

The Bulletin



of the Worldwide Church of God and Ambassador College

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FEBRUARY 4, 1977

Personal from Herbert W. Armstrong

Tucson (1/18/77)

GREETINGS, Fellow Ministers in GOD'S CHURCH:

This church is starting off the new year '77 with a reawakening—with a NEW HOPE—a NEW INSPIRATION!

We're AWAKE to the fact that we have been putting the main stress in our preaching on the BAD NEWS of the WORLD TODAY instead of the GOOD NEWS of the WORLD TOMORROW!

WHAT WILL IT BE LIKE, IN THE WORLD TOMORROW? How many KNOW?

The time has come for this church to take on NEW LIFE—NEW ENERGY—NEW HOPE—NEW ENTHUSIASM OVER THE GLORIES, THE JOYS, THE WONDERS OF THE WORLD TOMORROW. It's now just around the corner—a world of WORLD PEACE! A world with NO SATAN! A world ridding itself rapidly of competition and strife—violence and war—of VANITY, lust and greed—REBELLION against AUTHORITY—especially the AUTHORITY OF ALMIGHTY GOD!

Let me give you a brief, quick sketch FROM THE BEGINNING. In the beginning, before all else, were the two SUPREME BEINGS—the WORD, who later became Jesus Christ, and GOD, the Father of the GOD FAMILY! There was no MATTER—nothing but these two supreme holy Beings and endless SPACE. No matter. No other beings.

These two SUPREME MINDS designed, planned, and created ANGELS—spirit beings—myriads of angels. Yet no MATERIAL UNIVERSE.

Then—Genesis 1:1—they created the heavens and the earth. This earth was made PERFECT—BEAUTIFUL, to be the abode—NOT of MAN (as yet)—but of ANGELS. It was so glorious the angels SHOUTED FOR JOY (Job 38:7).

WHAT A MIRACULOUS FEAT it was for God to create billions of ANGELS—beings composed of spirit, and superior to HUMAN beings!

But one thing God Himself CANNOT create automatically by fiat is perfect, holy, righteous CHARACTER. That is something that must be DEVELOPED by experience, and by the consent, desire, cooperation and EFFORT of those in whom such perfect CHARACTER is formed. Otherwise they would be forced to do as GOD willed, with no mind, choice, or volition of their own. They would be like machines or automatons—devoid of personality or, in fact, even of character. So God created angels with MINDS that could THINK, REASON, MAKE CONCLUSIONS AND CHOICES, COME TO DECISIONS. They themselves had to decide on THE WAY of right and perfect character.

And—GET THIS VITAL POINT—their CREATION was NOT COMPLETED UNTIL they themselves had made their final DECISION—taken their final ACTION in righteousness and perfect holiness, or in evil and rebellion.

The great arch-angel, the cherub LUCIFER, was placed on a throne. God put the angels on earth for a PURPOSE—to ACCOMPLISH HIS PURPOSE! For this ACHIEVEMENT, *government* was necessary—in order that they would all PULL TOGETHER toward God's ultimate PURPOSE He set them here to accomplish.

God's government—ALL government—is based on LAW. God's LAW is simply LOVE—the way of absolute obedience, reverence, worship, love and glorification of GOD—and the way of OUTGOING CONCERN for the good and welfare of their fellow

angels. To make it brief, I call one the way of "GIVE," the other the way of "GET."

As long as the GOVERNMENT OF GOD was administered, there was WORLD PEACE, happiness, JOY. But in due time Lucifer reasoned in his mind that the SELF-CENTERED way was best for HIM—the way of GET—of vanity, lust and greed, jealousy and envy, competition and strife, with violence and DESTRUCTION—rebellion against authority—the attitudes of hostility toward God and creatures.

Let me point out here that CREATION is really a dual, or two-fold process. Illustrate it this way. A great bank or insurance company decides to build a 50-story office building. The architects design every cubic inch, all on plans and blueprints. But this company employs a TWO-fold method of construction. One contractor is engaged to construct the foundation, and all the skeletal steel framework. This is what holds the whole building together. But when this stage is completed, you have a network of steel columns and girders solidly welded together. Another contractor is engaged to add the outside and inside walls, floors, windows, ceilings, furniture, furnishings and equipment.

The first contractor may do a perfect job. But the second contractor—which in our analogy Lucifer was, decided to tear down, destroy, ruin, the first phase of the creation of the building.

God intended the angels to do wonderful things with the MATTER on this earth. It contains many properties that can be put to many USES—including the forces of energy, gravity, etc.

What God created was BEAUTIFUL and PERFECT. This applies also to the entire universe—our solar system, our galaxy, all galaxies. Evidently (Gen. 1:1) the entire physical universe was created AT THE SAME TIME—and all in this same FIRST PHASE of a TWO-phased creation, for the original Hebrew for "heaven" is in the plural, as Moses was inspired to write: "HEAVENS"—the whole universe.

The ANGELS were to do this second phase of creation—to IMPROVE, make MORE BEAUTIFUL, more complete, this earth.

But instead of LIGHT, they turned to darkness (Gen. 1:2). Instead of beauty; deterioration, decay. Now in six days God RENEWED the face of the EARTH (Psalms 104:30), for MAN. But evidently God left the other planets—our moon, Mars, Jupiter, Saturn, Venus, etc., etc., in a state of DECAY in which they evidently exist today.

When a third of the angels rejected GOD'S GOVERNMENT, God's WAY, and Lucifer became SATAN and the angels became DEMONS, it left ONLY

The

Bulletin

of the Worldwide Church of God and Ambassador College

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GOD who could be absolutely RELIED ON *never* to turn from His LAW, which would be SIN. God must have said, "But there just is not enough of me." He decided to REPRODUCE HIMSELF, through MAN. This was the SUPREME PURPOSE OF CREATION AND ACHIEVEMENT!

Once one-third of the angels made their final decision in CHARACTER, their creation was complete—they would not change. SPIRIT never changes. Matter is always CHANGING. If MAN turned wrong, he could be brought to repentance—to be CHANGED, provided he himself were willing. GOD'S holy and righteous character could then, with MAN'S own consent and desire and effort, be instilled in MAN.

But Adam and Eve, after being fully informed by GOD, then tempted by Satan, DISBELIEVED what God had told them, believed Satan—SINNED. They cut themselves and their progeny—the HUMAN RACE—off from God. And so God, adopting a "hands-off" policy, for the first 6,000 of a 7,000-year MASTER PLAN for humanity, left MANKIND to write his own lesson. Man was left to form his own civilization. Cut off from God and the GOVERNMENT OF GOD, man, swayed by Satan (still on his throne as the god of this world) has formed his

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WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS
PASADENA, CALIFORNIA 91123

HERBERT W. ARMSTRONG
President and Pastor

GARNER TED ARMSTRONG
Executive Vice-President

January 28, 1977

Dear fellow ministers in Christ's service,

GREETINGS!

Let me share some good news with you! Henry Cornwall just informed me recently that we obtained 6:55 to 7:00 a.m. and 6:55 to 7:00 p.m. for the new five minute programs on WRC Washington, D.C.! This is the NBC owned and operated ("O & O") in the Washington, D.C. area, and, as you can see, is right in the middle of morning breakfast time and just preceding their own network news broadcast at 7:00 a.m.! It is also in the latter part of prime drive time in the evening, and precedes the prime television time!

I was informed last week that radio station WOR in New York City, already airing the five minute programs, is already producing better response for five minutes than we had previously been producing during a full 30 minutes!

I have had to redo the first batch of five minute programs, because, initially, they included the theme music from the television program and Art Gilmore's announcements. However, the network stations felt that this was too "cluttered" and the inclusion of both announcement and theme music in a program so short seemed to be overdone. We are faced, however, with the requirement under FCC regulations to identify the sponsorship of the program, so we'll have to come up with a somewhat shorter intro and conclusion, but without theme music or overdramatization.

The first 10 (or two weeks broadcasting on a Monday through Friday basis) of the five minute programs will have been shipped to an initial increment of stations by the time you read this!

Last night, I was able to see the one hour special on "Egypt Under Sadat" on local television, channel 11 at 10:00 to 11:00 p.m. Unfortunately, it was placed opposite "Roots" which the newspapers say has commanded the highest ratings in television history. This, of course, was very disappointing--but that is only for the Los Angeles area, and of course the program will be shown in many other cities besides. I felt the program had network quality, and was very pleased with the job our television department did on the tapes.

