

The Bulletin

of the Worldwide Church of God and Ambassador College



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International Division

MEMBER LETTER TO SOUTHEAST ASIA

Editor's Note: Since Mr. McCullough was in Australia for their ministers' conference, the following pre-Passover letter from John Halford to brethren in Southeast Asia is being reprinted for your special interest, inspiration, and as an update on activities in this far-flung area. Preceding the letter is a personal memo to the Managing Editor.

Dear Richard:

Please find enclosed a copy of a member newsletter that I sent recently to scattered members in South East Asia. Mr. Wilson asked me to send you a copy as it contains news that might be useful for *The Bulletin*.

I only intended it as a personal letter to our scattered members in Malaysia, Singapore, Indonesia, etc., but if you can use any of it, that's fine.

All the best from all of us here. Incidentally, I thought the last *Bulletin* was one of the most encouraging and positive issues ever. I particularly appreciated the transcript of Mr. Rader's address to the employees, and I know for a certainty that many other ministers and executives in Australia felt the same way. That sort of thing can only help strengthen the Church and give us more unity and loyalty to each other.

Personal regards,
John Halford

Dear Brethren in South East Asia:

I thought I would write to you all one more time before I leave. Brian Hose and I leave Sydney in the afternoon of Thursday, 17 March. The next few days are going to be very busy. On Sunday, Mr. McCullough arrives to conduct the local ministerial conference which will take place next week. I actually have to leave one day before the end of the conference in order to be in Malaysia in time for Teo Poh Oon's wedding.

Before I go any further, let me reassure you all that Mr. Herbert Armstrong was not hurt in the earthquake in Rumania. He was in London at the time, so he would not have been involved in any way. However, I am sure that the news of a major earthquake taking place in a city he had been in just a few days before will have made an impact on Mr. Armstrong and will have spurred him on to even greater efforts in preaching the Gospel of the Kingdom. Again, it reminds us that we need to be praying for Mr. Herbert Armstrong's health and well-being every day.

You will also be relieved to know that Mr. Bing Crosby was not badly injured in his fall in the Auditorium. Apparently the fall occurred at the end of his performance, so the TV show was not spoilt.

Everything is progressing very well in the Work at the moment. Mr. Armstrong wrote to the ministers a few days ago, and said there was definitely a renewed feeling of enthusiasm, and confidence. That is certainly true in Australia, and also, I hope, in South East Asia. We are making progress in many directions. The television programme is being accepted by more and more TV stations in Australia, and it should not be long before we can reach nearly every Australian home. We have also planned for campaigns in most Australian towns and cities this year.

Already the television programme is getting us better known in Australia. There have been several articles about the programme in the daily newspapers. They haven't all been complimentary, of course, but we don't mind that. The programme is making an impact, and that is the important thing!

We are not overlooking South East Asia in our plans for growth, either. I have got some exciting news of progress for you. The WORLD TOMORROW radio programme has been accepted for broadcasting on three stations in the Solomon Islands. This is the *very first time* that we have had any witness to this part of the world! The powerful radio transmitters will not only reach the Solomon Islands themselves, but also large parts of Papua New Guinea, the other Pacific Islands, and even the East Coast of Australia. There is a potential listening audience of three and one-half million people! The Solomon Islands are a British protectorate and English is widely spoken.

There is considerable interest in our Work in the new nation of Papua New Guinea. Up until recently we considered Papua New Guinea as part of the Australian Work for administrative purposes. But since the nation is now independent, has its own currency, postal systems, etc., Mr. Wilson feels that it should be considered part of the South East Asian Work. I have been reading some of the letters from Papua New Guinea and I can assure you that they show excellent potential.

So now we have one more nation to think about, to plan for, and to *pray* about. We already have about five members in Papua New Guinea. They are all Europeans. Much of the native population of Papua New Guinea is completely uneducated, and live in the stone age, but there is still a large number of educated and cultured native people who read and understand our literature. Several have written in for visits. I hope that I will be able to visit Papua New Guinea later this year. It would certainly be exciting to add some brethren from Papua New Guinea to our multi-racial South East Asian congregation.

We are also investigating the possibility of the radio programme being aired in Indonesia, Hong Kong, Taiwan, and Thailand. There is nothing definite yet, but there are possibilities.

More good news! At the start of this month we began to mail the CORRESPONDENCE COURSE to interested students in South East Asia directly from Australia. We have been very thankful for the work that the office in Manila has been doing on our behalf. However, I think that we can give students in South East Asian countries more per-

The

Bulletin

of the Worldwide Church of God and Ambassador College

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sonal attention by handling the CORRESPONDENCE COURSE directly from this office. There are only very few people doing the CORRESPONDENCE COURSE at the moment, but we are going to do something about that. Just this week we added 64 new students.

We have received many complaints from both members and other readers that the PLAIN TRUTH is arriving very late, and sometimes not at all. I have discussed this situation extensively with Mr. Wilson. I can't make any definite promises yet, but I think that we will be able to improve matters in the near future. We want you to receive your PLAIN TRUTHS regularly, and in good time. I am sure that receiving the WORLDWIDE NEWS "hot off the press" has made a big difference.

We have many more plans for encouraging growth in the South East Asian area. However, I prefer to wait until there is something definite before making any announcements.

Growth and progress are exciting, but with growth and progress, there is added responsibility. God's Church must be dynamic! Like a bicycle, it must keep moving if it is to fulfill its function. If it stops, it falls down. God keeps us moving by giving

(Continued on page 93)

WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS
PASADENA, CALIFORNIA 91123

HERBERT W. ARMSTRONG
President and Pastor

GARNER TED ARMSTRONG
Executive Vice-President

March 18, 1977

Dear fellow ministers and key personnel:

Greetings from headquarters! Sometimes, when it rains, it pours. In my last Personal in the WN, I tried to caution our brethren against what I call the "pre-Passover doldrums" because of my historical experience with the many rising problems of a deeply spiritual nature which seem to afflict so many of God's people just prior to the Passover, and during the waning days of the long, tiresome winter.

Tragically, I have to give you some very sad and shocking news. Mr. Donald Wineinger shot his wife to death and then turned the gun on himself and took his own life on March 16, 1977.

I was utterly stunned by this news, since I have talked to Mr. and Mrs. Wineinger on any number of occasions, even though I did not know them well personally, and remember having seen them around the headquarters church where Don was a local elder in 1969 and 1970, during his time here on campus, as well as at the Feast in Spokane. Apparently, personal family problems finally came to the point that Mrs. Wineinger was seeking a divorce, and it was in the lawyer's office where the murder/suicide took place. The Wineingers leave four children: Steven, Darla, Martin and Tisha, ages 22, 19, 17 and 15.

There is, of course, a temptation to ponder why? However, the utter finality of such an act leaves one only with a sense of futility, shock and dismay, and makes you wish, futilely, that you could have offered help at a time when that help would have been beneficial.

I do sincerely hope, for the sake of the Wineinger's children and their family loved ones that the hatemongers will find some measure of deep sympathy for the mental and emotional anguish and torment which finally erupted in such an act that they can omit attacks of guilt by association or attempts to see the general spiritual well being of Christ's ministry in terms of such a tragedy.

Unfortunately, ministers are people, too.

While I have known for many years the stress factors in the ministry, even in the world at large, were so great that the suicide rate among such a profession was quite high, I do not believe any of us ever expected in our wildest dreams that such a tragedy could strike one of our own number.

We are extremely sorry that we must report such sobering and unwanted news, and I would like to ask all of you to remember those four stunned children in your prayers, as well as call upon any and all who may have personal knowledge of Don and Marilyn Jean to offer whatever assistance you can (as I know you will and probably have already) through any personal contacts you have.

Mr. Jon Hill, who lives in the state of Washington, will be bringing the Sabbath message on March 19th (before you read this), and perhaps I can give you further news of the manner in which this affects the Spokane area church.

Mr. Ronald Dart is enroute, as I write, to the Chicago area for talks with some of you men there, and has already told me preliminarily of a suggestion or two he has in mind for the pastorship of the Spokane church.

I would also like to ask your prayers on behalf of Mrs. Jo Ann Conn, who is currently in the hospital suffering with a severe attack of kidney stones, and is in great pain. Jo Ann, you will recall, was left a widow with her young daughter following the tragic death of David Conn in a motorcycle/automobile accident last year.

I hope all of you will spend enough time in prayer and contemplation of God's Word so that you can especially construct either a sermon, or certainly a strong and lengthy announcement over the subject I have covered in the beginning of this letter.

There will be those who will claim it is impossible for a man who is a minister, to do such a thing! Some few will begin to draw comparisons, claiming that of all human beings the ministers are supposed to be those most in command of their emotions, most capable of weathering storms, most spiritually mature.

As all of us know, that is the ideal, but it is not always the case. God's prophets and apostles of old stressed time and time again that they were only men, after all, of "like passions (including outbursts of anger, sometimes, unfortunately) with other men," and were not on a different plane; but had been saddled with a grave responsibility.

Of course, we will have to cover the incident in a brief story in the WORLDWIDE NEWS. Perhaps it will help to see what some of the local area newspapers have said (which I have not received as yet) and to review other news media coverage prior to such an article.

At any rate, I know you will all do your best to perceive the church-wide effect such tragic news may have, and to address it correctly in your area.

On a more hopeful note, my father is currently busily involved in his scheduled testimonial dinners and speeches in various cities in South Africa.

We are expecting the team from Western Association of Schools and Colleges on campus the 21st through the 23rd of March, so by the time you read this, our full-fledged accreditation visit will be over.

Naturally, we are both enthusiastically optimistic and apprehensive, as you can well imagine. We have felt for some time now that the total structure of Ambassador College has grown and developed so significantly in the past three to five years that we are truly a far more professional institution of higher education closer to the goals my father, the founder of Ambassador College, envisioned clear back in the mid-1940s, than at any other time.

We know that Ambassador College needs, and we sincerely hope it deserves, regional accreditation. However, we cannot always predict, nor would it be fair to do so, the exact outcome of such a visit. Suffice it to say that we sincerely feel we are achieving the primary purpose for the accreditation process which is stated in the Handbook of Accreditation as being, "a voluntary process involving an association of schools and colleges to encourage high standards of educational opportunity for all students." The Handbook of Accreditation goes on to say, "A fundamental principle of accreditation is that each institution will express, adopt and adhere to declarations of purposes that are suitable to the nature of the institution itself and equally appropriate within the framework of higher education. Accreditation evaluation attempts to assess the effectiveness of the institution in achieving its stated purposes" (emphasis mine).

This statement from their own handbook is a point I have tried to impress upon many who continually assume that the accreditation process is a "watering down" process, or a "compromising" process, which in some way removes the college from its stated goals and purposes, most especially those of a theological, spiritual and moral character.

As you can easily see from the conception of the accreditation process in the first place, this is simply not true. At any rate, the visit will have been history by the time you read these lines, so no doubt I will give you a full report next time.

I must make another batch of five-minute programs almost immediately (probably will have to do some on Sabbath morning) and I hope more and more of you are able to hear the five-minute programs in your areas as we acquire new stations. (See the Media section for the latest additions to the radio log.)

Please be sure to take me up on my offer, and "bug" me, or anyone you know that is here at headquarters to whom you can write, about getting us on stations in your areas! I WANT constant feedback from you fellows on the site, in the field, so our agency will be constantly apprised of the need!

The deadline for my book is May 1, so, as you can imagine, I am going to be busier than the proverbial "one-armed paper hanger"

between now and that date in an attempt to keep up with all my other duties and finish the book. I feel it is coming along very well, and optimistically hope I am more than half-way through!

