a year ago from Pasadena and has been holding down the fort while Carlos Nieto has been in college this year. The church here has around 250 in attendance, so the ordination was overdue.

Tuesday night we had a Bible study in San Juan with the majority of the church being present. Then after the meetings on Friday, we flew to Nassau, Bahamas so I could preach to the church on the Sabbath. There were around eighty at church which is pastored by Kingsley Mather. He also travels on alternate weeks to other outlying areas and leaves his church with a taped sermon from Pasadena.

The Bahamas, at least Nassau, are suffering from too much population which is causing a water shortage. A small sticker on the mirror in the bathroom asked for patience if there was a brief problem with having sufficient water. We were amazed at the duration of "brief." Our water went off at seven in the evening, during a shower, and came back on around seven the next morning. We were most thankful it wasn't off for a "long period."

Sunday evening we flew to England arriving in London about eight hours late due to fog and trouble with an engine on the plane. Following a board meeting at Bricket Wood, we continued on to Paris for meetings with the French speaking ministry. Mr. Apartian was present, following a campaign in Haiti. He was very excited about the totally unexpected turnout for the campaign. There were 1,500 people who came to hear him. The crowd filled the auditorium to overflowing and as I understand the U.S. ambassador to Haiti came only to have to be told there were no seats left. Something was worked out and later the ambassador personally requested the French magazine. You can never tell what will happen! The meetings in Paris went very well, but the problem of having to communicate with men through an interpreter is very frustrating. Also, while there we ordained Bernard Hongerloot who graduated last year in Big Sandy.

While we were in Paris, Frank Schnee and Colin Cato came from Germany to discuss the magazine and other developments in the German area. Bob Fahey also came to Paris to discuss current activities in South Africa and thereby saved me the need to take a trip there. I had about seven to ten hours with Bob covering things such as the registration of the work in Zambia and other African nations, along with plans for the further development of the work in South Africa.

Then before returning home on Sunday, I spent some time with Mr. Jackson in London. He still hasn't been able to move to Nigeria and apparently won't until the registration of the work in Nigeria is complete. He is working hard to have his part of the African work self-supporting by the end of next year.

Mr. Jackson and Abner Washington will be starting the first services in Ghana the weekend of December 25. The first church of God in Ghana will be in Accra with an anticipated 150 in attendance. Then January 8, the second church will begin in Kumasi with 50-60 in attendance. Nothing can be done in Nigeria until the registry is complete, but then Mr. Jackson feels we can start the first of the four churches he plans for Nigeria in this coming year. We are also planning for a church in Nairobi, Kenya in the near future. Obviously I spent several hours with Frank Brown as well as a couple of the other men while in Britain. We are still fighting the financial situation there, but Frank has some good plans afoot.

I won't take time now for Australia, Canada and other areas . . . I'll save those for another Bulletin.

— Leslie L. McCullough

Pastoral Administration

The news for this month is that we now have the 1977 plans for the area coordinators and are ready to begin a master plan for next summer's transfers and new church starts.

I think you all know that we established a new systematic approach to new church, transfer, and manpower planning in which we have all requests for next summer in by December 15. We then will have an area coordinator's meeting in late January or early February to discuss and to correlate the plans with a view to making the final decisions by

Passover. Then we will live with the results for the next twelve months before making any except emergency changes.

This system has been a real blessing for me because I've been spared the almost weekly, ad hoc new church requests and transfer recommendations that I was getting before. My problem was that I didn't have any frame of reference in which to fit those requests and no basis for making any decisions. By requiring that they all be submitted at once at the same time of year, it will enable us to take a good look at them *all together*. This way we can be sure that the most important requests are met first and that our manpower and financial resources are more properly allocated.

It's also been a help to the area coordinators because it's given them a chance to take an indepth look at their area and to talk to all of their church pastors about prospects for growth in the area. It's given us a much needed damper on impulsive requests and decisions and should result in a lot more personal stability and security for the ministry in general. As Paul said, let all things be done decently and in order.