Within a very few days now you should all be receiving the February number of The PLAIN TRUTH, and you will be able to see,

immediately, with the very strong articles from my father, the complete changed emphasis on more biblical, spiritual, prophetic subjects that The PLAIN TRUTH is going to become a vital and powerful new tool in proclaiming God's truth, and a warning and a witness to this world. All of us here at headquarters feel the Work is really on the brink of a new surge forward for these and many other reasons; including our PLAIN TRUTH newsstand program, the inclusion of one minute television spots, an advertising campaign during this next year in TV Guide, and for many other reasons!

As you know, we are moving smoothly toward regional accreditation for the colleges, and we are hopefully expectant that the Arroyo Vista property will finally come our way, providing the space we need for the final completion of an adequate library facility, together with the additional dormitory space, faculty offices and classrooms that would be required as Ambassador College continues to grow.

As I told you in the Personal in the WN recently, we have been doing extremely well in some of our intercollegiate athletic competition, and we are really expectant of great things in the future, especially in light of the Bill Sharman basketball camps this coming summer, and Bill's increasing involvement with our basketball program here in Pasadena. He has attended a couple of the last three home games, and has already been working with Jim Petty and our varsity squad from time to time on a consulting basis!

Our television department is hard at work on a special college program aimed at prospective students all around the country, and I know you are going to especially appreciate (those of you who are able to see it in your areas) that special on the colleges.

In looking over the reports Mr. Dart has given me of late, I want to thank all of you for doing so much to preach the positive, basic doctrinal truths, and the more upbeat and constructive sermons as both my father and I have mentioned in recent months. Ron Dart showed me a whole stack of reports from you fellows in the field, and a tremendous number of you had been preaching about the kingdom and the millennium even prior to my father's last Personal in the BULLETIN, so I wanted to thank you for your attention to our previous letters, and encourage you to continually strive to make your sermons gripping, exciting, interesting, challenging, stimulating and rewarding to the church!

Of course, we need to keep all of these things in balance. Let me illustrate the balance factor by mentioning a problem my father and I had to solve in Texas many years ago. A member from Kansas had begun to lead other members astray into thinking they should pray to the Son and not to the Father. No matter the many scriptures, the lengthy Bible Studies, and finally even the heated arguments which were so clear, this man and his wife remained absolutely adamant in their resolve that they would no longer pray to God the Father, but to the Son only. My father told both of them in the final meeting on the Texas campus that they should follow the example of scripture, and that it would be perfectly all right, on an

occasion, now and then, to address the Son in a prayer, but only in the same proportion as such prayers were found in the Bible! Of course, there is a very small proportion of prayers where Jesus Christ Himself is directly included as the One being addressed, and even Jesus, Himself, said, "After this manner therefore pray ye: Our Father which art in heaven..."! The same must be true in the content of your sermons! We must continually strive for greater balance in our preaching, and not get into ruts of preaching on the negative, or on the other hand, going to an opposite extreme of failing in our responsibilities to fulfill Christ's commission to His Church.

I have always striven for such a "mix" in both radio and television over the past 20 years, which is why you will see any number of television programs and radio broadcasts on the subject of "After Death, Then What?," "Is there an ever-burning hell," "Will Christians go to heaven as a reward of the saved?," "The Proof of the Bible," "Does God Exist?," "What the World Tomorrow will be like," as well as broadcasts aimed at various aspects of fulfilled biblical prophecy such as the current weather conditions and what Christ says in Matthew 24 and Luke 21 about drought and famine; the energy crisis and what it says in Daniel's 11th chapter concerning the riches of the Arab countries and the Middle East, and, of course, our continual emphasis on watching events in Europe, and in the Middle East!

On a separate matter now, we are going to discuss at length at the next opportunity we can meet together with the Area Coordinators, the subject of "moonlighting," supplementary employment and income producing projects, working wives, and the whole panorama of ministerial or ministerial families' involvement in non-ministerial activities.

Any input any of you would like to voice in this matter would be much appreciated--we hope to have such a meeting by the first week of March.

I am sure you are well aware of the overriding principle which we have voiced time and time again: That is, while there is no restriction whatsoever on wives helping with supplementary income through taking in work at home, or even taking up parttime secretarial jobs or other jobs of a nature which would not in any way conflict with their other primary responsibility of being an helpmeet and an inspiration to their husbands, as well as mothers to their children and good homekeepers (a large task all by itself), BUT there is an obvious vast difference between such a minister's wife working in, say, a secretarial job, as opposed to selling products directly to members in the local congregation! Frankly, I do not believe any amount of input from any source would ever shake the leadership in this church on that matter! There is simply no justification whatever for using the influence of either the ministry or leading membership in the church to "make merchandise" of laymembers by urging upon them certain products, no matter their real or imagined value! Our discussions, therefore, would not center around which drugs, food additives, slenderizing pills, crash diets, corsets, stays, eye drops, cold remedies, clothing, anti-rust paints,

acrylics, panty hose, light bulbs, correspondence courses, motor vehicles, sewing machines, dress designs, interior decorating courses, indoor plant and pea-pod sprouters, emergency dried food stuffs, stamp collections, or even Bibles and theological books are "the best." It is not our concern over which of these products are "the best," but it very definitely IS our concern that brethren are continually writing into headquarters, or voicing aloud to others who will listen, their chagrin and dismay over finding that some in the ministry have used their influence even during Bible Studies, sermons, announcements during the Sabbath, and in private visits for the express purpose of anointings, to "push" certain products which they, the minister and/or his wife just "happen" to be selling!

I will tell you in advance, my mind is already made up on the matter so far as pushing any products upon the laity of the Church, and I would hope all of you would instantly agree. I hope all of you can see the total difference between that and "pushing" such products to unknown people in the world! I am not saying for one moment that it is wrong for a minister's wife or even, in certain reasonable situations the minister himself to be involved in some extra-curricular activity if and when he has the time, and if it is not directed toward the lay membership!

But we must be very sensitive to protect God's flock from exploitation by those from without, AND by those from within! This church can never allow every Tom, Dick and Harry with some homegrown invention, some new health food fad, or some product, (and again we are not arguing its worth, its quality, or its validity) to "push" such products among the membership!

If this were to be allowed, and I have had to fight such incursions vigorously for the last couple of decades or so, our Feast of Tabernacles would become about as chaotic as a south Los Angeles drive-in motion picture swap-meet on a Sunday! Only if you have been to such a swap-meet at least once in your life do you know exactly what I am talking about! I would certainly never want to go to a Feast of Tabernacles which were turned into a flea market, not unlike a bazaar on the streets of Cairo with all of the various salesmen and their wives shrilly screeching for my attention as they finger the fabrics and hold up to me all of the various products for sale!

Our own internal need to expose the college to the brethren, the promotion of our Youth Opportunities United programs in the church, the festival department itself, the first aid booth, information booth, sales of the Envoy (in past years) and the like, have already lent a sufficient "carnival-like" atmosphere on some occasions during the Feast, that we have continually been aware of the necessity to hold down even these internal promotional ideas for fear of having too much of a carnival-like atmosphere during the Feast of Tabernacles.

One thing which is disturbing is the deliberate attempt by ex-ministers of this church who became dissident and, even though

they failed in creating a viable competing religious organization, are now attempting to make intrusions among the membership by merchandising national health and diet supplementary products. There have been reports that some meetings have been arranged, ostensibly for the purpose of marketing these products, which very soon turn into "Bible Studies" where rank heresies, accusations, and the like are proclaimed.

Turn to the second chapter of II Peter and read the remarkable prophecy concerning these nefarious activities. "But there were false prophets also among the people, even as there shall be false teachers among you, who PRIVILY shall bring in damnable heresies (heresies of perdition or destruction), even denying the Lord who bought them, and bring upon themselves swift destruction. And many shall follow their pernicious ways; by reason of whom the way of truth shall be evil spoken of! And through covetousness shall they with feigned words make merchandise of you" (II Pet. 2:1-3).

What a fantastic description of exactly what we see happening around the periphery of God's Church today! The way of truth IS being evil spoken of by these insidious laborers who now, having failed to make serious inroads into God's Church in an organized religious sense, attempt to appeal to the brethren by marketing some commodity or other. It says, "And through covetousness...." But that covetousness could be the covetousness of a member who covets a slim body, longer life, better health, or, the chances are, becoming part of a pyramid-like money-making scheme, as they themselves become salesmen, returning, of course, a significant percentage of their earnings to the person who enlists their efforts in the first place.