As I wrote to you pastors in thorough detail in the last Pastoral Newsletter, Bing Crosby slipped and fell, resulting in considerable bruises, and is still in the hospital to this day (as I dictate this letter). We put together a beautiful series of full color portrait pictures of the 50th anniversary show during his taping and sent it over to him, and the students were thoughtful enough to send a huge card signed by each one of them.

Two security guards stand by his door at all times, and he is allowed no visitors except his wife and a very close personal friend.

Hospital officials told us that former President Gerald Ford called and talked to Bing recently, so you can see his long stay in the hospital has resulted in a fair amount of publicity.

We certainly hope and pray that he will be up and about soon and sustain no lasting consequences from his fall.

I am looking forward very much to being with all you fellows in the areas of Detroit, Cincinnati, and Lakeland, Florida, within the next few days--and though I do not want to announce it now, it is quite likely there will be some good news concerning an important meeting at high government level sometime soon!

(How's that for starting a rumor?)

Thanks again for the continual letters of encouragement, as well as those of deep insight into current problems and situations. I devour all these letters, and do sincerely appreciate them!

Until next time....

Your brother in Christ,




GTA:lc

Pastoral Administration


Mr. Dart was unable to include a column for *The Bulletin* due to the enormous amount of work in determining this year's ministerial assignments, coupled with the trauma of the tragedy in Spokane and the subsequent inundation of calls. He had wanted to publish the new assignments, but due to the Spokane situation, he may yet have to make a few changes. The lists of transfers, sabbaticals and changes of responsibilities will probably be placed in the next *Worldwide News*.

Mr. Dart has just left to spend the weekend in Chicago where on Sunday he'll be interviewing nine men under consideration for appointment to their first pastorate. Monday's schedule calls for a trip to the northwest region, followed next weekend (March 25-27) with seven more prospective pastors to be interviewed in Washington, D.C. The remaining interviews will take place the following weekend in Dallas.

 On a personal note, my family and I are now moved "back home." I grew up a mile from the campus, went to Big Sandy for four years of college, then came back to Pasadena where I worked in Imperial Schools for four years. We certainly enjoyed the two and a half years in the Topeka area, but are now glad to be home.

I am presently working with George Geis on the Sabbatical Program, using recent critiques to make next year's program even more applicable to the needs of the ministry. I have been able to meet several of the present group, and have heard fine reports of time well spent in physical, mental and spiritual rejuvenation. They are now chomping at the bit to get into their new assignments. Those of you coming in this year will receive a letter of orientation to aid you in your plans.

We are also working on the Sabbath classes for the youth in the Church. You pastors will soon be receiving a questionnaire so we can determine where we now stand, and also to determine logistical problems in your area. I would appreciate input from any of the church members regarding ideas and resources they feel would be helpful.

 If I can be of any help to you in the future, please let me know. I'm glad to be in Pasadena, and yet at the same time, to be able to work in the ministry and with the ministry. We'll keep you informed regarding the progress in the development of the Sabbath school program—and hope you keep the input coming.

—Russ Duke

SERMON TAPES

Here are seven more sermons and six Bible studies that are available for pastoral use. They may be requested by sermon title, by name of minister who gave it, or by our file number. Following are synopses of each.

—Hugh Mauck

Letter to the Apostle Paul—Ted Armstrong (HQ22)

In this sermon Mr. Ted Armstrong expounds the problems in the early N.T. Church, especially the Corinthian Church, and the warnings the apostle Paul gave, stressing the building material analogy. Identical things are happening in the Church today as happened then, which he gives examples of. He warns that if we would care to look into the Bible to find out what would be the condition of God's Church at the most crucial moment in world history, you find that the closer you edge toward the beginning of the millennium, the larger the percentage of God's Church will become apathetic, tired, and go to sleep. He ends with the warning not to judge whether this is God's Church by the people in it who sometimes don't act like Christians.

Are We Ready for Christ's Return?—Ben Chapman (HQ28)

If only there were some clear-cut way we could judge ourselves to know whether or not we are prepared for God's Kingdom, but there isn't. There is something we can all do, however, as we reassess our lives and see how we have progressed. From here Mr. Chapman draws an analogy of our Christian progress with the pursuit of a Ph.D. degree, the mid-term exams along the way, preparing for the final exam, etc. He proposes seven comprehensive "mid-term exam questions" we must all consider, especially during this Passover season.

Russian Roulette: My Lord Delays His Coming—Ron Dart (HQ25)

Mr. Dart begins by showing that the world has been for centuries playing a kind of Russian Roulette, which is also dangerous to the onlooker—the position we as members in God's Church find ourselves in. As we examine prophecies being fulfilled (which he gives numerous examples of), time after time the trigger is pulled, but the gun doesn't go off. Each time the end was not yet. We are now

living in a time when the trigger is being pulled again, and in a time when we are being told the gun is empty and cannot harm us. The false prophets will say "tomorrow will be just like today, only better." The "wolf" cry is going out again, but few will believe the wolf is really here when he does come. It is time to wake up and be alert!

God's Sabbath—A Rich Delight—George Geis (HQ14)

Mr. Geis's sermon takes a fresh look at the meaning and purpose of God's Sabbath days. He emphasizes that the Sabbath gives us the opportunity to pursue the very highest ideals of human life. A Christian needs the Sabbath to develop, and his children need it to grow. And when we properly understand God's purpose for creating the Sabbath, how He intended we observe it, and how it was intended for our development spiritually, physically, emotionally and every other way, then we can see how the Sabbaths keep our perspective straight.

Christian Relationship With God, Family, and Fellow Man—Steve Martin (HQ27)

Mr. Martin stresses the fact that God gives special honor to the men and women who have a close relationship with Him, giving examples from the Bible of some of those relationships and the people to whom He gave special honor. He expounds the advantages such have—the promises we will have if we do likewise. He explains why these individuals had that kind of relationship with God and how we can too. He then stresses the need for us to also develop and maintain proper relationships within our own family and with our fellow man, which in turn will add to our relationship with God.

Putting God's Kingdom First—Art Mokarow (HQ6)

Mr. Mokarow opens this sermon by pointing out that we could literally be committing spiritual suicide and not know it. In order to really understand how to avoid it, we must understand, as Paul points out, that there are two directions in life—one leading to life the other to death—and that we must understand the mechanics by which these two directions function. He goes into the driving forces in man, the tendencies to degenerate, the forces that cause him to deteriorate to either the "power direction" or "pleasure direc-

tion;" and the differences between the forces that drive us. Once one recognizes that the real goal in life is seeking the Kingdom of God, he will push toward it, produce for it, and come to the place that no matter how human life is, nor how conditions are, he will live within that pursuit and be productive for it without complaining. Then life takes on a whole new meaning, and spiritual growth is inevitable.

Pentateuch Bible Studies—HQ Ministers (HQ15-20)

This is a series of six Bible studies covering the first five books of the Bible. It begins with an introduction to the Pentateuch by Gunar Freibergs (HQ15). The book of Genesis is covered by Ben Chapman and Darrell Watson (HQ16); Exodus by Raymond McNair and Kelly Barfield (HQ17); Leviticus by Dr. Hoeh and Chris French (HQ18); Numbers by Nelson Haas and Gunar Freibergs (HQ19); and Deuteronomy by Ben Chapman and Mike Swagerty (HQ20).

Why God Allows Untimely Death in His Church—Richard Rice (HQ26)

This sermon is designed to help us understand why God allows His begotten children to suffer the sicknesses of this world, to be killed in accidents, and die unexpectedly long before old age sets in, when God has promised to protect, deliver, and heal us. Mr. Rice brings out that God owns us; that we have been bought with a price; and that God has not promised to give anyone eternal life in the flesh. He allows our time of death and there are several very important reasons (12 given) which may motivate God to decide our time of death should be "untimely" (as we might view it).

NOTICE

The mailing cartons we will normally be using to send sermon tapes hold five cassette tapes each. Some of the sermon tapes we will be offering will require two cassettes, but most will be recorded on a single C90 tape. When you request more than four or five cassettes at one time, we will send the first four or five and put others on hold till we receive enough additional requests from you in the future to make up another box. So you might want to limit your requests to four or five at a time, or let us know which four you want first.

Thanks!

—Hugh Mauck



Media

The Television Studio, in cooperation with the Ambassador College students and staff, has been working on a half-hour Special for the past few months. There are two songs in the program ("Hey, Look Around" and "Welcome to Ambassador") which were composed by Ross Jutsum and are sung by our Ambassador College singers from both the Big Sandy and Pasadena campuses. I believe that all of the church members will be very much interested in viewing the production. By the time you receive this *Bulletin* the Ambassador College program should be on the way to all our stations for viewing, starting March 27. Mr. Garner Ted Armstrong approved transfer to 16mm film, and 15 copies will be available for distribution to the churches in the United States. There will also be 10 copies available for our overseas offices. Distribution will be conducted via the usual channels. Please send written requests to the Media Services Department.



Burl Ives, whom many of you will remember and who was quite popular in the 40s, 50s and 60s as a folk singer, has a new series of shows on what is now sometimes referred to as the "fourth network." He has proposed producing a one-hour Special on Ambassador College at the end of March. This comes about as a direct result of the AICF concert series and General Manager Wayne Shilkret's activities (see AICF UPDATE for details). A few days ago Mr. Al Gannaway, his Director, was at the TV Studio to work out the shooting and scheduling for that program.

The one-hour Special will cover the history of Ambassador College from its beginnings to the present day, featuring the songs popular during the various eras of A.C. development. For example, slides will be shown of the time the College opened in 1947, and songs of that era will be sung. Then, as various buildings are shown as under construction or purchase, songs contemporary with that era will be included. This combination of A.C. history and music will be the theme of the Special.

While Mr. Gannaway was here, we showed him the opening of the Ambassador College program, and he was very impressed with the two songs, the students, and the direction of the program. He has asked Dick Quincer to direct the Special, and the TV crew will provide all manpower and facilities. This will give us a lot of added exposure for the

College and, in addition, more "road mileage" out of the two songs that were composed for our half-hour Special.

Another item available on 16mm film is the latest G.T.A. program on crime. This program was viewed by State Senator Gillian of West Virginia and specifically requested by him for distribution to various groups in the South.

Over the past few years the Pasadena Police Department has been most cooperative with the Television Department in obtaining shooting sites, sequences of staged crimes and other aids in producing the G.T.A. program. Last month the Pasadena Police asked us to participate in a program to educate not only patrolmen, but citizens also throughout our local community on how burglars operate and the most effective means for citizens to prevent such crimes. The Pasadena Police Department obtained the cooperation of one of the most notorious *former* burglars in the area, to be interviewed on an informal half-hour program, in which he outlined things he looked for when operating. This helps citizens to be better informed and prepared to protect themselves against burglary.

This half-hour tape has been shown to all participating police departments, civic groups, and interested businesses throughout the local area. The College received appropriate credits at the end of the show, and this will undoubtedly result in a great deal of goodwill throughout the police department and community. The Pasadena police have also given us permission to use any material needed from this most interesting interview in some future programs by G.T.A. covering the crime problem. The duration is about 30 minutes, but is available only on ¾" video cassette.

The TV Department has started work on 15 structured programs for the next season, and we hope to start taping in early June. Research and outlines are being submitted from the Plain Truth and News Bureau staffs. This cooperative effort will help coordinate P.T. articles and program materials.

Had good news from Bob Morton, who was able to schedule video tape spots of our Plain Truth commercial on the larger of New Zealand's two TV channels in the last part of March. Quite a number of commercials are available on 625-line formats since Australia has over 50 programs transferred so far this season. Have been receiving very encouraging reports from Australia on their TV coverage, which I'm sure Mr. Wilson will outline to all of you in the near future.