Now to a question that is often raised: Should we ordain local elders when there is no special need for them? The answer is an emphatic "yes." In the church today, need should not be considered in the ordination of elders. If a man is not qualified, he should not be ordained even if there is a need. If he is qualified, he should be ordained. In the worldwide work there is definitely a crying need for more men who have had the laying on of hands and who have received the gifts of the Holy Spirit for the ministry. Merely because you don't have an immediate need in your area should not blind us to the long-term needs of the Church. Why not go ahead and ordain the man and let him begin to grow *in the ministry*? Who knows what the future may hold in growth? Also, we have an indication in the book of Acts that growth accelerated after that group of ordinations took place in the 6th chapter. Why not build your team while you can and be prepared for additional growth in the future?

It seems the only sensible thing to do to get ready for increased growth. With the changes that Mr. Ted Armstrong has announced in his recent member letter, you fellows may find your work load significantly changed 12 to 24 months from now, and since the budget is not going to allow us to have many new hires, we need all the help we can get from our local church elders.

There is bad news this month too. It's with regret that we must announce that we have recently revoked the ministerial credentials of Mark Salyer. It's our sincere hope that in the months ahead Mark will be able to get it all together and be back with us in God's service.

We'll be looking forward to seeing some of you in the Northeast sometime in January and in Charlotte on January 15th.

— Ronald L. Dart

ADMINISTRATIVE UPDATE

Ministerial Moves

We have now completed our first season of ministerial moves using commercial van lines and thought it would be good to review the results with you.

Overall, things have gone quite smoothly. Jennifer Hanway, our moving coordinator, along with help from Glenn Nice, has done a very fine job in developing the moving service function. She has built a fine relationship with the moving company representatives and has earned their admiration with her ability to keep things moving efficiently.

In the beginning stages Glenn did considerable work helping develop our preliminary policy and trying to make sense out of the I.C.C. regulations and tariffs which have to be as difficult and involved as eating tacos through a tennis racquet! However, all the while picking our teeth, we have developed a good understanding of the complicated regulatory information we are required to follow.

Sixty-three ministerial families made full moves, while 13 made partial or complete U-haul moves. Happily the average move has cost us less than we had anticipated. We used national average moving costs provided by the van lines in order to develop our transfer budget.

It's nice to know that our moves cost somewhat less than the national average. Several reasons make this possible. The foremost being the fact that a considerable number of men and their wives went to the extra effort of moving their own belongings. This required a good amount of effort, and we would be remiss if we didn't include a special thank you to each of those individuals because it helped the Work considerably, saving something like $25,000!!

Others reduced moving costs by eliminating some of their extra possessions and glamorous junk by holding garage sales prior to moving. This cut down considerably on extra weight (and consequently cost).

We found that storing furniture for those men in the field entering the Sabbatical program also

saved money because the *final* move usually covered less distance. It ended up cheaper to pay the storage costs and provide furniture for an apartment at college than it would have been to have moved the household into college and then back out to the new field assignment.

Acting on the advice of several large corporations who move thousands of employees, we chose three different van lines based on consumer report ratings and worked exclusively with them. The companies were evaluated by those of you they moved after each move. From this we have developed our own rating system in order to assign priorities for moves next year. The movers generally are all close in their overall effectiveness. If you moved this year (and one in four of you did), we hope you received the service you had the right to expect. We'll do our best to better the service next year.

One way we'll be attempting to do this is to produce a special booklet designed to provide all the information you'll need when you move. Also, material is being prepared to help you in buying or selling homes.

Thanks again for the cooperation we received from you as we developed the moving coordinator function.

Telephone Savings

Don Hooser sent in a suggestion that we're passing on because it could make a difference in the size of our telephone bill. Don suggested reminding everyone of the savings on calls made before and after normal business hours and on weekends.

If it is possible to save those calls up for scheduled periods when the telephone rates are cheaper, it would help out on your expenses and our overall budget. Thanks a lot, Don.