I frankly know all of you would be equally as indignant as I am in discovering such practices in your areas, and I call upon all of you to unite together with me and those of us at headquarters, in keeping God's Church protected and inviolable from these pernicious ones who are creeping about the edges of God's Church trying to find inroads through health foods, diet supplements and other products!

Notwithstanding all I have said, I want any of you who do have sincere feelings concerning supplementary employment to send us any input you wish prior to the end of February so that it may be considered in the meetings we hope to arrange.

I have been looking over the schedule lately, and it appears I can definitely plan to attend several combined Sabbath services in the next few months, including Lakeland, Florida, Cincinnati (for the first Day of Unleavened Bread), Kansas City, and perhaps Detroit! We had a very fine visit back in Charlotte, N.C., and what an enthusiastic, warm, happy crowd! We really enjoyed visiting with all you ministers in that area, even though the time was short!

That's about it for now; I know you'll be praying for my

father, and for me, and for the Work. Meanwhile, as they say, "keep on keeping on!"

Your brother in Christ,



GTA:lc

P.S. We can now officially announce that AICF and WAIF will present Bing Crosby's 50th anniversary in show business in the Ambassador Auditorium on Thursday, March 3rd. Other stars on stage with Bing will be Pearl Bailey, the Joe Bushkin Quartet, Diahann Carroll, Rosemary Clooney, Bob Hope, the Mills Brothers, and Bing's entire family. We expect a tremendous turnout of top Hollywood stars, and, of course, the whole thing will be broadcast Sunday night, March 20, on national television and sponsored by Kraft. One hundred percent of ticket proceeds benefit WAIF, which is the Children's division of T.A.I.S.A.A. and the AICF Scholarship Fund for International Students at Ambassador College (see the following announcement).

* * * **FLASH** * * *

As we went to press with this issue, Mr. Armstrong received the first advanced copies of QUEST/77 and sent us the following telex—which we very greatly appreciate!

MR. STANLEY R. RADER
DR. ROBERT KUHN

A BILLION CONGRATULATIONS!

HAVE JUST SEEN FIRST COPY OF AMERICA'S NEW LEADING MAGAZINE, QUEST/77. IT IS THE START OF SOMETHING THAT CAN EXCEL ANYTHING EVER DONE IN THE PUBLISHING WORLD. IT CAN BE THE START OF THE MOST DYNAMIC, EYE-OPENING, IMPORTANT AND HIGH QUALITY MAGAZINE OF ALL TIME. IT DOES, CAN, AND MUST LIFT QUALITY STANDARDS IN PUBLISHING AND DYNAMICALLY INTERESTING, INFORMATIVE, AWE-INSPIRING KNOWLEDGE OF HUMANITY'S FANTASTIC AND INCREDIBLE POTENTIAL AS NOTHING BEFORE, IF EVER, REMOTELY ACHIEVED.

DEEPEST LOVE,
HERBERT W. ARMSTRONG

The Los Angeles Chapter of WAIF
and
Ambassador International Cultural Foundation
cordially invite you to attend
a special benefit performance by
BING CROSBY
and other stars — on stage — at the
Ambassador Auditorium
Pasadena
Thursday, March 3, 1977
at 6:30 P.M.

Black Tie

Among the stars appearing with Bing Crosby will be:

Pearl Bailey
Joe Bushkin Quartet
Diahann Carroll
Rosemary Clooney
Bob Hope
The Mills Brothers
Kathryn, Harry, Mary Frances, and Nathaniel Crosby

This benefit performance will be a Special entitled
BING! to be televised on the CBS Television Network,
sponsored by Kraft.

SPECIAL ANNOUNCEMENT

On March 3, 1977 Ambassador Auditorium will be the site for the taping of a nationwide television special honoring Bing Crosby. To be aired Sunday, March 20, on CBS in prime time, 9-10:30 p.m., this television special, titled "BING," will be one of the biggest entertainment events of the entire television season.

The Los Angeles Chapter of WAIF (sponsoring homeless and orphaned children around the world) and the Ambassador International Cultural Foundation will be hosting the evening—and will be splitting the proceeds—as well as receiving television credit. Kraft Foods is the sponsor and will be paying all costs. Kraft and CBS will extensively publicize the program which will result in national publicity for both the Foundation and the College. We are very pleased with this enormous opportunity.

To give you some idea of the extent of publicity possible with this show, the top 100 markets have 85% of all households in the United States. A top rated special with personalities such as Crosby and Hope usually obtains between 29 and 40% of the households within each market in which their pro-

(Continued on next page)

Immediately following the performance

J. Walter Thompson Company
and
Ambassador International Cultural Foundation
Invite you to join them for
Cocktails and Buffet
honoring

Mr. and Mrs. Bing Crosby
and
Kraft

Reservations limited
RSVP by February 20, 1977

Tickets: One Hundred Dollars or
Fifty Dollars

One hundred percent of ticket proceeds benefit WAIF,
Children's Division of T.A.I.S.A.A. and Ambassador
International Cultural Foundation Scholarship Fund for
International Students.

gram is broadcast, and between 35 to 50% of the people who are tuned in at that particular time watch these specials. Since there are approximately 72 million households in the United States, the airing of such a special on all top 100 markets would make the show available to approximately 60 million households.

If we use the *low* end of 29%, the audience reached would be 17.4 million households. A high of 40% would mean a penetration into 24 million households. And we expect all CBS stations, much more than just the top 100, to carry this special. Attempting to translate households into a nose count is subject to a number of methods and interpretations, but this gives you some idea of the fantastic favorable nationwide publicity and exposure this event will give the Work.

Our Television Department is to provide the cameras, video tape machines, audio gear, lighting equipment, and other technical equipment. It will be our responsibility to install the technical equipment, as well as provide supervisory and maintenance people for the shoot.

How this whole thing came about is an interesting "coincidence." First of all, the tremendous awareness of, and acclaim given to, AICF's Concert Series in Southern California has made Ambassador Auditorium a familiar landmark—especially among those in the media. Secondly, J. Walter Thompson, the world's largest advertising company, responsible for "packaging" the "BING" special, is also responsible for publicity and promotion for AICF and QUEST/77.

We have reprinted for your interest the actual invitation being sent to VIP's in the Los Angeles area.

—Robert L. Kuhn

Community and Public Relations

It's difficult to know where to start with all that is going on here in Pasadena in the Public Relations area. As has been mentioned before, AICF has brought the College and Church the highest respect not only in the community here, but throughout the world. For example, at the present time the Foundation is presenting the classic children's play, "Heidi" for the local community.

Wayne Shilkret, the director of performing arts for AICF, has arranged a professional production of "Heidi" on stage in the Auditorium. We are hosting over 30,000 children in the Los Angeles

basin who will not only have an excellent time, but will also be exposed to Ambassador College and its facilities during the three-week run. Students have already attended from Pasadena, Burbank, Los Angeles, Alhambra, San Gabriel, Glendora and other surrounding communities. In fact, every student, grades one through eight, in the Pasadena school system will attend one of the performances. Included in the attendance are the school principals, teachers, aides, etc.—from whom we have been deluged with praise.

The students have been awe-struck by the beauty of the Auditorium and it has had a profound impact on their manners and attitude. For, thus far, they have been orderly and overwhelmed by both the surroundings and the production. The teachers and educators who attend with the students, likewise, have been most impressed. So not only do we continue to fulfill Mr. Herbert W. Armstrong's promise to the community, but we also have a public relations tool of the first magnitude. (Also, by charging \$1.00 per child, we about break even in the process!)

On Sunday, February 6, the great American soprano Beverly Sills is giving a recital in the Auditorium. Tickets were sold out months ago and again people will be sitting in the orchestra area and on stage. Because of Beverly Sill's great popularity, Wayne Shilkret has received permission to televise the concert on closed circuit television in an adjacent building. Employees, students, and Church members will be admitted free on a first come basis.

Finally, I spent an afternoon with some top executives at NBC last week and they are still planning to do the Rose Parade pre-show next year on the Ambassador College grounds.

—Bob Haworth

HWA PERSONAL

(Continued from page 2)

own governments, now being toppled at the rate of one a month. Man built his own society—his own educational system, his own economic, commercial, and social systems.