—John Lundberg



FIVE-MINUTE RADIO LOG UPDATE

New U.S. Stations

	Call Letters	Dial	Time	Start Date
ALABAMA				
Birmingham	Wyde	850	6:10 AM & 8:05 PM	3/14/77
Gadsden	WAAX	570	12:30 PM	3/21/77
Montgomery	WMGY	800	7:10 AM	3/14/77
Montgomery	WQTY	1000	12:15 PM	3/14/77
	WFMI-FM	98.9	12:15 PM	3/14/77
ARKANSAS				
Jonesboro	KNEA	970	4:00 PM	3/21/77
CALIFORNIA				
Fortuna	KNCR	1090	7:55 AM	
Los Angeles	KLAC	570	10:55 PM	2/2/77
San Diego	KSDO	1130	8:55 PM	3/7/77
COLORADO				
Arvada	KQXI	1550	4:45 PM	3/14/77
Denver	KOA	850	11:45 PM	3/14/77
FLORIDA				
Miami	WINZ	940	12:35 PM	
Tampa	WINO	1010	12:01 Noon	3/2/77
INDIANA				
Ft. Wayne	WGL	1250	12:06 PM	3/28/77
Indianapolis	WBRI	1500	6:00 PM	4/4/77
KENTUCKY				
London	WFTG	1400	8:30 AM	3/21/77
Louisville	WHAS	840	5:25 AM	3/28/77
LOUISIANA				
Shreveport	KRMD	1340	5:55 AM	3/28/77
MASSACHUSETTS				
Boston	WMEX	1510	12:05 PM	3/28/77
Springfield	WACE	730	12:00 Noon	3/28/77
MICHIGAN				
Detroit	WLDM-FM	95.5	6:15 AM	3/21/77
Kalamazoo	WBUK	1560	12:32 PM	3/28/77
MINNESOTA				
Rochester	KOLM	1520	7:55 AM	3/21/77
MISSISSIPPI				
Houston	WCPC-AM	940	11:06 AM	3/21/77
Houston	WCPC-FM	93.3	12:45 PM	3/21/77
MISSOURI				
Kansas City	KMBZ	980	10:30 PM	3/28/77
Rolla	KCLU-AM	1590	7:25 AM	3/21/77
Rolla	KCLU-FM	94.3	7:25 AM	3/21/77
MONTANA				
Dillon	KDBM	1490	4:25	3/14/77
NEW MEXICO				
Las Cruces	KGRT-AM	570	12:30 PM	3/21/77
Las Cruces	KGRD-FM	103.9	12:30 PM	3/21/77
NEW YORK				
Binghamton	WKOP	1360	6:25 AM	3/21/77
New Rochelle	WVOX-AM	1460	2:10 PM	3/21/77
New Rochelle	WVOX-FM	93.5	5:10 PM	3/21/77
Niagara Falls	WHL D	1270	4:40 PM	3/21/77
NORTH CAROLINA				
Asheville	WWNC	570	3:45 PM	3/7/77
Raleigh	WPTF	680	11:55 PM	3/28/77
OHIO				
Warren	WHHH	1440	6:25 PM	3/28/77

PENNSYLVANIA				
Philadelphia	WRCP	1540	6:00 AM & 5:00 PM	3/28/77
TEXAS				
Dallas	WFAA	570	7:55 PM	3/28/77
Houston	KPRC	950	9:55 AM	3/14/77
WASHINGTON				
Tacoma	KMO	1360	12:05 PM	3/14/77

Time Changes

ALABAMA				
Mobile	WKRG	710	From: 12:05 PM	To: 12:15 PM
UTAH				
Richfield	KSVC	980	From: 4:15 PM	To: 4:25 PM
WYOMING				
Green River	KUGR	1490	From: 6:05 PM	To: 6:30 PM

Cancellations

COLORADO				
Aspen	KSNO	1260	(as of start)	
Greeley	KYOU	1450	Cancel entire schedule	

Publishing

Lots to report this issue!

Our PT Editorial Department is rapidly becoming an "Editorial Services Department" since we are now involved in so many things. We are working on about 15 TV scripts; Paul Graunke is now editing the Co-Worker Newsletter for Richard Rice; we're helping on the "STP"—Systematic Theology Project—for Dr. Kuhn, not to mention booklets, reprints and our Big Baby—the PT! The PT is the most difficult entity to control since it involves six editions each month and many complex factors. But we're getting our act together, as they say.

George Ritter just gave me copy to edit on a new booklet titled *What's Behind the Energy Crisis?* to back up a television program. With all of the weather crises we've been having lately, along with the energy shortages, that issue is once again coming to the fore. If all is approved, I expect it to be available in about six to eight weeks.

We're going to come out with a new reprint (for television) on smoking which will replace the old booklet. We'll use the 8½ by 11 format on that one.

Mr. Herbert Armstrong just sent in Part II of his series on Conversion for the PT, along with his Personal for May. The Personal discusses his



providential escape from the earthquake in Rumania and then shows how God has intervened throughout the years in miraculous ways. It's a very interesting Personal to say the least.

We are going to continue to fulfill Garner Ted Armstrong's instructions as stated in his memo of November 19, 1976. We are getting back to more of the old "GN content" in the PT. Beginning in June, we'll be reinstating the "Update" section, which will contain news of the Work. We're also restoring such features as "Test Your Bible Knowledge" and the *Q and A* sections. We'll have more articles on Christian living and doctrinal explanation—space permitting. We have only one real message and that is based solidly in the Bible. We must get *that* message out! Our "trumpet" must make a *certain* sound. People must *know* that they have heard the Gospel and not just a secular news analysis of some sort. Of what value is our message unless people can know the significance of it?

Incidentally, we've sent a totally new *tithing booklet* to press written by Garner Ted Armstrong. It has the title, *Your Best Investment*, and it is very strong. We hope to have that off the press by mid-April. We've given it top priority in the production area. As soon as it's out, consider the former tithing booklet (*Tithing*) cancelled.

Mr. GTA plans on following up *Your Best Investment* with a second booklet on the subject of the administration of second and third tithes. This will help people in planning for the festivals and caring for the needs of the widows and orphans in the Church. That project is now in progress.

We have a number of other booklet projects in the works mainly to back up the coming television season. I'll mention more about them in future columns as things develop.

Thought you'd be interested to know I was recently sent a copy of an advertising brochure from Caddylak Systems, which showed a magazine wall file with various magazines in it including *McCalls*, *Forbes*, *Redbook* and others—and *The Plain Truth*!

That's my contribution for this issue. I'll have Dexter Faulkner, one of our two intrepid assistant "mangling" editors, add some information that you might find interesting at this point.

—Brian Knowles

IMPACT OF OUR LITERATURE

It is encouraging from time to time to realize that our literature has an impact on others. Each week several dozen letters cross my desk request-

ing permission to reprint articles which have appeared in *The Plain Truth* or excerpts from our booklets.

Two examples of this occurred recently. As a result of the article in the February issue on Rhodesia, written by Gene Hogberg, the Rhodesian Information Center here in the U.S. requested 5,000 copies (through our South African office), which they will be sending to top opinion formers in the U.S.

The School Board of Sarasota County, Florida, recently asked permission to reprint the article on marijuana from our *The Dilemma of Drugs* booklet. The Sarasota Drug Education Program will present our material in a package program to elementary schools, grades 4-6; also to secondary level programs—junior and senior high schools.

Of course, these are only two examples of many. Various non-identity magazines, newspapers, and programs request to reprint our articles and booklets. We still feel that we cannot sell short the overall effect that our material has in moving people to change.

Letters and comments from journalists and researchers document that our material is respected in research and editorial content. Our material is well received nationwide—worldwide for that matter. Let's don't sell it short!

As a result of our ongoing newsstand program, I think we're going to see more and more comments and quotes in leading newspapers and magazines about what we have to say on every issue.

So gentlemen, let's don't sell *The Plain Truth* short. It's an effective tool in any community.

—Dexter Faulkner

Mail Processing

It seems like GOOD NEWS is coming to us from all fronts in Mail Processing! This week, ending March 11, has been the *best week for mail so far this year*. Over 43,000 letters have come in during the week which lifted our year-to-date total letter count to 361,528, and put this month 2% above this same point in March last year.

Subscriber Development

Part of the improved mail picture can be attributed to an information-packed letter sent out to 507,284 regular subscribers to *The Plain Truth*. (The letter discussed the new 5-minute programs and the prophetic implications of the severe winter America has just experienced, as well as



other crises around the world.) Responses are beginning to come in and the outlook is for a good overall result. The latest *Co-Worker Newsletter* has also been a good response factor.

GTA Member Letter

Mr. Ted Armstrong's recent member letter (on the subject of "inactive members") has brought in a *higher than average* response from members—so far a 23% response in only 20 days. Usually a member/co-worker letter will bring a 20% response after 30 days from the time of mailing, but it looks like this recent letter will reach an overall response of 25% or more.

Many of the members writing were very moved by Mr. Armstrong's exhortations and reaffirmed their dedication and support for the Work. (See sampling of responses in the Letter Comments section.)

Newsstand Program

Last week was also an exceptional one for PLAIN TRUTH newsstand response. Whereas we generally receive about 600 letters per week from magazines obtained at newsstand outlets, last week 1,310 came in!

Special Department Tours

Over the last couple of years various tours of MPC have been given to individuals and groups. We thought perhaps you would be interested in hearing about some of the more interesting ones:

1. A vice-president of IBM.
2. Consultants for *Quest* magazine.
3. Reporter from *Penthouse*.
4. Reporter from *Christian Science Today*.
5. Ministers and wives in for conferences.
6. Summit Lighthouse Mission organization.
7. Many individual tours for members and co-workers.

The following note of thanks from The Summit Lighthouse reflects the comments of many:

"On behalf of all of us from The Summit Lighthouse who recently toured your facilities, we would like to thank you and the personnel for the great tour. We didn't realize when we came there that so many of our questions would be answered."

It's our hope that future tours will continue to generate respect for the Work and the efforts of Messrs. Armstrong.

That's all for now.

—Richard Rice

LETTER COMMENTS

CONCERN FOR MR. HWA'S SAFETY

An enormous number of calls asking if Mr. Herbert Armstrong was hurt in the Rumanian earthquake have been received. Sunday and Monday (Mar. 6-7) the WATS area was literally deluged with calls. There were so many we couldn't keep an exact count. The following comments capture the concern expressed in the telephone inquiries about Mr. Armstrong's safety.

"I got a letter saying he was in Bucharest, Rumania. Did he escape the earthquake anyway? Oh, he is in England now? Well, FANTASTIC—good enough, good enough. I just got the letter and I was very worried. Thank you so much!"

"I just received a letter in the mail by Mr. Herbert Armstrong from Bucharest, Rumania. I was wondering if he was in the earthquake or did he get out of there? Oh, good! I was quite concerned about him."

"I am calling from Canada and I just received a letter from Mr. Armstrong, and he says that he is in Bucharest, Rumania?!? Oh, thank God. I was concerned about him being there, and I had to call. Thank you so much."

"I was so worried about Mr. Armstrong being in the earthquake in Bucharest."

"I want to know if Mr. Armstrong is safe and out of Rumania. He is definitely safe? GOOD! Thank you!"

"I want to know if Mr. Armstrong is alright? Oh, GOOD! Thank you so very much."

"Well, everybody in the Portsmouth area was worried about him, so very GOOD! Thanks!!"

"TERRIFIC! Thanks a lot."

"Is he alright? OH, GOOD! Thank you."