— Ted Herlofson

QUEST/77 UPDATE

It is a pleasure to be able to introduce Jack Martin's update on QUEST/77 with some personal comments about Jack himself. Fired by an insatiable desire to do God's Work, Jack has done an incredible job in his crucial management role of operations director for QUEST/77 (in addition to his job of circulation director for The Plain Truth).

Our publisher in New York, Mr. Art Murphy, formerly Vice-President of Time, Inc. — General Manager of Life, Business Manager of Fortune and Publisher of Sports Illustrated — has categorically stated that Jack's talent and temperament is ideally suited for the publishing industry, that he is highly respected by all of the professionals in editorial, circulation, advertising, promotion, and financial management, and that he is building the reputation of the Church as well as the Foundation by his accomplishments and personal relationships.

The success of QUEST/77, already predicted in the publishing industry, will be in great measure a tribute to Jack's ability, drive and dedication.

We appreciate him almost as much as do his three fine sons and lovely wife Pat!

— Robert Kuhn

* * * * *

After more than 18 months gestation, Ambassador International Cultural Foundation is now set to give birth to QUEST/77. Some page layouts for the first issue are already set and others will soon follow. Printing begins January 20th and mailing ten days later. Subscribers in the United States and Canada will be receiving their copies by mid February; overseas areas as soon as postal authorities deliver.

So much has taken place in the past few months and more has to take place in the next 45 days that my head is swimming . . . so, for my benefit as well as yours, let me bring us all up-to-date by discussing each function connected with the magazine.

Editorial

The articles for the first issue have been chosen. To give the right balance a tremendous amount of effort and discussion went into the final selection of manuscripts and graphics for our Premier Issue. We are confident that our readers will be more than pleased with the contents, particularly the lead article on the tremendous achievement of the successful American Bi-Centennial ascent of Everest (we own full magazine rights).

Recently an agreement was made with *Reader's Digest* that enables them to use suitable articles from QUEST, either as excerpts or reproduced in full. We will of course get full credit, putting us into the "big leagues" of publishing and worldwide publicity.

Bob Shnayerson (editor) and his team have produced their professional best to present the concept of human potential. Together with the creative skills of our Art Director, Noel Werrett, an exciting and handsome blend of graphics with quality text should produce an outstanding publication. The staff under Bob and Noel are all of high skill and they also have great enthusiasm and a tremendous desire to win.

Production

The printing of QUEST/77 will be done by Donnelley's, the world's largest commercial printers and a most reputable company. For many years now they have been printing some of the world's great magazines, including National Geographic, Time, Newsweek, Mademoiselle, Christian Life, US News & World Report, etc. They are more than pleased to have succeeded against stern competition in winning the QUEST/77 contract. The schedules and all production up to film is handled in Pasadena by our experts in Production Planning, Composing and Stripping, which are headed up by Roger Lippross. I have seen Roger in action with our New York staff and Donnelley's and there is no question that he is a true professional and recognized as such by all outside publishers and printers. Roger's energy and enthusiasm is only exceeded by his dedication to God's Work.

Advertising

We have also put together a fine Advertising staff under the direction of Phil Du Val. Let me at this time quote from one of the many articles that have recently appeared about QUEST. This article came from the business section of the *New York Times* of November 1st:

Philip L.R. Du Val, president of Harper-Atlantic Sales, will be leaving that post to join the already assembled talent that will begin QUEST/77, a new six-times-a-year magazine in February.

The magazine is owned by the Ambassador International Cultural Foundation that was set up by the Worldwide Church of God, a *communications-conscious* fundamentalist group. The church is headed by Herbert W. Armstrong and his son, Garner Ted Armstrong, the radio and TV preacher.

Mr. Du Val, who will be associate publisher and ad director, will be working with Arthur R. Murphy, publisher and former president of the McCall Corporation and publisher of Sports Illustrated, and Robert Shnayerson, editor and former editor in chief of Harper's and senior editor of Time.

The foundation, based in Pasadena, Calif., is looking for a magazine that is literary and action oriented "with a positive, forward-looking approach that looks ahead not behind," Mr. Du Val said, observing, "Those (the foundation people) people are in for the long term."