God's way was known to Abel, Enoch and Noah—to Abraham, Isaac, Jacob and Joseph. God reserved the right to INTERVENE in this world of Satan when necessary for His purpose. He formed the nation Israel. He sent His prophets, which they killed.

He sent CHRIST to, first, QUALIFY TO REPLACE THE FORMER LUCIFER, and RESTORE THE GOVERNMENT OF GOD. Second, to proclaim the

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ABOUT THE FOLLOWING ARTICLE

We thought that the following article by Richard Rice is so outstanding and relevant to all of us today, that we felt it should be pulled out of the "For Your Interest" section and be given special prominence in this Bulletin.

Mr. Rice continues to quietly do an *out-standing* job as Director of our Mail Processing operation in Pasadena just as he has for the last five years. He has continually set an example for his employees, striving to put to practice the principles he has written about in many past issues of the Bulletin. In addition, his work now with the Subscriber Development Program is also bearing much good fruit. Furthermore, he also serves as co-pastor of the Imperial A.M. congregation here at Headquarters, spending much of his time counseling and helping the brethren. And besides all this, would you believe he runs over seven miles a day?!!

—The Editors

THE VALUE OF A CONFIDENCE

A recent experience caused me to think very deeply about the value of a confidence.

A long-standing friendship was shattered when a member deceived another in breaking a promise and using information against him for personal gain. The member was understandably heartbroken. A man he thought was his true friend turned out to be a "Judas"—a wolf in sheep's clothing.

How highly do we value a confidence? How far can we be trusted with information that's considered "strictly personal"? How closely do we guard a matter involving someone's sins or problems who has come to us for help? Can we be truly relied on to "keep it quiet"?

Let's reverse the situation!

How many friends do you have to whom you can go and lay your soul bare and know they will not betray your trust? Yes, friends who will not react with great shock and abhorrence or "turn you in" when you disclose your deepest personal feelings, or some nagging sin you haven't quite conquered yet?

It seems that even among our closest associates it is sometimes difficult to know who you can really trust. The talk, the prattle—the passing on of gossip or private information—we hear it almost every day. Such behavior does not build loyalties—but it does serve the cause of Satan by sowing the seeds of suspicion, doubt and discord.

Have we in this 20th century lost something of the virtue of friendship—where we really care and have the best interests of others at heart?

True and faithful friends are priceless. The Bible dutifully commends the "brother who loveth at all times" and the "friend that sticketh closer than a brother" (Prov. 17:17; 18:24). The friendship between David and Jonathan is held up as a brilliant example of these two scriptures—an example of pure, total inexorable loyalty.

The Bible says that the love they had for each other was greater than a man's love for a woman. Their friendship was so strong they would have given their lives for each other. Can you imagine either turning "Judas" on the other—betraying a secret, a confidence or spreading vicious gossip about the other? Can the same be said of us in the way we treat our friends?

But why are trust-filled friendships so uncommon in today's world?

A principal reason may be the "looseness of the tongue" syndrome. People who talk about others with reckless abandon—who divulge confidences, betray trusts—are the cause for the universal hesitance to share innermost feelings. Often, from earliest childhood the tongue is not restrained nor respect instilled in the conscience.

True trustworthiness and fidelity should be taught to our children. They should be instructed to hold inviolate the confidences that are placed in their care. To view a trust as a cherished and sacred obligation.

But, since this lack of childhood training exists, it is no wonder that we as adults sometimes lack temperance in speech.

Do you notice in many people's conversation, how that often the discussion which begins on an uplifting and edifying level will deteriorate to centering on human failings, sins, derogatory opinions? Frequently blunt opinions about others are expressed and castigations of character and suspicious surmisings are freely volunteered with irresponsible indifference.

Love *covers* transgressions. It does not divulge secrets or go about spreading gossip. There is nothing more humiliating for a man than to have his sins—which he has sincerely repented of—brought up and openly discussed by others who will not leave them buried in the blood of Christ! Things held against him which should have been forgotten long ago. Experience shows that the hurt from such incidents can be very damaging.

The Bible repeatedly states: "The words of a talebearer are as wounds, and they go down into the innermost parts of the belly" (Prov. 18:8). And, "A whisperer separates chief friends" (Prov. 16:28). Do we tell friends what we hear others say against them—small, insignificant things that

don't matter? Do we thereby sow seeds of discord, or do we try to make peace by not repeating them?

God wants us to be positive minded, to speak evil of no man (Titus 3:2). The theme and tenor of our lives should be trust and genuine friendship.

A notable example of just how highly valued trustworthiness is, even in the world, can be seen through the screening procedures of the FBI. When a candidate is considered as a prospective agent, everything is gone into—the man's background, his hometown, his habits, known friends and acquaintances, his after work activities, etc. Everything is considered. And, though a candidate is found to have good character and reputation, if he cannot maintain a trust—he habitually divulges confidential information—that man will not be appointed an agent.

God is also looking for these standards in His sons, and an attitude of respect and fidelity are among the highest characteristics He wants. Evil surmisings, a spirit of distrust, eagerness to gobble up every juicy prattle—information which can be hurtful to others—are not fruits of God's Spirit.

There is a need for all of us to look inside to check our attitudes. Can it be that we are indeed guilty of what we distrust in others? Is it possible that the suspicion we may feel stems in part from our guilt over past situations, or our own tendencies to participate in rumor spreading? Do we then openly evaluate others, impute evil motives, put them through the meat grinder (our own teeth) when they are not present?

How often has it happened that a faithful worker slaving away in the Work can be the subject of scandalous conversation by other employees two doors away? Possibly the man has had a problem in the past, but through diligent fasting, prayer and really working on himself has made a breakthrough and is overcoming the hurdle. Too often, however, our idle comments don't reflect that. The tendency is to be suspicious, resurrect the past, or emphasize shortcomings. Are we really true friends when we treat our brother in such a way?

I think we as ministers need to especially exercise caution in upholding the "priestly trust" placed in our hands. Nothing will create resentment or destroy credibility faster than for us to divulge private information in our sermons, or conversations with others.

Of course, wrongdoing cannot be condoned. We must on occasion speak out strongly against sin. And, there are those sad moments when we have to mark people who cause division in the Church—even people who were dear friends.

However, we can still denounce sin and at the same time defend a member in the proper manner and uphold his name and honor—as long as he is loyal to God, to His Word and to this Work.

The important thing to remember, as I see it and as the Bible instructs us, is to go to a brother privately if he is sinning and point him in the right direction. But to do this with meekness, patience and care, and in a spirit of genuine friendship.

As we all know, Satan wants to get into our thoughts and tongues and stir up strife in the Church. But we *can resist* his influence. We can in our thoughts, actions, and words *upbuild* and *protect* our spiritual family in the Church. By doing this we will truly be building and expressing friendship and faithfulness—and be sowing greater unity and harmony among all the members *and* the ministry!

—Richard Rice
Pasadena

Pastoral Administration

In reading the article from *PSYCHOLOGY TODAY* (reprinted in this *Bulletin*), I was reminded of a cartoon I once saw depicting a little old lady reading a newspaper with a ball peen hammer in her hands. Nearby was a globe of the world, beaten almost beyond recognition. It seems that when she read something she didn't like, she leaned over and gave that particular part of the globe a whack with the hammer. She may not have solved anybody else's problems, but I'd say she slept better at night!

I asked that this article be reprinted in the *BULLETIN*, not because it says anything that the book of Proverbs didn't tell us a long time ago, but because it raises some important questions for the Church and ministry while including some fascinating illustrations of human nature.

The concluding statement of the article was very much to the point: "Certain news stories can demoralize and estrange us from one another. We believe that this finding places a new and very heavy burden of responsibility on the news media." You're probably way ahead of me. Far more than the effect of a mere news broadcast, I was thinking of the article's implications concerning gossip and negativism and how they can demoralize and estrange the Church membership from one another, from the ministry, and even from headquarters.

While I was wrestling with a number of different ideas on this subject, completely unknown to me, Richard Rice was writing on the same subject. Both of us were independently trying to find a way of driving home a lesson regarding the "bad news" syndrome that seems to afflict us as it does everyone else in the world.