GTA LETTER RE "INACTIVE" MEMBERS

These comments are only a few of the hundreds that could have been used showing the positive effect that Mr. Ted Armstrong's member letter had. Since many letters were quite long, the main points have been excerpted in an effort to save space.

"I want to thank you for the letter about 'inactive' members! I have been one and the letter opened my eyes to see what and where I stand. I



ask you for your prayers and you sure have mine. I am getting back 110% behind you, your father and the Worldwide Church of God. Your letter was just what I needed, so thank you again."

—Paul E. Sexton
Ladson, SC

"You write to us so frequently—and always so much like a brother—that I feel moved to write back. I just read your letter and I wanted to thank you for caring what happens to us. I hope others who are feeling the effects of this world will likewise be stirred by your admonitions. I think all of us have a little bit of lukewarmness somewhere in ourselves. Thank you for your words to us and for your constant example, also."

—Katheryne M. Williams
Garland, TX

"I'm truly sorry you had to write us a letter. However, it was *long* overdue. I'm frequently praying it has a profound and lasting effect on those of us it fits. How about a letter like that a little more often?"

—Mrs. Merle Anderson
Walnut Creek, CA



"Your letter really hit home. I'm so ashamed and sad because I could see myself—and let's not kid ourselves we know who we are—lukewarm, selfish, of little faith. I am repenting and I pray for those like me. Please pray for us. I shall overcome."

"Please remember to pray for us who are weak that God will give us the strength to overcome all our stupid faults. I am going to do my part and with God's help, I hope to once again be a faithful Christian, not in word but in deed as well."

—Ray Cisneros
Fort Worth, TX

"Just moments ago I finished reading your very forceful letter dated February 7, and I want to say *thank you*. I guess I really needed a good 'chewing out'! The past months have been difficult and painful, full of problems, and even though it wasn't my intention to do wrong things or to neglect Sabbath services, I have been neglectful and have gotten involved in some things that are not good."

"I've decided to get immediately uninvolved and to immediately look to Sabbath services with more enthusiasm."

"I have no idea how other recipients of your

letter will view it—to me it is an admonition from a loving brother—and again I thank you."

—Joanne Hansen
Vancouver, WA

"It was just what I needed to wake me up and get me back in there fighting for the Work. Sometimes it's just too easy to let the day-to-day problems take over."

"I'm the only one in my whole family that belongs to the Church and sometimes I get a little discouraged. I can't really even talk to my husband because I know he doesn't understand, but he *does* try. I'm just thankful he's a loving husband."

"Since we live a hundred miles from Church, I'm able to attend about once a month. Sometimes I can't even go that much because of family problems. However, a friend of mine has started taping the services for me, so I'm able to hear them during the week. I still find it hard to keep the Sabbath by myself, while everyone else is either playing, working or shopping. It's so hard for me to know what to do sometimes. Trying to keep the Sabbath and not offend those around me by making it look like I'm self-righteous."

"I don't even have any money of my own to give the Work. We've always had financial problems, but my husband doesn't understand about tithing. It makes me feel so helpless when it comes to giving to the Work. I only wish I had something to give, as far as money."

"However, your letter made me realize I've become lazy, slacking off on the only real gift I can give the Work, my prayers. I just wish I knew more of what to pray for. Please keep us informed on the most important needs of the Work."

—Mrs. Anita G. Hamill
China Lake, CA

"This is the first time I have ever written you but now I feel compelled to. I have just finished reading your recent letter about 'inactive' members. I got down on my knees and read every word of it before God. I think it is the first time in a long time God heard every word of my prayer."

"Reading your letter knocked scales off my eyes. Now I see myself *far* more clearly. Now I see my job is not to be encouraged, but to *encourage others*! Satan works in mysterious ways, and he certainly has been working on us. But, now, I can clearly see my enemy, and I will fight him with all the strength God gives me."

"I had taken my eyes off the goal, and thus, I



lost my way. Your letter shed light on my selfish, darkened path.

"Thank you all for your patience! Thank you all for the correction. I *will* heed. The task that lies before me now is to make up for lost time. I won't stop until the zeal of God's house has eaten *me* up!"

—Mr. Jan A. Creusere
Big Sandy, TX

"Thanks very much for the very strong letter. It was deeply appreciated. And you can be assured it has shaken me out of my lukewarmness. I sure hope and pray that because of your strong letter the Church will become much stronger."

—Myron Wells
Alliance, NE

"I have never written to you before but I must write now. I just received your letter of February 7, so I wanted to write and thank you for it. As you see, I needed it very much. As I write this I cry because I did need to be reminded of things and it is terrible that with your busy schedule that you must sit down and write a letter to people to wake them up.

"I tithe and attend services but in some other ways I've fallen asleep and maybe I'm beginning to fall away in other ways. Anyway, God knows and so do I. In so many ways you can try and kid yourself that what you're doing is okay. But, then, you also know that it isn't."

—Mrs. Beverly Abbey
Alamosa, CO

"We have been guilty of the very things you describe in your letter. After we stopped attending Sabbath services, praying and tithing, our problems became so great until our marriage almost ended in divorce. But once realizing our great sins, we began praying and tithing again. God has blessed us with a happy family life, not to speak of the material blessings. We want you to know we are behind you with more heartfelt prayers, tithes, and offerings than ever before."

—Mr. & Mrs. Phillip W. Greene
Marion, SC

"Your special letter of February 7 about 'inactive members' arrived today. I sat down and read it through. It is encouraging to know that you are 'gravely concerned' for the 'one lost sheep' in God's Church, and that *God* is 'searching' for them with your letter.

"This is the first time I have written a 'return

letter' to you in response to a letter. After more than five years of not responding I wonder just how 'active' of a member I've been.

"Your letter is especially timely and inspiring to me. Lately I have been under great emotional pressure, because of personal family circumstances that have tragically affected my life. It has been easy to feel 'turned off' about *everything*! But I am determined not to give up! Especially knowing the tremendous urgency of the need for this world to be warned and to be given hope, the 'Good News'."

—Douglas R. Stehling
Milwaukee, WI

CO-WORKER/DONOR LETTER OFFERING CHURCH ASSISTANCE

In early February, Mr. Ted Armstrong wrote a special letter to the donors and co-workers which covered prophecy and the need for individual and national repentance. The letter also offered the help of the Church to any experiencing hardships due to the severe winter conditions affecting so many. As the comments we selected show, this unusual reversal of a church offering help rather than asking for help, pleasantly surprised many!

"I received your letter offering help to the weather victims. I was really touched by it. I have never heard of any other church offering help to anyone. We have had cold out here but very little snow. I don't need anything. I am tough for my age and know how to manage what little I have. No one else ever offered me any help in all my life. I have done the helping. This is a town of Methodists. No one ever came to see if I needed anything in the 12 years I have lived here. I am sending \$10 to help someone worse off than me."

—Mrs. Elizabeth Miller
Whitney, NE

"I am a 'partially' disabled man, living on a fixed income and have been searching for some spiritual uplift for some time now, as I have been depressed and discouraged at how people treat each other these days. Your extended hand is most welcome and timely."

—Dennis Cremins
Bronx, NY

"I want to thank you very, very much for taking an interest in my welfare. It made me feel happy to know someone cares for an old, 81-year-old lady, lonely at times."

—Lillian May
West Haven, CT

(Continued on page 94)



AICF/QUEST UPDATE

AICF

It is an absolute pleasure to officially introduce to The Bulletin Mr. Wayne Shilkret, Director of Performing Arts for AICF. Wayne was previously the Director of Publicity and Promotion for the Kennedy Center in Washington; before that at the Philadelphia Orchestra and with Sol Hurok, Inc. He has done a magnificent job in his creative and efficient management with the Foundation. We hope he will be able to write for The Bulletin on a fairly regular basis.

—Robert Kuhn

The Ambassador International Cultural Foundation continues to meet one of its goals—gaining wider recognition for the college and church—by involving itself in national and international projects.

Some two weeks prior to the Bing Crosby Special (which by the time you read this, will have been seen by millions of Americans), we received a phone call from Albert Gannaway of American Artists, who became aware of the foundation through the concert series, expressing a desire to join forces with the foundation to help promote the college in a television special featuring Burl Ives. We invited him to attend the Bing Crosby Special, where he surveyed equipment and facilities, and was so impressed with the quality of the auditorium, campus and television facility, that we both agreed it would be a wonderful idea for Burl Ives and Mr. Garner Ted Armstrong to talk in a segment of the program, using several areas of the college as background. The program would also include historical information about the college campus.

We spoke with Ross Jutsum and suggested he have tapes featuring the Ambassador Singers which were to be used for the Garner Ted Armstrong Ambassador College Special played for Mr. Gannaway. The tapes—which featured two spectacular songs, "Welcome to Ambassador," written by Ross Jutsum, and "Hey, Look Around," written by John Zahody—will be edited into the program.

Just today, I received a call from Mr. Gannaway, who said he was so delighted that they intend to make not just one, but *two* specials from the one day of shooting here at the college. The special also will include a performance of Burl Ives to be taped in the auditorium with all proceeds going to benefit the college.

There is little doubt that Ambassador Auditorium is now internationally accepted as one of the finest concert halls of its size in the world. Recently Beverly Sills, the great soprano, and Mstislav Rostropovich, the supreme Russian cellist, both lavishly praised the auditorium when they performed in Pasadena last month.

During the Bing Crosby Special, both Bing and Bob Hope spent much time applauding the beauty and splendor of the building.

We receive scores of letters each week from managers trying to place their artists in our series, and concert artists from all over the world have written the foundation asking to perform in the auditorium even without fee.

Joanne Woodward and Paul Newman were backstage the other day to survey the auditorium and were happy to hear that the foundation would be presenting one of their favorite ballet companies in our coming season.

From all reports the series in Milwaukee and Big Sandy have been acclaimed by both critics and the general public.

We are presently working with the American Cancer Society in Wilkes-Barre, Pennsylvania, towards a joint benefit concert sometime this season or next.

—Wayne Shilkret
Director of Performing Arts

BING CROSBY REVIEWS

Editor's Note: Just as we were going to press, reviews of the Bing Crosby Special appeared in two LA entertainment trade papers—the Hollywood Reporter and Variety (both appearing Friday, March 18)—which we are reproducing in this section of The Bulletin. You'll also be interested to know that the J. Walter Thompson Co., our Advertising Agency for the Foundation and Quest, told us that this special will be circulated all around the world, giving Ambassador College, the auditorium and the foundation tremendous exposure to untold millions more viewers.

TELEVISION REVIEW

Bing! . . .

A 50th Anniversary Gala

CBS, March 20, 9-10:30 p.m.

Since Bing Crosby is still hospitalized after a fall he suffered during the taping of this special, one finds a certain reluctance to celebrate his 50th anniversary in show business at this time. How-

ever, this show is so delightful and the tone and warmth are so affirmative that one ends up realizing that "the show must go on" is a worthy tradition and one that Bing himself would be the first to applaud.

The show covers the spectrum from the old to the new by bringing on some of the wonderful performers with whom Bing shares past memories—the Mills Brothers, Pearl Bailey, Rosemary Clooney and, of course, Bob Hope—as well as more recent arrivals Bette Midler and his own beaming children, Mary Frances, Nathaniel and Harry. The marvelous Joe Bushkin jazz quartet backs Bing on a 20-minute medley that captures nearly everybody's favorite Crosby song. Also along to join in the festivities are Paul Anka, Sandy Duncan, Donald O'Connor, Martha Raye, Debbie Reynolds, Anson Williams and dazzlingly pretty Kathryn Crosby.