It is intended to compete with such thoughtful publications as Harper's, Atlantic, Natural History, Smithsonian, Psychology Today and Scientific American.

QUEST/77, which will become QUEST/78 at the appropriate time, "dedicates itself to revealing human greatness, and to doing so with wit, sensitivity and sophistication," writes Mr. Shnayerson in a promotion piece. He notes later that the magazine "relishes life and challenges despair . . . prefers character over notoriety, knowledge over fear, effort over sloth, integrity over compromise."

According to Mr. Du Val, who joins the team Nov. 22, the initial minimum circulation will be 150,000 with the ad rates based on a black and white cost per 1,000 of $12 and four-color cost of $18. The cover price will be $2 and the charter subscription, $9.

The circulation figure was accurate when written, but already we have moved our initial circulation rate base to a guaranteed 175,000 for advertising purposes. It certainly appears that Phil will hit his goal of 25 pages of fully paid ads for the first issue — an excellent work for a new magazine published by a heretofore unknown publishing company. Representative ads will include leading automobile, travel, arts, liquor, service and manufacturing corporations.

Circulation

This is an area in which we have relied initially upon consultants to develop our marketing approach. However, over the past few months Gene Hughes, who assists me here in Pasadena, has shown that he has great flair for circulation promotion and control. The way he managed our 600,000 October test mailing — which generated a spectacular response — brought this comment from Orlan Gaeddert, a widely respected authority on market research and direct mail testing:

I was retained to review all of the consumer marketing tests which were conducted prior to the launch of QUEST/77.

I found that all tests were thoughtfully planned and meticulously executed. They were carefully controlled and the results accurately interpreted in planning the launch.

It is a pleasure to see research of this calibre; it conforms to the highest standards.

Gene is now preparing to mail more than four million promotion packages to magazine readers in the U.S. The coordination necessary for all the pieces to come together at the right time in the right place is just incredible! Nothing pleases us more than to see Gene capably put all the bits together and he truly has earned for himself the position as Circulation Manager for QUEST/77.

Newsstand sales will be handled through the Curtis Circulation Company who are now gaining authorizations from stores throughout the country. We are planning to initially place 65,000 copies of QUEST/77 on newsstands.

Promotion

Full page advertisements were placed in the *New York Times, Chicago Tribune, Detroit Free Press* and the *Los Angeles Times.* These brought in an excellent response from advertisers and now Phil Du Val and his team are busy chasing up all enquiries.

The J. Walter Thompson organization who are handling QUEST/77 promotions have opened the door for us to have 60-second editorials on more than 400 U.S. radio stations. This is in fact a service to the radio stations, considering the quality of content, and consequently is put on the air free of charge. We, of course, get full credit. This will be a tremendous way of informing the public about QUEST/77. All it costs us is the expense of the tapes and their freighting to the different stations.

Circulation ads will soon be appearing in *Smithsonian, Natural History* and other publications. (These, too, are essentially without cost since it is done on a page-swapping basis. These, together with publicity campaigns in the press early in February, should ensure that A.I.C.F.'s venture into publishing is widely known.

A recent excellent article in Newsweek highlighted the Foundation (and indirectly the Church!) in connection with QUEST/77, and this is still two months before we launch:

The bimonthly QUEST/77, scheduled to appear next spring, calls itself simply "The Magazine of Excellence." It will offer inspirational text and pictures for affluent adventurers — including a sixteen-page takeout on "the theory and practice of bravery in all forms and all times . . ."

The more promising infant magazines are those born of wealthy parents. QUEST/77 is funded by *the Ambassador International Cultural Foundation, a goodwill and good-works arm of the Fundamentalist Worldwide Church of God.* High-powered test mailings have already brought in 175,000 subscribers — "far beyond expectations," according to publisher Arthur Murphy.

This, by the way, is perhaps the first time any aspect of our organization has appeared in Newsweek.

The Foundation, headed by Herbert W. Armstrong, has made it possible for QUEST/77 to exist by bringing together the best talent available today. Mr. Armstrong has insisted that the magazine must fully represent the finest achievement in the literary and graphic arts just as he has always insisted on the finest quality in architecture and campus beauty.