A number of scriptures and disconnected themes came to mind while I was reading the article. For example, why does "the grapevine"—which is one of the most incredible communications media that has ever been known to man—blow a fuse when it comes to handling good news? We joke about it a lot, but it really isn't funny. It is one of the most clear illustrations of that natural human tendency toward negativism which seems to be almost as pervasive as the force of gravity. It doesn't matter whether the news is true or not, and we've been shown in this article that it doesn't even matter if the news is relevant. If it has negative overtones regarding human behavior, it can create divisions where none existed, build insuperable barriers between people, widen gulfs that could have been bridged, create party spirit, and drive us into small groups ("we") that look suspiciously at everyone else ("they").

In reading the article, I couldn't help but think of one more peculiar human tendency—the tendency to distrust good news. This is a cynical age. If a man tries to look on the good side of things, he may be considered naive, a foolish optimist or a Pollyanna. In 1973, for example, it was popular among a few ministers to refer to the BULLETIN as the "mini-bull." They just couldn't adjust to the fact that it contained mostly good news. In their minds, somehow, it was dishonest to print good news while playing down bad news. It never occurred to them that it was the Christian thing to do. Finally, that human tendency came to full fruition in their lives and they are no longer with us—along with some other people who were profoundly disturbed by them.

I hope that we are not so "sophisticated" that Richard Rice's exhortations sound trite to us. Maybe it's time to go to our prayer closets, open our Bibles, and go verse by verse through the book of Proverbs again on our knees before our God. We who have gone through the experience of conversion must never cease the day-to-day renewal of the Spirit of God which is in us.

—Ronald L. Därt

ADMINISTRATIVE UPDATE

QUEST/77 Subscriptions

A recent A.I.C.F. mailing proposing a QUEST/77 charter membership was sent to some A.I.C.F. members. In case it caused you to wonder if your previous HUMAN POTENTIAL subscription had somehow become void, you may relax—it hasn't.

If you previously subscribed to HUMAN POTENTIAL or purchased an A.I.C.F. participating membership which included a subscription to HUMAN POTENTIAL, you will automatically be transferred to QUEST/77 and will receive the magazine for a full year. So you need not resubscribe.

Help Us Help You

If you're sitting out there fuming because you didn't get a reply to the last question you sent in, maybe you're one of the occasional few who forgets to sign his memo! We feel terrible when we can't respond, especially on fairly urgent questions, but there is obviously nothing we can do but hope you will ask a second time.

Public Bible Lectures

A number of questions have reached us asking whether Public Bible Lectures are still being held. The answer is yes. The lectures have not been cancelled. They are still producing good fruit across the country.

The local campaigns are a step up from the lectures. They are an evangelistic preaching service with a stronger and more direct invitation letter. If they prove to be more successful than the lectures, then consideration may be given to using the campaign format solely.

Bible Study Attendance

The need to send in Bible study attendance cards ceased when most local Bible studies were terminated in 1975. Those of you that do presently have Bible studies may want to keep your own records, but we are not keeping any at Headquarters.

First Class Literature Request Form

It has been brought to our attention that very few ministers are using the First Class Literature Request form. (This form is shown on the Ministerial Supply Request as "PM Lit Req. Card"). It, along with a special yellow envelope, is part of a system that allows priority handling and first-class mailing of literature for individuals selected by the ministry. It was originally instituted to allow new prospective members to receive literature promptly while their interest was high, and to insure that the prospective member would have

(Continued on page 17)

How Good News Makes Us Good

BY STEPHEN M. HOLLOWAY AND HARVEY A. HORNSTEIN

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IN MID-1968, A RESEARCH TEAM from the social psychology program at Columbia University's Teachers College was conducting an experiment in lower Manhattan. We were dropping wallets on the street, and learning that about 45 percent of the people who found the wallets returned them to their owners within a couple of days. Our research had been in progress for some time, and this return rate had become a reliable average.

Then an extraordinary thing happened. Not a single one of the wallets dropped on June 4 was returned. During that night, a young man named Sirhan Sirhan fired a bullet through the head of Robert F. Kennedy. The bullet had killed him, as the public soon learned through the news media. But it did something else as well. It damaged whatever social bonds had caused people to return those lost wallets. It demoralized people and made them socially irresponsible.

Since that tragic day, we have conducted extensive research into the effects of news broadcasts on people's willingness to help others. Our findings are unmistakable and highly important, in our view. They suggest not only that the media influence our daily moral actions, but, more generally, that altruism in individuals probably rises or falls with the altruism, or lack of it, in social events that may not touch us directly.

It is easy to understand that remarkable public events may influence our views of human nature. For example, at the time President John F. Kennedy was assassinated, Lawrence S. Wrightsman and Frank C. Noble were conducting a study of the "philosophies of human nature" that included a measure of whether those philosophies were positive or negative. Five days after the assassination, they readministered their test to people who had taken it 14 months earlier. As they reported later, "Those who were most disturbed by the President's death had become more

negative than other students in their substantive beliefs about human nature, while the scores of those who were less concerned did not change significantly." The same 30 people were retested five months later. The effects of the assassination had passed, and their initial views of human nature were restored.

The President's murder was a major tragedy. Yet we have learned that even something as comparatively unimpressive as a human-interest story on a radio news broadcast can, in the same way, influence a person's beliefs about human nature.

Today's news. In one experiment, we got 67 people to sit in a waiting room one at a time for what we described as a psychological investigation of decision-making. While they were waiting for the experiment to begin, a radio near the front of the room played innocuous music. In truth, the experiment had already begun, and the radio was a ploy.

After a few minutes, the music ended and a short news report came on the air. "Here is a story in today's news," the announcer said in a trained, professional voice. And then some of the listeners in our experiment—but not others—heard the announcer add the following:

"A middle-aged man will be saved, thanks to a person he has never met. The man, who suffers from a fatal kidney disease, had only a short while to live without an emergency kidney transplant. WWBC had broadcast pleas for help. Late last night a respected clergyman came to the hospital and offered to help. The donor has refused the family's offer to pay his hospital costs. Even in this day and age, some people hear a call for help."

The rest of the listeners, however, heard a very different news story:

"A 72-year-old sculptress, beloved by neighborhood children for her statues of Winnie the Pooh, was strangled in her apartment last night by what appears to

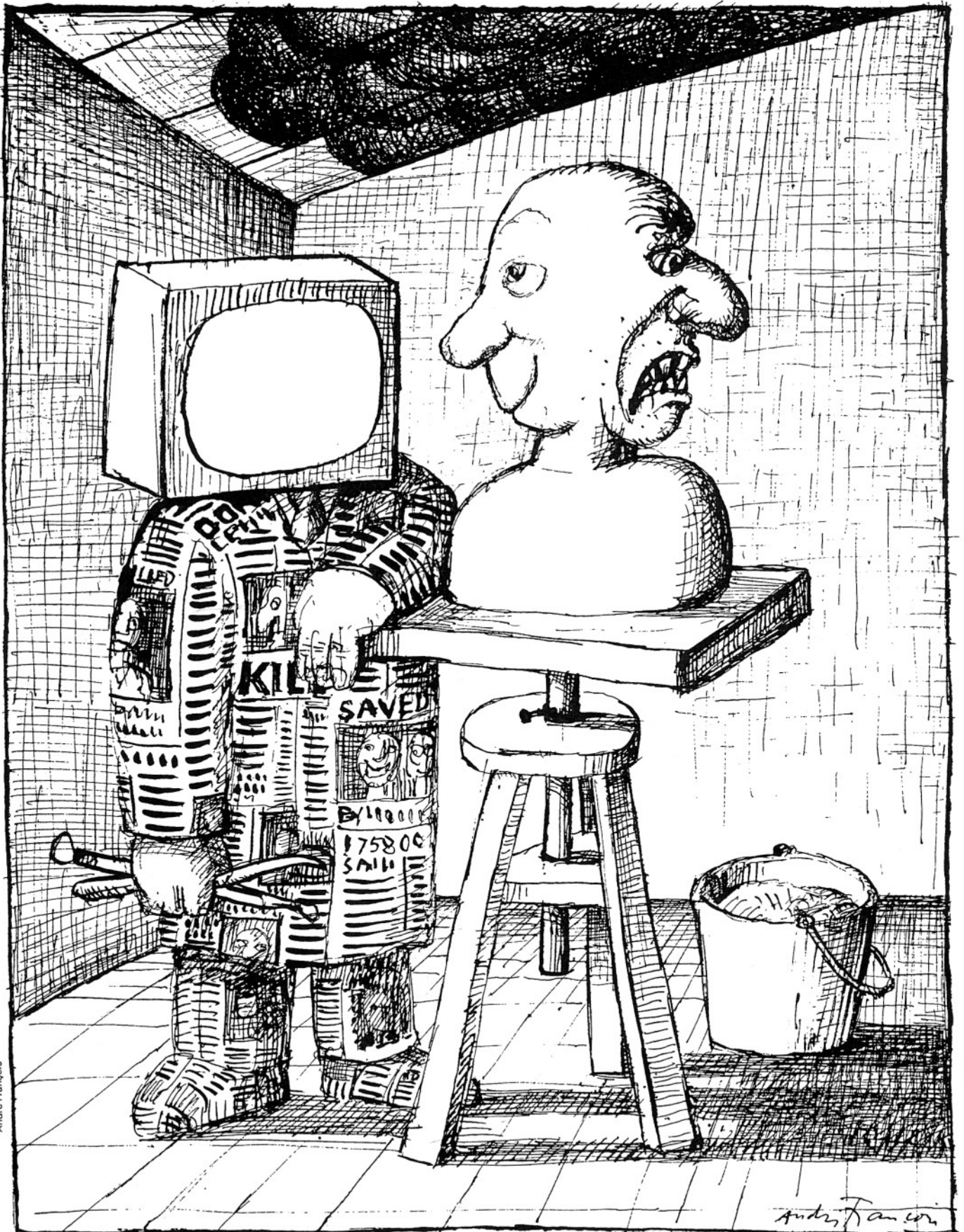
be a self-styled executioner. The murderer, who has been identified as a respected clergyman, was a long-time neighbor of the victim. He had the keys to the apartment because he occasionally baby-sat for the victim's grandchildren and was in the habit of bringing up her mail and packages."