Buz Kohan is the writer of this delightful salute with special musical material by Ray Charles; Nick Perito is musical director; Marty Pasetta is director as well as producer; Frank Konigsberg is executive producer for his own company. Delightfully nostalgic film sequences are by Stu Bernstein and Eytan Keller.

* * * * *

Bing! . . . A 50th Anniversary Gala (Sun., 9-10:30 p.m., CBS-TV)

"Conclusion" of Bing Crosby's "demi-centennial," as the singer terms it, involves class, understatement, and a host of memories. A 90-minute celebration taped at Pasadena's Ambassador College March 3, Marty Pasetta's production focuses on Crosby, whose voice sounds richer than it has in some time. It's a stylish entry, sure to attract audiences from all age groups.

Happy opening finds Bob Hope outside auditorium singing "Of Bing We Sing" patter while he greets likes of Martha Raye, Sandy Duncan, Donald O'Connor, Debbie Reynolds, and segues into intro inside aud of the "orange juice junkie," who starts right off with "Feeling Good" and follows director Pasetta's deceptively simple plan of natural flow from top act to top act.

Bette Midler turns up as usherette down in aisle unable to resist the Crosby rhythms and winds up singing "Glow Worm" with the Mills Bros. Interestingly, Midler, who plays down her image as though in deference to Crosby, carries on a tradition once played by one of Crosby's Paramount cohorts, Martha Raye, who remains in the audience for the show.

That troublesome stage chasm fills as elevator brings up Joe Buskin quartet, and Paul Anka takes on solo, with Crosby introducing both acts in style reminiscent of his Kraft Music Hall radio days.

Pearl Bailey's out there in audience, and she comes onstage to work a number with him. Kathryn Crosby draws her husband into "Everything Old Is New Again" in easygoing medley from the past. Daughter Mary Frances, son Nathaniel, son Harry help out along the way, and Pasetta's cameras rove the auditorium picking up Reynolds, Raye, Anson Williams and other pleased listeners.

Pasetta and writer Buz Kohan have built the project shrewdly. The quality continues high as Hope joins Crosby onstage for diverting badinage in which the two again goad one another and Hope introduces a Crosby scrapbook of stills laid on overhead—scrapbook including several of crooner's leading ladies Marion Davies, Shirley Ross, Carole Lombard, Dorothy Lamour, among others.

And Rosemary Clooney simply comes out and sings "Tenderly" with only a piano for accompaniment. It more than suffices in its pleasant, restrained fashion.

Last 15 minutes are the clincher as Crosby runs down his own musical past from "I Surrender, Dear," "Just One More Chance," "Blue Hawaii," "Sweet Leilani," and so on. It's a good stint, and a crowd-pleaser as Bushkin and his three musicians back nobly on the tunes.

Nick Perito handled expert musical direction of onstage orch, and Ray Charles contributed special musical material. Stu Bernstein, Eytan Keller assembled film sequences. Frank Konigsberg was exec producer for the Konigsberg Co.

—Tone

QUEST CIRCULATION

Following is a lengthy summary of Quest/77 circulation. Kudos to Jack Martin, Gene Hughes and our entire staff for doing a spectacular and thoroughly professional job.

—Robert Kuhn

Circulation is regarded as the boiler room operation of the magazine publishing industry. Given the editorial product, circulation must market it profitably. This involves the whole gamut of obtaining subscriptions, collecting payments, maintaining the list, renewing the subscriptions and maintaining and increasing the level of circulation sufficiently to enable advertising to operate at a level that can add to the profitability of the operation.

In the past, many magazines folded—and many are in trouble today—because circulation became merely a numbers game for advertising not profitable for itself, subscriptions being sold at a considerable loss with the magazine having to rely on ad sales to provide the bulk of the revenue. With the advent of TV and rampantly rising paper and printing costs all that had to change. Today the successful publishing formula relies on circulation to provide the bulk of total revenue for the total publishing effort. This was the strategy adopted for *Quest*—circulation through subscription and newsstand sales providing 80%+ of the revenue.

The modern economics of the entire publishing industry—as unreasonable as it might first appear—allow for the amount of expenditure required to obtain a subscription to be equal to the cash value of the subscription itself. In other words a dollar out for a dollar in. The reason this can work is that provided there is sufficient investment capital available to get through the first year or so of list building, that investment starts to be recouped on the renewals which cost on the average of 50 cents to obtain the next full year's subscription versus the \$5-10 expenditure required to get the name on file in the first place.

Thankfully, we can now report that the economics of *Quest* circulation acquisition is extremely good, among the best in the industry—remarkably so with the recent January mail providing subscriptions at only \$2.85 for each gross \$9.00 order brought in. This means that *Quest* circulation is not just able to break even but actually pay for the promotion costs, printing and mailing of a year's subscription and have \$2.50 left over to contribute toward editorial and general operating costs—all in our first year...before renewals!

However easy this may sound now—it wasn't always this way.

With 30,000 AICF members already on file, the first Direct Mail test to outside lists was in late fall 1975. The results were poor: out of 165,000 Direct Mail promotional packages mailed to 18 magazine lists there were only some 1275 responses—.075%—at a gross acquisition cost of \$23.33 per \$15.00 subscription (as they were priced at that time).

At this point, professional circulation/publishing consultancy help was called in. Following much reviewing of the situation, all operations were halted and the drawing board was revisited. It was also at this time that the promotional issue of *Human Potential* was produced. Test results and focus group interviews indicated a problem

with the name *Human Potential* which seemed to carry psychological overtones to many—as indicated by relatively high responses from such magazine lists as *Psychology Today* and *Human Behaviour*.

In April 1976 another Direct Mail test was made. This time to 130,353 names drawn from 18 magazine lists representing a wide cross-section of readership. The package was designed by one of the top rated copywriters in the business; the price was lowered to \$9 for six issues—the lowest price we felt we could live with, and everything was done according to the “rules.” By late June the results were in and found to be much more gratifying at 1.80%—better, but still not quite good enough. The copywriter hadn't been able to convey a clear enough editorial concept, and more obviously than ever there was a problem with the name.

At this point Bob Shnayerson was engaged as editor, culminating an eight month search in that area. He promptly drew up an editorial prospectus fleshing out and embodying the noble concepts for the magazine as formulated by the Foundation and Mr. Herbert Armstrong. More drawing board work resulted in changing the name with plans for a very extensive list and package test, the Shnayerson/AICF prospectus being handed to some of the top direct mail copy writers available to do a package. Two came up with excellent packages. At the last moment, because we wanted to try at least three packages including a low cost one without color brochure and gimmicks, etc., the editor (who also is a good writer by the way) was asked if he would like to have a try at a letter for the low cost package. He said yes. But starting out much later he hadn't quite finished his letter in time for us to make up envelopes within the deadline.

Providentially, another magazine had 25,000 envelopes left over from their promotion just going out that would suit the “Editor package” test—so it was mailed along with the other two in a combination of six variations and three prices to some 59 lists made up of the names of 540,000 individuals who had purchased magazines and/or books by mail—our target audience. This test brought in 19,500 orders for an overall average response of 3.6%. And on the test panels the editor's package—by far the cheapest and simplest to produce—incredibly out-pulled the best professional copy writer by 13%!

Armed with these results and with time rapidly running out we rolled out in the first week of January this year with the editor's package to the

54 best responding lists just tested plus 75 new lists. This gave us a total of 131 lists consisting of 3,940,000 unduplicated new names.

Now, six weeks since mailing commenced the results are in: 159,000/+ orders for an overall response of 4.1% and a cost per order of \$2.85! Out of the 131 lists mailed, 120 responded at greater than 2%.

More importantly for long term growth, these lists represent a "universe" of some 32,000,000 names to which we can profitably mail! The response was so much greater than anticipated (because you usually experience a smaller percentage on roll-out than in testing with smaller numbers), there were not enough copies of Vol. I, No. 1 to go around.

So starting last September with only 40,000 *Human Potential* subscribers on file, we now go into the printing of the second issue of *Quest/77* with a subscription circulation of 188,000 (after taking out the usual 20-25% new magazine orderers who do not continue with their subscriptions). In addition, newsstand sales are expected to hit 30-32 thousand based on the somewhat sketchy information now to hand. This gives a combined expected paid circulation of approximately 220,000.

On April 15 we plan to mail a further 3,000,000 pieces which will be an extended retest of the lists added in January plus 75 new lists. This should result in an additional 75-90 thousand new orders. This will be in preparation for a much larger mailing in August to be in the order of 5-10 million—actual size depending on the results of the April test. This means that by a year from now, *Quest* will profitably be able to have a paid circulation in the range of 375-550 thousand plus newsstand sales.

Gratifying as the subscription order response has been, even more so perhaps to the controller is the response to the first billing effort to those 180,000 waiting to pay after receiving their first issue. Income is in the order of \$30,000 per day with \$300,000 in to date. Net income from the September test, January roll-out and space ads in *Smithsonian*, *Natural History* and *Atlantic* will be in the order of \$1,350,000. Another encouraging sign is the number of people—21%—who, when paying their bill, opt for the two years' subscription offer at \$18. This is over twice the norm for the industry.

Quest newsstand sales are very meagre at this point having gone on sale March 3, but a preliminary survey of major retail outlets by our national distributor, Curtis Circulation Co., indicates *first*

week sales of 28.5% which is very good for a new title. Therefore it is not hard to predict final sales up to or over 50%—a very acceptable figure for first time out and able to be markedly improved. Many major magazines that have been out for 10-50 years still to this day do not sell 40% and they are priced at far less than the *Quest* \$2 cover price. An encouraging sign is that preliminary surveys of some major retail outlets such as San Francisco airport and dealers in Florida have completely sold out, whereas Miami airport has sold 50% so far. The New England dealers have sold 36-39% in the first 10 days.

Culminating 23 months of trial and "testing" the *Quest* circulation area is pleased to enjoy success—with no little thanks to the astute aid of our circulation consultants Jack Ladd and Wendell Forbes, the long-suffering graphics and production staffs who made it possible to meet those many last-minute printing and mailing deadlines, and especially to all those faithful and patient original AICF member/subscribers who endured for so long.

In summary, *Quest/77* looks like the new "hot" national magazine, both bringing the fundamental concepts of AICF to new audiences in North America and around the world, and at the same time being profitable.

—Gene Hughes
Circulation Manager
Quest/77

Y.O.U. UPDATE

Final plans are well under way for our third annual National Basketball finals. It promises to be bigger and better than ever. In addition to some top caliber basketball games, we will be having the top eight cheerleading squads competing for top honors. We are also going to have a "Big Bowloff" for the top four guys and top four girls in the recent mail-in bowling competition. Virtually all of these youths are from areas that have been unable to participate in our national level activities up until now.

Y.O.U. has really grown. It has grown so fast it is hard to realize that Y.O.U. as an organization is not yet two years old. It seems like it has been around a lot longer than that. We will celebrate our second anniversary at the National Basketball finals in Big Sandy. At this time I think we need to go back and refresh our memories about some of the reasons Y.O.U. was started and our overall philosophy about the activities.

The average young person in the Worldwide



Church of God was unable to participate in most sports programs and extra-curricular activities because of the Sabbath. We were inadvertently holding back a much needed facet of education our children needed to develop well-rounded personalities. Y.O.U. was started to help fill this gap for our church youths. Through Y.O.U. the Church is saying "Go ahead and develop your talents *and* at the same time obey God. Play ball, and stay in the church." This is still the purpose for the activities. To give the youth who wants to be a part of the church the opportunity to have a sports and activity program which allows him to still obey God. In other words, Y.O.U. is not for the boy who plays basketball or football for his high school team on Friday night, or who runs in the high school track meet on the Sabbath.