The A.I.C.F. concert series has proven that point to the world of music. We expect QUEST/77 will do likewise to the world of publishing.

— Jack Martin

AICF CONCERT COMMENT

November 23, 1976

Wayne Shilkret
Performing Arts Staff
Ambassador College Auditorium
Pasadena, California

Dear Mr. Shilkret:

Your excellent series of high quality programs have been greatly appreciated during the past two seasons and we have attempted to take advantage of as many of the concerts as possible. We have especially appreciated the very refreshing atmosphere of the Auditorium, its cleanliness, the absence of distracting elements, and the courtesy and appearance of your staff of ushers and usherettes.

I would like to commend you especially on your no smoking policy. It makes the atmosphere much more pleasant for those of us who do not smoke, and makes it easier for those who are trying to stop smoking. Some of us have been engaged in conducting stop smoking programs and clinics, and are most appreciative of your policy in this regard. Of course, it goes without saying that we also appreciate the absence of such distractions as popcorn, soft drinks, candies and other things which are so annoying in the average theater.

I hope that you will be able to keep up your excellent series of concerts with such outstanding artists as you have had from all parts of the world, and we shall continue to try to support your program, especially as long as it can be maintained on this high standard.

Sincerely yours,

Delos Comstock, M.D.
Radiology
San Marino, California

Mail Processing

The mail is continuing to arrive in a very positive manner. The weekend of December 18-19 was, in fact, one of the best we've had during the entire year. Over 30,000 letters were picked up at the post office. Most of this recent inflow of mail is due to the stitch-in renewal envelope in the December PLAIN TRUTH.

Earlier in December we broke the *two million*

letter count for the year, which will make 1976 the *eighth* consecutive year to go over two million letters. In addition, the current letter count does not include the telephone registries for the year — which are over 400,000.

At this point in time it appears certain that the mail count for 1976 will surpass last year's total. As of December 17, our letter count for the year stands at 2,042,238, a 1.7% increase over 1975 at the same time. And, as an extra bonus, December mail is up 15% over November. It's our hope that this strong, positive trend in mail will continue for many months to come.

Literature Mailed

Final figures are not available for the month of December, of course, but during November the Pasadena office mailed out 202,238 pieces of literature. This excludes magazines, Bible course lessons, larger orders of multiple copies, and literature to foreign offices.

The largest single item mailed in November was the new Literature Catalog sent to all listeners and viewers writing to us for the first time — over 43,000. *Read The Book* was the most requested booklet for November with 12,565 copies mailed out.

Spot Ads and TV Guide

In last month's *Bulletin* we described briefly for you the running of advertising for *The Modern Romans* booklet in selected issues of *TV Guide,* as well as using "spot ads" on television.

Over 3,000 responses have been received to date from the *TV Guide* advertisements, and the two weeks of testing spot advertising is also complete. At this time we have received in the neighborhood of 14,000 calls in response to the "spot ads." And, according to present studies, we should be able to increase responses to future ads of similar scope and cost significantly by adding more phone lines and making other modifications.

That's the news for this time.

— Richard Rice

LETTER COMMENTS

INJURED ANKLE

A flood of letters and cards are coming through Mail Processing in response to news about Mr. Armstrong's injured ankle. Following are only a few sample letters.

"Just read of your accident while in Africa. Do hope your ankle heals quickly and fully. God's Work needs you and we do, too. You are quite a man."

— Janet Brownles
Hampton, FL

"We are very sorry and saddened to hear about the bad fall you had and the sprained ankle. We are thankful though that the accident wasn't more serious.

"We are praying for you to heal quickly so that you can get on with the most important job on this earth today.

"You are a very important person to us, so take good care of yourself because we just can't get along without you, Mr. Armstrong."