After each of these reports, the radio broadcast would resume its medley of music until one of us casually switched off the radio and began the test. We asked the listeners, who had no idea that the news report had been an experimental hoax, to guess the answers to several questions about the moral and ethical dispositions of people in general. The questions included: "What percentage of people lead clean, decent lives?" "What percentage of people are basically honest?" "What percentage of people try to apply the golden rule even in today's complex society?"

The answers resembled those found after President Kennedy's assassination. The people who had heard the tale of the woman's murder thought much less of their fellows than those who had heard the good news about the kidney donor. The former estimated that fewer members of their community were decent, honest, and altruistic.

We have repeated this revealing experiment several times, using both younger and older groups of males and females. The results are invariably the same. The good news produces more favorable views of humanity's general moral disposition than bad news does—despite the fact that the news deals only with certain special cases and not at all with human nature on the grand scale.

Social irresponsibility. But something even more startling happens when people hear good or bad news. Not only do their beliefs change, so does their behavior. We have confirmed in the laboratory what we observed on the street after Robert Kennedy's death, namely, a pattern of social irresponsibility.



André François

André François

In several experiments, we recruited people who were told simply that they were going to participate in a study of human decisionmaking. Again, when they entered the room, innocuous music was coming from a radio. The experimenter then explained to them that each person in the room would be working with another person in an adjacent room. Moreover, each person would be paid for his participation in the experiment, and the amount he received would depend on how he performed his task with the unseen stranger. If both cooperated in the task, they would earn equal but moderate amounts of money. If both competed, they would earn very little money. However, if one worked cooperatively while the other was competing, the person who competed would earn a good deal of money whereas the one who cooperated would earn substantially less than in any other situation. There was a reward, in other words, for cooperation, but there was also a risk.

While the people waited, the music ended and they heard a newscast. Although it concerned events that were totally unrelated to their forthcoming work, the newscast had profound consequences on their behavior. Those who heard good news were predisposed to think well of the stranger. They tended to believe that he or she was going to behave cooperatively during the task, and they took the risk of behaving cooperatively themselves. Those who heard bad news had a very different image of the stranger. In general, they expected the stranger to behave competitively, and they acted accordingly by competing themselves.

It requires only a small stretch of the imagination to see what might be happening *outside* the laboratory when people hear bad news. They are likely to become more competitive and less cooperative. Therefore, competition, cooperation, and feelings of "we" and "they" are partly the result of the information about human beings that we gather from the news.

In addition to influencing the decision of whether or not to cooperate with a stranger, information that reflects well or badly on human nature can affect our social discrimination in specific ways. For example, in an experiment with 50 middle-aged women, Elizabeth LaKind of the Columbia University Teachers College research team demonstrated that good or bad news influenced the decisions the

Those who heard good news
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Those who heard bad news
had a very different image.

women made regarding the guilt or innocence of a defendant in a mock trial.

Guilt or innocence. LaKind used the same radio technique we have already described, exposing half the women to a piece of good news and the other half to bad. Later, the women read summaries of two legal cases. In the first case, a man was being accused of murder; in the second, a man was being sued for injuries received by a passenger in his car during an accident.

Once they had read the cases, both groups of women seemed quite certain about the guilt or innocence of the defendants, despite the fact that the cases were quite ambiguous. Those women who had heard good news were far more likely to judge the alleged murderer innocent than those who had heard bad news. The accident case revealed the same trend.

Experiments like these suggested to us at one point that bad news may simply make people unhappy, or that a generally "down" mood might explain why bad news makes people less cooperative and more suspicious. But apparently a person's mood is not the key, as we learned from the following experiment.

Using the same rigged format, we exposed 40 young men to either antisocial or pro-social newscasts that we had adapted from actual events reported in the media. Then, following each newscast, we administered a modified version of a test that reflects whether a person is feeling generally "up" or "down"—the Nowlis Mood Adjective Checklist.

One might expect that people would feel somewhat hopeful after good news and a bit depressed after bad news. But the experiment didn't reveal any such tendencies. Not only were we unable to detect mood changes following good or bad news, but systematic interviews after the experiment had ended revealed that most of the people hadn't even been aware of having heard a news story until the interviewer brought it to their attention. Yet these same news stories

had affected their subsequent behavior, as we had learned when we asked these same young men to make their choice in the cooperation/competition task. Once again, good news produced disproportionately more cooperation than bad news.

The fact that most of these men and women hardly registered what they were hearing is an extraordinary finding in itself, for it suggests that good or bad news influences our behavior unconsciously. But it wasn't the purpose of the experiment to learn about unconscious influences, however provocative they might be. Our purpose was simply to discover if news stories influence behavior by means of altering mood. Apparently they do not.

Natural causes. As we struggled to understand exactly how information about the social world does affect our conceptions of the relative benevolence or malevolence of human nature—and consequently our behavior toward other people—it occurred to us that a critical element in these news stories must be their *social* component. We reasoned, therefore, that bad news attributable to *natural* causes would not affect behavior, whereas bad news attributable to some human deed would.

We tested this notion in still another laboratory study using the radio and the cooperation/competition game. This time, though, we used four different newscasts—two reporting bad news and two reporting good news.

In one of the bad-news stories, the announcer said that lightning had hit a house and that a family of five had been burned. In the other bad-news story, the house had been fire-bombed by a "maniac" and a family of five had been burned. Similarly, one of our good-news stories attributed a life-affirming event to natural causes, while the other story attributed the same event to an act of human valor.

As we expected, the people who heard good news that was attributed to some human deed were much more likely to behave cooperatively (and expect the stranger in the other room to cooperate) than were those who heard bad news that was attributed to some human deed. We found no such effect among those who had heard good and bad news of the same character and consequences, which the stories attributed to "acts of nature."

What is it, precisely, that gives a news story its power to make us cooperative or competitive, trusting or suspicious?

We believe the answer lies in the "we"/"they" dichotomy mentioned earlier. In fact, we were in the process of investigating that dichotomy when our wallet-dropping experiments were so radically skewed by the assassination of Robert Kennedy.

Those and similar experiments also indicated that when a pedestrian was like the person whose wallet or identification he had picked up off the street, he was most likely to return the lost item. A sense of similarity, in other words—whether of religion, politics, race, or whatever—is truly a sense of identification. It creates a social bond.

Bad news breaks this social bond. It teaches us that other people are not like us. The disruption of group ties, in turn, leads fairly logically to various selfish, distrustful, and antisocial attitudes and behavior. And all on account of some "irrelevant" bit of news about the human capacity for evil.