This is not to say that there aren't cases where you would simply wink at Sabbath sports for a *short time* in the event of a new person just beginning to attend. There is obviously a time for that. It does mean, though, that the youth who has grown up in the church has to decide whether he wants to break the Sabbath and play high school ball or to keep the Sabbath and maybe not be able to play high school ball, but to play Y.O.U. ball. He should not be doing both. Y.O.U. is for those youths who want to do what's right, not those who are just along for the good time. We have not really enforced this up to this point. We have wanted to give everyone every opportunity to "jump on the bandwagon." The time has come to start enforcing this though.

Maximum Participation vs Win-At-All-Costs

Over the past couple of years our sports program has come a long way. One negative factor I think that has been engendered is too much of the wrong kind of competition. Many areas have fostered a win-at-all-costs philosophy. Too many have become more concerned with winning than with working with the young people to teach them right principles for character development. We have gotten some reports from teens who have said *their church area* (so they aren't some losers from another area) Y.O.U. team is made up largely of boys recruited from local high schools who *never* participate in church services. This not only violates one of the founding principles of Y.O.U. as stated above, but does several other things too. It prevents other church youths with less ability, but with the right attitude and approach, from being able to participate. It discourages many of the adults too. Y.O.U. was promoted as something for their children, and now they see their youths being

pushed aside by outsiders. This type of action hurts the entire program.

We need to get back to the principles of maximum participation in our activities and get away from the win-at-all-costs philosophy which is so prevalent in the world. There are *many* right principles which can be taught through sports competition. We, as adults, have to set the example and take the lead though. We have come a long way in these two years thanks to the support from all of you. If we can work on refining our activities now, we should be able to see much more improvement over the next year.

S.E.P. Plans

With less than ninety days left before S.E.P. begins, it seems like panic time. The staff selections are complete, the gymnasium nears completion and we have received nearly 225 applications. That is very good for this early in the year.

Last week permission was granted by the Minnesota Pollution Control Agency for S.E.P. to continue for another two years because we were unable to meet new pollution control standards by June 1977. We could have been prevented from opening if the MPCA wanted to be difficult. But, because many other camps and businesses are in our same boat, they were willing to extend time provided we continue in good faith to comply by June 1979.

Our S.E.P. brochure is at press this week and should be coming out very soon. No pictorial information had been produced on S.E.P. for some time so we felt it was time to produce a full, four-color fold-out brochure for both internal and public information.

Along with the brochure we hope to send a letter from Mr. Ted Armstrong informing everyone of the "sponsor a child to camp" fund which has not been mentioned for some time and has, as a result, become very low. This fund is also tax deductible with the stipulation that it does not name a specific recipient of the donation.

Again we urge those in the Midwest and West and parts of the South who were not affected by severe weather to apply for the first session of S.E.P. We want to make the second session available to those who will have to make up school time in the summer due to the severe winter.

The Bill Sharman basketball clinic at Orr will be held between the two sessions, July 8-16. Brochures and applications will be sent out, hopefully, within the next two weeks.

If you have any questions about S.E.P. this



year, or the Bill Sharman clinics, please write or call Y.O.U. in Pasadena. We will try to help you with your advanced planning.

—Jim Thornhill

UPDATE ON U.S. PLAIN TRUTH DISTRIBUTION PROGRAM

Four regional meetings have been held in selected areas of the United States to train church member representatives in the development and running of newsstand distributions of the PLAIN TRUTH in their areas. An attractive "sales kit" has been issued to those involved. Through the church areas represented at these meetings, it is hoped that finally all church areas will be brought into the distribution system.

Already some remarkable spin-off effects and associated developments are beginning to take place. I would like to give you brief details of some of these.

The West Indies

Shortly after reorganizing the rather neglected distribution in Trinidad and putting it in the hands of the church members under minister Gordon Harry, we heard that the member (Charles Bhagan) responsible for the Port-of-Spain airport distribution had presented the magazine to executives of the international airline, British West Indian Airlines. As a result of his presentation the airline has requested 3,000 magazines a month to place on all flights from the Caribbean to Miami, New York, Toronto and London. We are unable to supply them with quite so many magazines, but Gordon Harry plans to have 800 PLAIN TRUTHS per month going on the airline as a passenger service.

North Carolina

PLAIN TRUTH representative, Don Blevins, of Raleigh reports that he has been contacted by students from the University of North Carolina in Chapel Hill where there has been a PLAIN TRUTH distribution rack in the student center for some time. The students got Don's name and address from an old magazine box. They want to know if the organization can follow up with lectures or seminars in the university. I understand they may be looking for lectures on the subjects of drugs, alcoholism, V.D., etc. This looks like a tremendous opportunity for Art Mokarow's area to follow up on. Hopefully, the same program could be taken to other universities.

Another PLAIN TRUTH representative in North Carolina, Bob Nunnery, introduced *Quest/77* magazine to the Vice President for Marketing of Piedmont Airlines. This executive was "very impressed" and puts the magazine in the "same category as National Geographic." He immediately ordered his own personal subscription and has recommended that the magazine be in all Piedmont planes, and has also recommended to the distributing authority that it be placed on all other U.S. airlines.

Paducah, Ky.

While developing PLAIN TRUTH distribution in Kentucky, Gerry Russell and myself came in contact with the physician in charge of Eddyville State Prison. This former missionary had very progressive ideas on the rehabilitation of hardened criminals. He has now left that post but it looks like local Worldwide Church of God minister, Vic Kubik, will be having a growing role to play in following up this type of activity. Vic now spends a full day every other week at the prison. He is in line to take over the running of the prison's "Wit & Wisdom Club" which is somewhere between Spokesman Club and Alcoholics Anonymous. Chris French of A.I.C.F. has suggested that we may be able to do this in other prisons under A.I.C.F. sponsorship, and perhaps even get a federal grant for the purpose.

Sioux Falls, S.D.

Chuck Scott reports that in an effort to protect his PLAIN TRUTH newsstand distribution from persecution by local religious groups he began attending the Ministerial Association in Sioux Falls. Today, he got the opportunity to lecture to the Association on the subject of community involvement and his own environmental protection project. He brought in spiritual principles and ended up answering questions out of the Bible drawing parallels with Joseph in Egypt. At the end of his lecture he was warmly received by all present—many of the local ministers staying behind to pat him on the back and engage in conversation.

Now that he seems to have everyone on his side, in future sessions he will be going into the beliefs of the church, thus hopefully removing many of the wrong impressions which he feels people have. If the intensive PLAIN TRUTH distribution in the area is ever raised, he will be in a position to handle that matter with those who now consider themselves as colleagues!

New York

Local minister Ed Faulk, with the help of two members who work in the United Nations building, has been successfully distributing the PLAIN TRUTH in the United Nations building library for some months. Despite some opposition, he reports heavy interest in the magazine, especially the issue focusing on Rhodesia. Ed feels the magazine is being read by leading ambassadors and their aides.

Lexington, Ky.

In this area of very intensive PLAIN TRUTH distribution a PLAIN TRUTH/AICF representative (Gerry Russell) has had some amazing opportunities open up for him. He has been invited onto a one-hour radio talk show on WEKY Richmond to discuss the PLAIN TRUTH magazine and the AICF services. He will also have a 10-minute television interview on the TV program, "Bluegrass Personalities."

In addition, he has been able to line up a television interview for Art Mekarow on the June Rollins show, and several other television interviews for Art are being lined up in the same area. The Local Citizens Committee on Child Abuse and the head of the Social Services department in Lexington has asked our representative to bring the AICF lecture series into the area. Incidentally, the request came from them to us. Art Mekarow and Chris French will be giving public lectures on marital maturity and child/parent relationships. There will be meetings with the local mayor. There is also the possibility that AICF will be co-sponsoring the fund raising rally for United Way of the Bluegrass. This will be a \$25 per head affair. AICF speakers will undoubtedly be involved and the presence of Mr. Armstrong could well be requested.

The opportunities for bringing the full spectrum of the Work's activities—from PLAIN TRUTH on the one hand through AICF, right across to *Quest/77*—to prominence in the local community have never been greater!

—Gordon Muir

Assistant PT Circulation Manager

INTERNATIONAL DIVISION

(Continued from page 74)

us this Work of preaching the end-time witness to the world.

Mr. Armstrong is our physical leader, but he never claims to be the head of this Church. He is often telling the ministers in his personal letter to us how grateful he is that God has supplied helpers and assistants to work alongside him, in carrying out the Great Commission. Mr. Armstrong

knows that he cannot fulfill this commission by himself. *Each one of us that God has called has a definite part!*

In some ways you could liken the spiritual temple, the Church, to the physical temple built in the days of David and Solomon (1 Cor. 3:9; Heb. 3:6). The physical temple was built with physical stones—the spiritual temple is built with spiritual lively stones (1 Pet. 2:5), built on the foundation stone of Jesus Christ (verse 6).

In the days of David and Solomon, precious materials from all over the world were assembled together in various places around Jerusalem and were prepared and shaped for the temple. When it came time for the temple to be actually built (remember God told David he couldn't build the temple, only prepare for it), all the materials were assembled on the temple mount in Jerusalem, and everything fitted together perfectly so that there was no need to use hammers and chisels on the building site (see 1 Ki. 6:7).

Maybe there is an interesting analogy here. God's spiritual temple is also made up of materials from all over the world, not just "lively stones" cut from "Israel." In our spiritual Church, or temple, we have members from China, Burma, India, Africa, South America—in fact just about every race on earth. Like the physical temple, it will not all be assembled until the time is right. At Christ's return the "lively stones" prepared in advance will meet Jesus Christ in the air at the time of the first resurrection. Everything will fit together perfectly as Christ fits the resurrected saints together in the places He has prepared for them (John 14:1-3).

How does Christ know that everything will fit? Because by cheerfully, enthusiastically, and willingly fulfilling the part of the Work that God has called us to do, we will all become of the same mind, and of the same attitude, having worked together diligently for years towards the same wonderful goal. *Thus, every single member of the Body of Christ is needed, and every person whom God has called is able to supply strength to the Church* (Eph. 4:16).

I suppose that's rather a long way round of saying to you, "Keep doing your part, whatever it is." It is an incredible privilege for you to be among the very first Oriental people that God has called. And when I say, "very first," I mean it! Statistically, about 1 out of 5,000 people in America or Australia are members of God's Church. But only 1 in 4 million Oriental people have been called so far. Let us hope and pray that many more will be called to be a part of the first resurrection.

To some extent, how much is done depends upon us. God reacts to our enthusiasm, zeal and dedication. Mr. Stanley Rader, Mr. Herbert Armstrong's close personal assistant, wrote to us all recently. He made it clear that one of the reasons God blesses Mr. Armstrong's efforts so much is because of Mr. Herbert Armstrong's determined, relentless efforts to *work* at doing this Work. Mr. Rader painted a graphic picture of Mr. Herbert Armstrong, who is totally blind in one eye, and half-blind in the other; writing eight articles in eight days while immobilised in the wheelchair after his accident in South Africa! Mr. Armstrong feels his responsibility deeply and is determined to do all he can.

Let us make sure this renewed feeling of enthusiasm and determination in the Church worldwide is also felt in the Church in South East Asia. I hope you will think about this very deeply as we approach the Passover season—the time of personal rededication to God and His Work.

The Passover will be held in Singapore this year at Clement Lim's home. I hope that all members of the Church in Singapore and those who live just across the causeway will be able to attend.

Some have asked if people who are not members of the Church may come to the Passover. It is fine for people who have attended our Sabbath services, and perhaps been to the Feast, and who are genuinely interested in the Church to attend the Passover service, and take part in the footwashing ceremony. However, only those who have been baptised should take part in the actual bread and wine part of the service.