— Bill Spoonemore
Orangevale, CA

"I just got back from Bible study where we were informed that you had injured your ankle from stepping off a speaking platform and falling. I do thank God that He was with you and will be praying that God will quickly heal your injury and help you get on with the Work. I am sure this incident has made all of us more aware of the vital need to really get behind you and Garner Ted and this Work."

— Michael S. Johnson
Big Sandy, TX

"May God heal your wounds quickly. We wouldn't want you to be sitting around taking it too easy."

— Mr. & Mrs. T. Von Herline, Sr.
Salem, OR

"Please know that there are many thousands praying for your leg to get better fast! I know how you must feel with such an important job to do, and be 'laid-up' and unable to go full force on into the job."

— Mr. & Mrs. C. W. Landwehr
Pleasant Hill, OH

"I was very sorry to read of your ankle injury, Mr. Armstrong, and pray that it is O.K. by now. I was delighted, however, that you were able to turn out so many articles and letters while you were 'in prison' and eagerly look for them to appear in print."

— George Kurts, Jr.
Jackson, MS

(Continued on page 279)

For Your Interest...

HAVE WE REALLY FORGIVEN?

"I feel utterly rejected. Fellow members stare at me and walk the other way when I come near. Even those who were my closest friends are cool and make an excuse to leave when I try to talk. I feel like a leper or someone with a dreaded disease."

These are the words of a member who came to me after he was reinstated into the fellowship of God's Church. Even though the congregation was exhorted to receive him warmly, they shunned and avoided him at a time when he needed their forgiveness and acceptance the most.

It seems a human tendency to avoid a person who's "having a problem," whether minor or severe, rather than to offer help and encouragement. This is especially true when the whole congregation knows about it. Perhaps the person has experienced a nervous breakdown, a mental or spiritual trauma, a marital blowup or committed a personal sin. He may have become so discouraged that he "tipped the bottle too much" and got drunk.

Comments of "Stay away from that creep — he's bad news" or, "He's a bad influence — watch out!" or, "Did you know he's having a problem?" are sometimes openly expressed. It seems easy to forget that even though the afflicted member is having a problem or going through a personal trial, *he is still a part of God's Church* — a spiritual brother or sister — begotten of God's Spirit! Does a "problem" or mistake suddenly make one "unconverted" or a non-Christian? Is one to be reckoned a Christian and worthy of our fellowship *only* when he is living a "perfect-sin-free-life"?

As ministers of the flock, I believe it's important to show explicit concern for all who are in our charge, and to teach our members to do likewise for their fellow Christians. We must never turn away or snub those with problems or sins. Remember how Christ described the true shepherd who momentarily left the ninety-and-nine sheep and went to look for the one which was lost?

This is not to say we should wink at sin or condone it. If we really love the members and want to keep the Church pure, we will correct the flock and do so firmly when necessary. This is especially true if someone is deliberately sinning or trying to divide the Church.

However, our general approach to those who fall into weakness and temptation should be gentle, considerate, loving and kind.

The apostle Paul said, "We then that are strong *ought to bear the infirmities of the weak,* and not to please ourselves" (Rom. 15:1).

Proverbs 17:17 says, "A friend loves *at all times,* and a brother is born for *adversity.*" We who are truly brothers and sisters in the Church of God ought to demonstrate our concern and care for each other when trials and problems arise.

If sin is involved, we should follow the instruction of Galatians chapter 6, verse 1, "Brethren, if a man be overtaken in a fault, ye which are spiritual, *restore* such a one in the spirit of meekness." But, how can we help, encourage or restore our brother if we turn our backs and avoid him in a time of need?

Instead of withdrawing or spreading wicked gossip, all of us as members of the same spiritual family ought to be growing closer to each other in love and unity by giving support and help in any way we can.

Have we or the members of our congregations been guilty of a *greater* sin by rejecting those who are in trouble or failing to forgive them when they've done wrong? Jesus Christ said, "But if you forgive *not* men their trespasses, neither will your Father forgive *your* trespasses" (Matt. 6:15).