Similarity and prejudice. An experiment that one of our colleagues, Sharon Kaplan, conducted with a group of high-school boys seems to have confirmed our theory. She told the boys that she was giving them a test of "estimation styles," and after they took the test she informed each one that he was either an "overestimator" or an "underestimator." She gave each boy a little label—in other words, a mini-identity.

Next, Kaplan asked the boys to examine two groups of boxes, supposedly built by two different people. All she told them about the box-builders was that one was an overestimator and the other was an underestimator. This meant, of course, that one set of boxes was built by someone similar in estimation style, whereas the other set was built by someone dissimilar. (The boys didn't know it, but the two groups of boxes were actually identical in every respect.)

She then asked some of the boys to pay each box-builder according to the merit of his work. The results were con-

sistent with what we had found in our earlier experiments. After hearing bad-news stories, the boys discriminated sharply between the two groups of boxes. They discriminated between builders who were like them or unlike them. And they showed great favoritism toward the similar box-builder by paying him better for his "superior" work. Bad news, in short, produced the rankest sort of prejudice, dividing the boys into "us" and "them."

After the good-news story, by contrast, the boys displayed almost no prejudice, and they paid the two box-builders—both the one who supposedly resembled them and the one who did not—equally.

Our method of establishing similarity and dissimilarity in this study was obviously trivial. The results of the experiment, however, are all the more interesting for that very reason. Even trivial differences are exaggerated by demoralizing news stories. Overestimator or underestimator might be rewritten as black or white, Russian or American, Jew or Gentile. Any number of distinguishing characteristics may provide a basis for establishing the bonds of "we" or the barriers of "they." The point to remember here is that the lessons about human nature presented in the daily news can either strengthen those bonds or weaken them.

This series of experiments has important implications in several fields, particularly in the interrelated fields of social psychology, ethics, politics, and journalism. It is now clear, for example, that newscasts have serious and immediate consequences that are completely unintended. Far from just imparting facts, news stories about morality or immorality in action impress us, at least temporarily, with corresponding views of human nature—views that tend to move us, quite unconsciously, to behave in ways appropriate to such views. At worst, as we have seen, newscasts can break down the kinds of group

ties that cause people to help and trust their fellows.

The actions of others. Yet our findings may also be cause for optimism. They imply, after all, that group barriers are malleable. Distinctions between "we" and "they" do not remain fixed. They shift with the course of social events and with information about those events. As one of the authors, Harvey Hornstein, wrote in his recent book *Cruelty and Kindness*, "There is nothing inherent in any distinction between human beings that compels us to see others as *they*."

Social scientists have felt for a long time—and the evidence is still accumulating—that people learn to hold beliefs and act in the ways they do by observing the actions of others. Benevolent and malevolent actions are, of course, among those we observe. Our firsthand social experiences provide us with a continuous stream of raw, fundamental evidence about the moral and ethical commitments of other people. Our behavior reflects that of others, while others' behavior sometimes reflects our own.

The moral responsibilities inherent in these facts have been obvious for a long time. What is not nearly so obvious is that the morning news may have a similar moral impact, and if we believed that the news was simpler and less important than that, we were mistaken. For the news is constantly supplying us with information about our fellow human beings. That is why a news story may unintentionally strengthen group ties or build new barriers between people. It may change our beliefs and our moral behavior: in some cases to our detriment.

To put the matter in the plainest terms, certain news stories can demoralize and estrange us from one another. We believe that this finding places a new and very heavy burden of responsibility on the news media. □

ADMINISTRATIVE UPDATE

(Continued from page 13)

the literature for study prior to a follow-up visit.

If the form is no longer fulfilling a needed function, we would like to discontinue it. However, if it is not being used merely because few are aware of its existence, we would like to bring it to your

attention so we can properly judge its value.

If we find the use of the card has not increased in the next few months, we will go ahead and eliminate it. We'll let you know.

Please Note

Anyone with questions regarding Mr. or Mrs. Henry Bastian may contact Harold Rhodes, pastor of the Waco and Austin, Texas churches.

International Division

Greetings once again to all of you! We're in a brand new year and we hope it proves to be as much a year of growth as the past one. As soon as the year-end reports are in we will give you an update.

I thought I would take a moment to mention a little about the sabbatical policy for the international area. We are beginning to plan for the coming fall season and the men who will be coming in at that time. There are no definite names as yet although several have been thought about. We hope to provide a sabbatical for *all* of our men as time and finances will allow. According to those men who have now experienced it, the opportunity to re-establish a close contact, or maybe in some cases to establish a contact for the first time, with Pasadena is an extremely valuable one. Certainly it is most helpful to me to get to know many of the men better.

We hope to bring all the men who are employed by the work and have never attended Ambassador College in for a year at the earliest opportunity. There are some men working full time as elders who have "come up through the ranks" and have never had the privilege of being in class here at Pasadena. We will bring those men in as quickly as possible.

When sabbaticals are mentioned, unfortunately some of you fellows grab a quick, almost furtive look over your shoulder to see if someone is about to "drag you away." I hope the good "vibes" going out from those who have been here will help to dispel those worries.

I know there are some who do not consider themselves to be academic (or as in a few cases who have never finished high school) who are fearful they won't do well and as a result lose their job. Some have asked: "If I don't get a certificate of the ministry, will I not be allowed to continue in the ministry?"

None of you were ordained because of your academic standing. None of you were prevented from ordination because of a lack of high academic standing. Your ordination was on the basis of what was felt by your minister of the time to be a *calling from God*. God is the one who put you into the ministry, and as long as you are faithful in carrying out the responsibilities of the ministry, are faithful to His church and continue to dedi-

cate your life to him, you will stay in the ministry.

The sabbatical program is intended to 1) renew a contact with headquarters, 2) establish a contact if there hasn't been one, 3) present an opportunity to study new or different facets of the Bible, 4) be a break from the normal routine of years, 5) be a chance for us to become better acquainted with individual ministers and, 6) be an opportunity for a different social life than the limited one of the field. There undoubtedly are many other reasons which could be stated but for which I won't take the time.

The men currently in Pasadena for a sabbatical are unanimously enthusiastic about the opportunity. They have all voiced their feelings and express that they will be going back out into the field with renewed zeal for the job. I know the same will be true of others in the future.

As I said earlier, first of all we are currently bringing in the men who have never been to Ambassador College. Secondly, we are trying to bring in all the men who have been out of College more than ten years. Once these two categories are exhausted, we will concentrate on the men who have graduated from Bricket Wood and have never had the opportunity to come to the United States. It is obviously important for as many as possible of our ministers to be familiar with Pasadena and the college. So all of you who have never as yet been here, there is still hope. Just be patient and we will get to you in due time.

When you realize the number of men in these categories, you can see that it is an ambitious program! There are no plans at this time to include other key employees in the sabbatical program. However, I would hope that if God allows us to continue far enough into the future (which I hope He doesn't), perhaps some of the other key employees will be included as well.

Dean and Marilyn Wilson left for their new assignment in Australia the night of January 15. Just before he left, Dean mentioned that we have now been offered radio time on a station in the Solomons and in Jakarta. There are no details as yet, but hopefully we can begin to reach a totally new area of the world before long. Dean had already begun to expand his "empire" even before he got there! He was very enthusiastic about the assignment and anxious to get settled in. I'm sure you will be hearing from him in the near future.

If there are any points of information regarding the international area in which you are specifically interested, please let us know and we will present them in the *Bulletin*.

—Leslie L. McCullough

Mail Processing

Mail & Phone Activity

At the time of this writing our mail count is lower than it normally is in January. (The current year-to-date count is 113,316 letters as of January 21.) It is our feeling that this decline is generally due to three factors:

1. Severe cold weather and winter snows in the Midwest and Eastern states are a hindrance to the mail.
2. There is only small direct mail stimulation going to our subscribers at the moment. We are in a lull between Subscriber Development mailings.
3. This is an interim period as the Work transfers its energies from some of its older, established efforts into the new, dynamic thrusts of 5-minute radio programs, TV spot ads, *TV Guide* ads, PT newsstands, etc.

Even though the mail is somewhat lower, the WATS line activity is beginning to increase since the television special on Sadat of Egypt began airing on several stations. Year-to-date WATS registries as of January 20 stand at 19,743.

Both the mail areas of MPC and the WATS area anticipate a greater amount of response as the Work's various media outreach really begins to be felt across America.