Those of you living in Kuala Lumpur, and the other areas of Malaysia should take the Passover in your own homes. If some of you want to get together in *small* groups to observe it, that is all right. We can discuss that when I am with you and I can appoint someone to lead the ceremony in each case. Since I will be seeing most of you before the Passover, we can leave any questions until then.

Until I see you in just a few days now,
Sincerely in Christ's Service
John Halford

LETTER COMMENTS

(Continued from page 86)

"I received your letter yesterday and as usual was very glad to hear from you. I wish to thank you very, very much for your kind offer of help.

You have made my faith in you and your organization grow so very much by your sincere offer."

—Kester K. Kerns
Fairmont, WV

"Sitting here this evening I have so much enjoyed your personal letter. It draws me closer to you and the wonderful Work you are doing."

—Mrs. Anna Dewalt
Gibsonia, PA

"Received your most welcome letter and I thank you from the bottom of my heart for all your help. I sure will take advantage of your offer in case of need. I will either write or call you."

—Sidelia Montoya
Santa Fe, NM

"Thank you for your truth of the Bible and the letter I received dated February 4, 1977. I was amazed at offering me help for temporary hardship. Thank you sincerely, but God has been so kind to us in everything that we really and truly need nothing. But I have to thank you again."

—M. G. Caragher
Burlington, VT

"I received a letter from you dated February 4, 1977, which I consider truly a masterpiece, concerning world conditions, people, outlook, and your postscript was tremendously important. I certainly am in agreement with your statement: 'Our greatest need right now is REPENTANCE—so we can be spared individually and nationally from additional plagues and tribulation'."

—Mrs. Madge Cowl
Creede, CO

GTA VISIT TO LANCASTER, PENNSYLVANIA

The overall effectiveness of visits to local church areas becomes quite evident from these letters. It gives the membership an overall uplift—both physically and spiritually, and it helps to generate a feeling of oneness with the Work and its leaders.

"I felt the need to write and tell you how thankful and appreciative we in the Harrisburg, Pennsylvania Church area are for your recent visit. We are truly grateful, as well as surprised, that you were able to take time out of your busy schedule to come to such a small Church area. You have made us feel not as isolated from headquarters as it seemed prior to your visit."

—Mr. & Mrs. Richard Vandermark
Dover, PA



"My wife and I were privileged to attend Sabbath services and the dance in Lancaster, Pennsylvania. The feeling of oneness really was there and we came to feel a little closer to you with so much time spent together. This is the type of spiritual uplift we all need every once in awhile."

—Mr. & Mrs. George Nagle
Saylorsburg, PA

"Thank you very much for the most enjoyable weekend. From your arrival at the Lancaster airport, through services and the dance on Saturday evening, to your departure at the airport on Sunday, we had the time of our lives. Our older daughter, Tammy (2½ years old), is still talking about seeing the inside of 'Garner Ted's jet plane' on Sunday. We were holding our breath when you turned the Falcon into a snowplow on takeoff."

—Dr. & Mrs. James W. Johns
Lititz, PA

"I am from the Allentown Church area and we were in Lancaster, Pennsylvania this last Sabbath. I just had to write you to tell you how much we enjoyed the sermon and dance. It's great to hear the new developments in the Work firsthand, especially the success of the new radio format."

"I have to add what a great time we had at the dance and how professional sounding your singing group was. All the guys were wonderful."

"We are looking forward to your Mt. Pocono visit at Pentecost. Hope there can be a dance at night also."

—Mrs. Steve Zavocki
Kintnersville, PA

Community and Public Relations

Penthouse Article

The April issue of *Penthouse* magazine carries an article about Garner Ted Armstrong. Although it contains the usual gross inaccuracies and misrepresentations, it did present Mr. Armstrong as a powerful figure in Worldwide media and American religion. (Please note that our mentioning the article is *not* to be construed as an endorsement of the magazine or an inducement to go buy it.)

—Managing Editor

Sermon Outlines

WHY YOUTH SHOULD REMAIN IN THE CHURCH

How can we hold on to our youth? This has been a question many of us have asked. As a result I gave this sermon. Youth response was encouraging. They appreciated being singled out in a positive way.

Introduction:

Young people can feel negative toward the church and drop out. Factors influencing this feeling include peer pressure, pulls of the flesh, worldly values, and parental neglect. These influences can be countered by developing a strong commitment to the church. But why should youth feel a strong commitment to the church? What does the church have to offer them? Why should they remain with the church?

Body:

TO FIND TRUTH

Truth is for the young. Youth have major decisions such as marriage ahead, not behind them. Truth can act as a road map causing them to avoid wrong trips.

Prov. 3:1-2 Only the Church of God answers the really big questions in life.

Prov. 23:23 Truth is valuable. It is the basis for making right decisions.

John 8:31-32 The truth can bring freedom from many problems bothering youth.

TO DEVELOP MEANINGFUL FRIENDSHIPS

Friendships are important, but wrong friendships can destroy youth.

Prov. 1:15-19 There are dangers with having wrong friends.

Prov. 13:20 The value of wise friends is brought out. Youth can expand their friends beyond their peers.

Luke 2:42-46 Christ at age 12 identified with those *much older*.

Mr. Herbert Armstrong's autobiography is filled with examples of association with wise men as a youth. Our youth can also help and be helped by older church members.

TO FIND GOD

"God is for old people, carnality is for the young" is a false belief.



II Chron. 34:1-3 At age 16, Josiah was seeking God.

Deut. 6:5-7 Parents are to teach their children, showing God is interested in youth. Christ picked up little children.

TO PARTICIPATE IN WHOLESOME ACTIVITIES

The youth have many opportunities through Y.O.U. and other church activities, which may include a Sabbath program for youth.

THE CHURCH CAN HELP YOUTH PREPARE FOR A SUCCESSFUL LIFE

Many young people are failing in marriage, child rearing, and mental happiness.

John 10:10 The church teaches success in all these areas through its ministry.

We have booklets on the *Seven Laws of Success, Dating, How to Have a Happy Marriage*, etc.

TO PREPARE FOR THE MILLENNIUM

The millennium is a big question mark in the minds of youth. They fear it will inconvenience their lives. Comments on "An Open Letter to the Apocalypse Generation" (April 1976 *Good News*). The millennium does not end the future.

Jer. 33:7-8 Youth will not have to deal with the penalty of generations of sin. It will be like Eden without Satan.

Vs. 9 Israel today is a type of the future restoration.

Vs. 11 It will be a world of joy, including marriage.

Vs. 12 Agriculture restored.

Vs. 15 Perfect government instituted.

Vs. 16 Jerusalem will be beautified.

It will be a much better world for living.

TO FIND HAPPINESS

God wants youth to enjoy life.

Eccl. 11:9-10 Live a full abundant life. Do what you desire, within God's Law.

Conclusion:

Prov. 28:14 If you fear to lose these benefits then you will stay with the church and find happiness. Hardening your heart will mean problems.

Consider these benefits so you can make a commitment to stay with God's Church.

—George Kackos
Wisconsin Dells, Wis.

ARE YOU WEARING THE "ARMOR" OF GOD?

Introduction:

In the Palestine of Jesus' day, the sight of Roman soldiers marching methodically through the dusty streets brought respect from some, disdain from others; but always fear from all. These were the soldiers who, wearing their powerful armor and carrying their sharp swords, had carved out an empire which lasted over 500 years.

To the apostle Paul, these soldiers played a significant role in his life. At one time, he was in the custody of a Roman centurion for two years under "house arrest" (Acts 24:23-27).

Is it a wonder then that Paul frequently used the example of a Roman soldier to exhort the members of God's Church about being dedicated and disciplined (II Tim. 2:3-5), about Christ being the *Captain* of our Salvation (Heb. 2:10), and finally about wearing the armor of God (Eph. 6:10-20)? With this armor, Paul tells the Ephesians they can "stand against the wiles of the devil."


But, how was this spiritual armor to be assembled? How was it to be used?

Body:


EXPOSITION ON EPHESIANS 6:10-20—Spiritual instructions on how to successfully combat the wiles of the Devil by using God's "Spiritual Armor."

DESCRIPTION OF THE BATTLE PLAN (Vs. 10-13)—In order to be ready to wear the armor, verses 10 and 11 exhort us first to "be strong," for the armor is heavy and we must be in good condition to carry it. In verse 12, a description of the battlefield is drawn with the prize at stake being revealed—the control over our minds (See II Cor. 10:3-6 for further details). From the term "wiles," or as the same word is translated in Chapter 4:14, "cunning craftiness," one can perceive that Satan uses a type of guerrilla warfare (See II Cor. 2:11 and I Peter 5:8).

THE TUNIC (Vs. 14)—This is logically the first piece to go on, for it protected the soldier from the abrasive armor. As the soldier prepared himself for the battle, he wrapped the lower part of the tunic around the loins in a knot to prevent from tripping. As part of the spiritual armor, Paul compares this tunic with God's truths which need to be tightly girded around the Christian's loins, lest he trip on a loose strand of doctrinal error. In I Peter 1:13-15, we find the same analogy being used to gird up our minds with these truths.

 THE BREASTPLATE OF RIGHTEOUSNESS (Vs. 14)—After the tunic is in place, this is the piece of armor which protects the vital organs of the body. It is not enough to know the truth—we have to “put some weight” behind them. This righteousness, or the obedience of God’s laws is like a strong breastplate which protects these truths from being exposed by our moments of weakness. In Romans 6:13, Paul instructs, “yield . . . your members as *instruments of righteousness* unto God.”

THE HOBNAILED SANDALS (Vs. 15)—Once the soldier has come this far, he now needs to know where to go. His sturdy sandals take him to the scene of the battle, and in the same way, the Gospel of the Kingdom is what we are taking to a rebellious world. “And *how* shall they preach, except they be *sent*? As it is written, ‘How beautiful are *the feet* of them that preach the gospel of peace, and *bring* glad tidings of good things’ (Rom. 10:15).

 THE SHIELD OF FAITH (Vs. 16)—In the Greek, the term “scutum” referred to a large shield which protected the entire body. Without this shield of faith being an integral part of the spiritual armor, the Christian soldier will find himself being easily pierced by the deceptive arguments or fiery darts of doubt which the enemy hurls unrelentingly.

THE HELMET OF SALVATION (Vs. 17)—Once the shield is in place, another vital part of the body is further protected—the fragile head. God knows that the mind has to be constantly guarded since from it proceed the important decisions which will determine to a large degree the outcome of the war—whether he will run or whether he will stand fast. For this, the helmet of salvation is provided. In I Thessalonians 5:8, this helmet is more fully described as the *hope* of salvation. With this hope ever before him, the soldier can steadfastly persevere through the privations of the battle to finally obtain the prize of eternal life.

THE SWORD OF THE SPIRIT (Vs. 17)—Finally, God offers us the only offensive weapon mentioned here to slay the enemy. In Hebrews 4:12, this sword of the Word of God is described as “quick, and powerful, and sharper than any two-edged sword, piercing even to the dividing asunder of soul and spirit, and of the joints and marrow, and is a discernor of the thoughts and intents of the heart.” Here is the weapon by which we can cut through the deceit and facades of the enemy and vanquish him as Christ did! (See Matt. 4:4.)

COMMUNICATION WITH THE COMMANDER-IN-CHIEF (Vs. 18)—This verse does not describe a part of the armor, but it does deal with the important aspect of communications during the battle. A soldier might be well armed, but unless he knows the orders of his superiors, he will become confused in the *melée* and quickly find himself retreating from the enemy. Likewise, for the soldier in Christ, frequent contact through prayer is an essential activity to have the guidance to know when and where to act in the day-to-day skirmishes.