Remember how Paul exhorted the Corinthians to receive the man back into the fellowship of the Church who had been put out because of an incestuous relationship with his own mother. Paul said, "So that contrariwise you ought rather to *forgive* him, and *comfort* him, lest perhaps such a one should be swallowed up with overmuch *sorrow*" (II Cor. 2:7).

Granted, we should never sympathize with a member in a wrong attitude who's chafing under correction. But we can calmly and lovingly try to point him in the right direction and keep him from falling.

In describing the perfect, balanced attitude that Christ expressed toward all men and especially toward the despised and rejected, Luke said: "The spirit of the Lord is upon me, because He has anointed me to preach the gospel to the poor: He has sent me to *heal the brokenhearted,* to preach *deliverance to the captives,* and recovering of sight to the blind, to set at *liberty them that are bruised* . . ." (Luke 4:18).

Christ said, "They that be whole need not a physician, but they that are sick. But go ye and learn what that means, I will have *mercy* and not sacrifice . . ." (Matt. 9:12-13).

How important it is that we learn to forgive. But even more important than forgiveness is the help, support, love and encouragement we should

extend to each other as we all unitedly strive to be in God's family.

I think we should condemn less and *serve* more.

— *Richard Rice*
Pasadena

SINGING IS A SERVICE

I am compelled to write in regard to an area of service which receives very little attention and which, as a consequence, is neglected by many of God's people.

Too many times the song service becomes a "take it or leave it" affair with many apparently feeling that singing is just for those who do it well. Undoubtedly, there are many members who have done little singing since childhood and who simply don'f feel comfortable singing. The same thing, however, is true for prayer, but we certainly stress the critical importance of prayer as a means of developing spiritual growth.

God created man with the unique ability to produce both music and words simultaneously. Birds "sing" we say, but actually they only produce melodic sounds with no words or communication involved. Man has invented a great variety of musical instruments, but none which can convey communication by use of words.

Man's ability to sing is no accident. There is a purpose for the distinct ability we've been given. We recognize that God enjoys man's singing praises and thanksgiving to Him, but how many realize that we are instructed to sing as a means of encouraging and teaching one another? (Col. 3:16.)

It's interesting to note that singing and prayer are to be done in a similar way and for similar purposes. Jesus and the eleven sang a hymn just before leaving the upper room (Matt. 26:30). Do you suppose that some of them abstained because their talents were somewhat inferior? In the emotion-charged atmosphere it is most probable that even the tone deaf responded by joining in. That is the key. Singing, to be effective, must be done from the heart.

Paul and Silas, when imprisoned and in stocks, used *both* singing and prayer to stir God to perform a tremendous miracle (Acts 16:25). How many of us would utilize singing in such circumstances? Prayer, yes; but *singing?* Actually, singing and prayer are complimentary avenues of reaching God. Paul speaks of both in the same breath, indicating that they should both be done "with the spirit and the understanding, also" (I Cor. 14:15). Neither should be done as empty, meaningless exercises in religiosity but should burst forth as sincere expressions from the heart (Eph. 5:19; Col. 3:16).

Many who refrain from participating in singing don't realize that they are failing in two areas. 1) They are refusing to sing to God in praise and thanksgiving, neglecting the very special ability God has given man. 2) They are actually discouraging those around them by their lack of participation, rather than encouraging and stimulating their brethren (Eph. 5:19; Col. 3:16).

The excuses of a poor voice or lack of training are no more valid than those who would claim lack of expertise in praying. The crude, tersely worded, but heartfelt prayer of the publican proved far superior to the polished, vain production of the Pharisee. Even so are the unpolished but sincere singing efforts of ungifted brethren more acceptable to God than those with flawless performance but no real expression from the heart.

There is certainly nothing more encouraging and inspiring than sharing in singing with a congregation of God's people who are joyously and enthusiastically pouring out their love and devotion and thanks to God unitedly, in song. There is probably nothing more depressing, on the other hand, than a group of people who are merely going through the motions half-heartedly with a sizeable number not even singing.

The scriptural instructions we have make it clear that singing in the worship service should not be taken lightly. This is yet another area where we all, be we member, song director, or minister, can improve in our service to our God and our brothers.