Conclusion:

It is now time to examine our “spiritual armor” to see if we are combat ready. One can ask such questions as: Are your loins girded *tightly* with God’s truths? Are there any cracks in your breastplate of righteousness? Are you an insubordinate soldier who forgets about his commission? Are you getting tired of holding up the shield of faith? Are you keeping your sights fixed on the things which are above, or is the weight of the helmet lowering your head to contemplate only the cares of this world? What type of shape is your sword in? How are your lines of communications with the heavenly command post? Are you part of a “lost battalion” which never reports in? Are we going to wait until the war trumpets sound to muster up our cobwebbed equipment?

Paul, after a lifetime of fighting with that trusty armor of God and preparing himself for the final battle, left these words with Timothy, “Thou therefore, endure *hardness*, as a *good soldier* of Jesus Christ” (II Tim. 2:3).

—Mario Seiglie
Pasadena

For Your Interest...

SALEM CHURCH FEATURED IN NEWSPAPER

Editor’s Note: Articles such as the one below (from the *Statesman Journal*, Salem Oregon, Saturday Feb. 12, 1977) are appearing more frequently throughout the U.S. Apparently the focus of attention on our worldwide broadcasting and publishing efforts is expanding to include local Worldwide Church groups and their activities. We thought to include this particular article because it’s another good example of how the Church can be represented to the media at the local level, thus properly taking advantage of our increasing national exposure.

Worldwide Church of God Pursues Right Way to Live

By LEWIS H. ARENDS JR.
Oregon Statesman Reporter

"We believe we are the only way," says Richard Parker, pastor of the Salem congregation of the Worldwide Church of God.

The local church often has a low visibility while the international image is projected to millions through radio and television programs and publications.

Pastor Parker said, "We believe there are very many sincere people with other churches who haven't come to a full understanding of the way God would have them live.

"I'm sure that is what other denominations say about us to one degree or another. We feel we do have the right way and are seeking to pursue it."

A booklet on church history traces its beginnings to the first century Christians. It says the church's job is "proclaiming the good news of the coming worldwide Kingdom of God . . .

"That worldwide Work of God continued to ebb through the centuries to scarcely a trickle."

A group, mainly based in Eugene, incorporated as the Oregon Conference of The Church of God in 1930. Herbert W. Armstrong had become active in the church and was ordained in June, 1931.

In January, 1934, he broadcast the first "The World Tomorrow" radio program. The program was being broadcast nationally by 1942 and became a daily program in 1945. A television program was later added.

Armstrong moved the broadcasting and church headquarters to Pasadena, Calif., in the late 1940s. Ambassador College was started in 1947 with four students.

The printing and radio and television programs are all done through the college. The college also has a campus at Big Sandy, Tex., and a combined student body over 1,200. Church literature say that more than 10 per cent of the students are called to the ministry.

The Salem church meets in the gymnasium of Sacred Heart Academy, 3750 Lancaster Drive NE. The Worldwide Church was known as the Radio Church of God before its name change about 10 years ago.

"We only have a few buildings. We feel the money can be better spent for services to people. Buildings are a secondary priority," Pastor Parker said.

The 30-year-old pastor was born and raised in the Seattle, Wash. area. "I was a nominal Methodist, basically a non-religious person.

"When I was at community college, I began to study the 'Plain Truth' magazine. I began to send for various booklets on life and religion.

"I had to make changes in my life to square up what the Bible says we should do." He completed three years at the church's Ambassador College.

After three years as a ministerial assistant in San Diego, Calif., he was assigned as pastor at Salem about two years ago. He and his wife Sally have two daughters. He works out of their home at 4882 Herrin Road NE.

In his early searching, he discovered "the Bible is God's word, life does have meaning. It all began to fall in place and convict me to believe in the Gospel message that Christ is going to return and rule.

"We do seek to obey the commandments as expressed in love. The first four in love toward God and the last six in love toward our fellow man.

"We teach the sabbath from Friday sunset to Saturday sunset. The people are to remove themselves from labor. It is a time for physical rest and spiritual rejuvenation.

"We believe in works, but not that they make us right in God's sight. Jesus Christ died for our failures and is the physical example of how to live now," Pastor Parker said.


The church observes the Jewish holy days. "The early New Testament church kept these days. We believe these days should be kept and we keep them, putting Christ in them," Pastor Parker said.

The church teaches tithing and members send them directly to the Pasadena headquarters, rather than through the local church. Local salaries and expenses are returned from Pasadena.

Members are encouraged to save a second tithe of 10 percent to allow them to attend an annual church meeting during the Feast of Tabernacles that begins in late September this year. Recent regional meetings have been held at Spokane, Wash., and Squaw Valley, Idaho.

Pastor Parker said, "There are about 100,000 members and others who attend our services worldwide. A much larger number, in the millions, is reading and studying our literature."

Herbert W. Armstrong, 84, is pastor general of the church and his son, Garner Ted Armstrong, is executive director. The son now carried on the broadcast work on about 130 television and 230 radio stations. "The World Tomorrow" is on Portland television, Channel 12, at 11 a.m. Saturday.



The broadcasts and printed material present a dismal picture of crime and world situations. They point to a "literal Bible interpretation" as the solution.


The church normally meets at the Sacred Heart Academy gymnasium at 1 p.m. on Saturdays. Due to a conflict today it will meet at 10 a.m. Guest speaker at the service will be Dale Hampton, a church alcoholism expert from Pasadena.

The church also has men's and women's organizations that meet regularly and twice monthly Bible studies.

Pastor Parker said, "We believe that except a man is called by God, no amount of preaching or knocking on doors can change him.

"Each person is accountable for his own religious actions. Unless God calls him, he won't understand our beliefs."

UPDATE ON BOB STEEP'S HEALTH




Since we have been receiving calls and cards from many of you ministers asking how I've been doing with regard to my back problem, I thought I'd give an update here since it is difficult to answer everyone individually. Some have heard I was having additional problems, which is true.

After major surgery two years ago for the removal of a paralyzing tumor within the spinal cord, I was making slow but steady improvement. We were even making plans this summer to rejoin you fellows out in the field soon.

Well, in November I suddenly started losing the use and control of my right leg, and by the end of the year was barely getting around with a cane. The doctors took many tests with ominous results—the main one being the fear of what they originally found to have been a benign tumor becoming malignant and traveling up the nerve roots choking off their use.

In January I again underwent major surgery in the afflicted area and the results were a relief in that all signs of the tumor were gone, but scar tissue and inflammation (arachnoiditis) of tissue within the cord had developed, causing nerve impairment and atrophy of the leg and other areas.

It was cleaned out and I was in the hospital for a month (January). I came home and was starting to get around with the use of a walker while healing of the incision area took place.



However, three weeks later an infection in the wound area developed. The doctors were concerned that it was meningitis or spinal fluid leakage.

As the result of this recent problem, I am in the hospital again, going on the third week, while the infection is being treated. Due to its location, I have to lie completely straight and only on my side which gives me two choices—the left or right (decisions, decisions!!) Well, I figure if Ezekiel could do it for forty days on one and 390 on the other, what do I have to complain about?

Once this infection problem is taken care of, I'll be up and begin rehabilitation again.

This condition has been a long and, at times, frustrating battle, but I know there are others out there who have gone through similar trials and many who have suffered worse. If there is one lesson I have learned through this, it is the importance of having *unconditional* HOPE in Jesus Christ no matter what the odds are. It is a comfort to behold—at times a struggle to maintain—but *always* available as a *power* to climb the difficult mountains and face the heaviest of storms no matter what the ultimate loss or disappointments may be in this present life.

Thank you for your many prayers and letters of concern.

Estelle and the children are doing fine.

—Bob Steep
Pasadena

TIGHT MUSCLES HINDER DWIGHT STONES AT A.C. TRACK

World record holder Dwight Stones was all set to break his own high jump record here at Ambassador College, Wednesday, March 9th. Stones commented to Harry Sneider, his trainer: "I feel ready. The conditions could be better, if I only had more competition." Stones brought two other men from Long Beach State University who were in the 7' range.

There were about 350 people present on a somewhat dark, cold, and overcast day here on the college track. The jumpers warmed up by easily going over the bar at 6'-8" then 6'-10". Stones flopped over 7'-0" with inches to spare. His competitors struggled and failed at that height. The bar was raised to 7'-2". Stones cleared it easily. At 7'-3½" he missed on his first attempt, then made it on his second. The weather took a turn for the worse—a very chilly wind began to tighten Stones' sartorius muscle in the upper thigh. Stones' comment at this point was, "I feel very tight." The bar was raised to 7'-5¼" and Stones made three very good attempts at this height, but he did not go over.

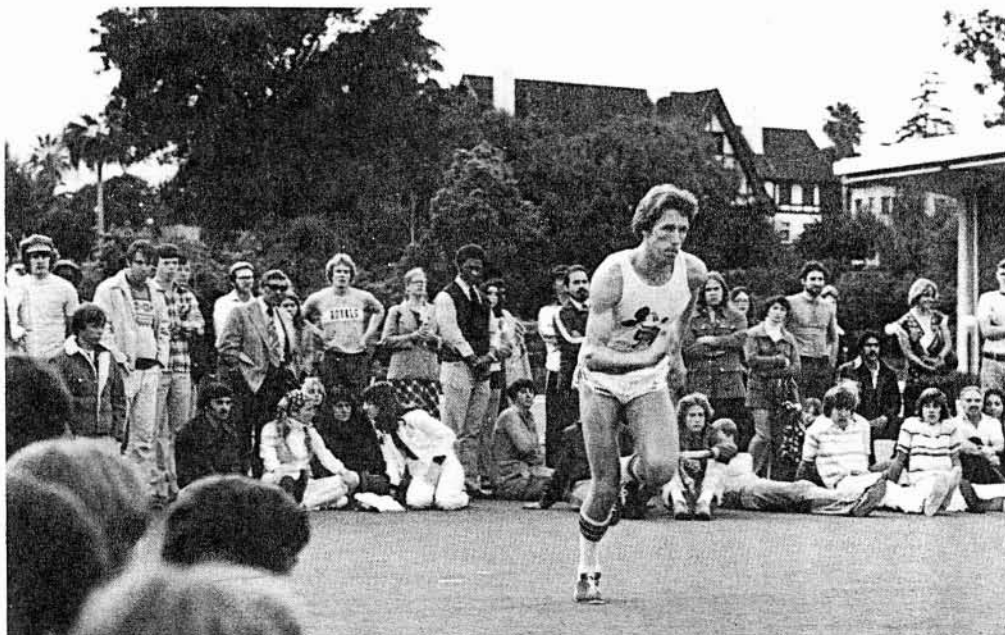
Stones, the true champion that he is said, "I'm

very sorry that I couldn't break a record today, but I will return to Ambassador College again in the very near future and you *will* see a new world record." Stones plans to train here very intensely for the next four years. Keep your eye on this young man—he may put Ambassador College on the sports map yet with a new world record.

Stones is currently the world record holder in the outdoor high jump at 7 feet, 7 ¼ inches.

Harry Sneider said Dwight asked him to thank Ambassador College for letting him jump. "The people were very polite," said Stones, "I really enjoyed jumping before this very fine group."

—Managing Editor



Photos by Charles Buschmann

DWIGHT STONES—Current world high jump record holder intently eyes the crossbar as he starts off for another jump, clearing it by half an inch. Stones attempted to break his own record at the Ambassador College track on Wednesday, March 9th.