— *Ron Woodbridge*
Wichita, Kansas

LETTER COMMENTS

(Continued from page 277)

"Sorry to hear Mr. Herbert W. Armstrong sprained his ankle. But it will probably help all of us because he wrote all of those articles. May God heal him speedily and bless him in his job."

— Carl E. Rumbaugh
Duncannon, PA

GTA TAPED SERMON ON LAW

The following few letters are typical of many others expressing thanks to Mr. Ted Armstrong for his sermon on God's Law sent to all the churches.

"Today I attended services in St. Petersburg to hear you on tape. What a rousing message against liberalism. It was a sermon I needed and loved. During the course of your speaking, you asked, 'I

wonder why I bother? For twenty years I've been telling people you obey God's Law, you must.' Well, you 'bother' because God tells you to and I am ever so grateful for this sermon. It was far more helpful to me than any previous sermon you have given that I was blessed with hearing."

— Peggy E. Carson
St. Petersburg, FL

"Last Saturday at Sabbath services we all listened to a tape you made on God's Law. I know we all need a strong sermon like that (I know I do) to remind us that we were paid for with a price. It is hard at times to fully realize that in an ever-changing world. Well, I wish to thank you for such a very interesting and powerful sermon. I wish I could hear more tapes and maybe one from your father. I love hearing him speak."

— Glen Greenfield
Girard, OH

"It was *great* to hear your sermon at church this past Sabbath, although, disappointing when looking up, expecting to see you and no one is standing there. Maybe someday!?! We really appreciate the tapes!"

— Mr. & Mrs. T. L. Richardson
Seattle, WA

"Just a quick note to let you know how much we appreciate, enjoy, and benefit from your taped sermons. We had one last Sabbath on the necessity to keep the Sabbath and God's Laws. How ridiculous it is to think we can do away with the foundation for this way of life. Thank you and I hope there'll be many more."

— Mr. & Mrs. Bob Sturm
Fairfield, CA

"We listened to one of your sermon tapes today at the Iowa City church and I have to tell you it is really a treat when we get to hear one. Not that we don't have a good minister, but we like to hear you once in awhile. It's like going to the Feast."

— Gene Kurseth
Cedar Rapids, IA

CONSOLIDATION OF PLAIN TRUTH AND GOOD NEWS

Reaction to the editorial changes described in the latest Worldwide News is overwhelmingly positive as the following letters show.

"The combining of The PLAIN TRUTH and GOOD NEWS magazines along with the changes to be made in the radio and television formats are further proofs that this is an active, dynamic Work that will change when opportunities, effectiveness and response dictate that it should.

"New innovations and ideas to thrust the Work forward and bring the Gospel message to this society are the kinds of things that generate enthusiasm among God's people.

"The success of The PLAIN TRUTH newsstand program seems to be tremendous and I hope this program can be expanded to all major cities in the United States.

"With the kind of articles that were formerly in The GOOD NEWS now appearing in The PLAIN TRUTH, the importance of widespread distribution is certainly much greater. Keep going strong — we are behind you!"

— William L. Golson
Montgomery, AL

"We are very excited about the changes in The PLAIN TRUTH we feel strongly that this will enhance the thrust of the Work and will amplify the voice of Almighty God."

— Mr. & Mrs. M. Newkirk
Richardson, TX

"I just got through reading your personal letter in *The Worldwide News*. I can honestly say that this is the best news I have heard since I have been in the church! I have hoped for changes like this for years and I am filled with excitement beyond words. If there ever was good news, this is it!

— Bill Welch
Houston, TX

"I just received *The Worldwide News* in this morning's mail run, and I feel so excited; not only about the specific changes you mentioned regarding the editorial policy of The PLAIN TRUTH and the radio and television initiatives, but also the whole thrust of the leadership evidenced in the last Bulletin and in the taped sermon we heard this past Sabbath, that I wanted to let you know in no uncertain terms of my wholehearted support and gratitude. Keep on keepin' on!!"

— Tom Kirkpatrick
Big Sandy, TX