The Year In Review and a Look Ahead

Last year has been an eventful year and a great deal of *good* has been done in the lives of the millions who are in contact with us, as evidenced by the letters and phone calls received. Below is a general summary for the year of 1976 showing the proportionate number of mail responses to various media.

Radio & Television	120,921	5.0%
Plain Truth	84,111	3.4%
Good News	22,309	.9%
Newsstands	4,284	.2%
Literature Catalog Cards	4,581	.2%
Lit Requests from Booklets	32,520	1.3%
Sub. Development Mailings	1,046,030	42.5%
Member & Co-worker Mail	681,169	27.6%
Correspondence Course	15,018	.6%
All Other	40,250	1.6%
Total Mail	2,051,193	83.3%
WATS Registries	410,803	16.7%
GRAND TOTAL	2,461,996	100.0%

The year of 1976 was a year of lower mail than 1975, due to our PLAIN TRUTH renewal programs and other measures which were designed to prune and trim back the mailing list. It was a year in which new programs and concepts were instituted—to lay a foundation for solid growth in 1977.

Two cases in point are noted in the figures above. Newsstands and the Literature Catalog were both begun much later in the year. We believe that in 1977 both programs—and the many other forward-moving thrusts of the Work—will grow in scope and impact.

Subscriber Development Program

For Mail Processing the implementation of "Subscriber Development" in July was a major step forward that we'd like to review. The concept was to form a program of literature offers—in conjunction with the letters of Messrs. Armstrong and other SDP letters—to try to lead subscribers into a deeper involvement with the Work. The emphasis is on *personal concern* for the media audience—and allowing God to call each one to the level of involvement He wishes.

In the short seven months SDP has been in existence, it has produced encouraging results—both spiritually and financially. Of course, it usually takes time for individuals to voluntarily progress from a "regular" subscriber to the level of "co-worker" or "member." But in the short course of seven months those involved with us as co-workers have grown from a level of 28,000 to more than 50,000. This is just one example of how the practical implementation of Mr. Armstrong's concepts, as expressed in SDP, coupled with God's Spirit working in individual lives actually produces *good results*.

We'll discuss more details about our Subscriber Development Program in a future issue.

That's all for now.

—Richard Rice

LETTER COMMENTS

FIVE MINUTE SPOTS

The idea of the five minute programs seems to have excited the imagination of people and generated some interesting comments.

"The new format for the broadcast sounds good. My wife, Barbara, who is an Alabama Extension home economist, remarked that the Extension Service has likewise found that the few minute 'spots' are the most effective way of reach-

ing the public with consumer messages. The Extension Service, like the Work, offers booklets and materials on the broadcasts, or advises the public that such help exists."

—Alan D. Marcellus
Wetumpka, AL

"I think the spot programs are a very excellent idea. I have heard this fashion of information reporting before and find that people make a habit of listening to the short, interesting, relative, precise type of programs. Especially if it relates to their everyday lives. If you could offer on the program a 'copy of today's broadcast along with a current number of *The PLAIN TRUTH*' they would be forced (by their own interest in the broadcast) to be exposed to the articles of *The PLAIN TRUTH*."

—George Taylor
Kingman, AZ

"We're very excited about the idea of five minute spot commercials by Garner Ted. We really think it would get the message out to a broader audience."

—Mr. & Mrs. David J. Steindorf
Charlo, MT

"The spot commercials and five minute programs sound exciting. People are moving so fast—a short, hard-hitting, thought provoking message should prove very effective. Like the fellow on the Mennen's After Shave Lotion commercial who says, 'Thanks! I needed that!' After a smart slap on the cheek—these should provide the same punch. We'll sure be praying for you in working these out."

—Betty Jordan
Endicott, WA



This cartoon, published in the Cincinnati Enquirer, illustrates the general acceptability the *PLAIN TRUTH* has gained in Southern Ohio as a result of a very high profile Newsstand Distribution.

— Mark Armstrong




Publishing

PT UPDATE

Progress continues to be made both in the PT area and in booklets. A recent meeting in the television studio, in which a number of one-minute television commercials were viewed, resulted in plans for several new booklets and a number of new commercials. The commercials will be tied to booklets and to the PT magazine.


We anticipate a substantial increase in PT circulation as a result of this new program. The key booklets used in the commercials will be chained to stronger, more biblical booklets and to the *Plain Truth*.

The commercials will advertise *Why Were You Born?; After Death—Then What?; Just What Do You Mean Kingdom of God?; The Modern Romans* and *Managing Your Personal Finances*. As you know, that last booklet is chained to the tithing booklet. We will also be preparing some entirely *new* booklets (to be announced later) for use in these commercials.



At present we are working on the April *Plain Truth* for which Mr. Herbert Armstrong has already completed a Personal. He is also working on a major *new* article on the subject of *pre-destination* which is planned for that issue.

Plans are going well for the institution of the "new" 32-page PT in the international areas. The PT will come out in 6 editions each month: the "master" edition (US) which will contain 48 pages; the Spanish, German, Dutch and French editions, plus the English-language edition for the rest of the English-speaking world other than the U.S. and Canada, all of which will contain 32 pages. Each edition will have the same content. This will insure unity of presentation and consistency of teaching in all respects.



Beginning with the March edition we will be dropping the radio log from the PT due to the new plans in the area of media. We will, however, advertise a printed radio and television log that will be available to all who write for it. This will be updated monthly and will be printed with a date of validity on it. Due to our 13-week lead time on the PT it is virtually impossible to print a totally accurate radio and television log in the magazine. The log that has been printed has been accurate at the time of composition, but often becomes obsolete by the time of printing. (In one of these columns I'll explain why we have such a "long" lead time on the PT!).

That's it for this issue. Thanks again for the letters of support for the "new" PT received from both ministers and church members!

—Brian Knowles

SYSTEMATIC THEOLOGY PROJECT UPDATE

I am very pleased to announce that Mr. Bernie Schnippert will be assisting us on the Systematic Theology team. His experience in the field ministry (as well as PCD) will make him a valuable addition to our effort.

I've asked Bernie to begin direct communications with those of you who have volunteered—or who *were* volunteered—to contribute to the project.

Although our original deadlines have proven rather optimistic, we have started to accumulate some fine material. We now have about 400 papers altogether. However, a large number of these come from class assignments in my graduate theology course. And there are still some of you who have not yet completed your original assignments.

Please do so. We cannot do our job here until you do your job there! This compilation of the theological beliefs of the Worldwide Church of God must be the united effort of the entire ministry, not just a few of us at HQ.

In this regard, Mr. Schnippert will help our two-way communications, thanking those of you who have written, and "encouraging" those of you who have not yet done so.

Once again, all of you are encouraged to contribute in any area you so desire.

Following is some material I asked Mr. Schnippert to prepare on the value of the Systematic Theology Project from the point of view of a field minister.

—Robert Kuhn

THE VALUE OF STP

I've recently begun helping Dr. Kuhn with the Work's effort of organizing and documenting our beliefs in what has become known as the Systematic Theology Project under Mr. Garner Ted Armstrong's supervision. This project is not to be confused with the former "Doctrinal Committee" whose goals were far different than ours. This project's goal is simply to collate and organize our doctrines into a collection of statements, compiled from Mr. Herbert Armstrong's biblical teachings and those of Mr. Garner Ted Armstrong, and from our booklets, articles, and magazines. We simply

intend to explain our present beliefs in an organized fashion. No *new* research is involved. Yet we do want to be as theologically accurate as possible.

The advantages of this project to you in the field ministry have been mentioned before and are many and important. A formal, up-to-date statement of doctrine on virtually all major topics and subtopics will enable you men to "all say the same thing," since you will all have the same basis for knowing our current state of understanding. The project will help lessen the problem of one well-intentioned minister contradicting another well-intentioned minister on a significant point. We have all made this mistake—and with the best of motives!

Another important advantage of the project will be to stabilize our doctrinal system in spite of our changing literature inventory. Many booklets have been taken out of the system in the past—or heavily edited with much material deleted—and the reasons *why* such and such a booklet was killed are never 100% accurate (if accurate at all!) as one hears them via the rumor mill. A minister therefore tends to become hesitant to preach *any* thing the booklet contained for fear of preaching heresy. But the Systematic Theology Project will help with this problem by allowing a minister to teach and preach in confidence the truths it outlines, regardless of the endless stream of booklet changes which necessarily come about. No more will the editing or disappearance of a booklet (usually for reasons completely removed from doctrine, such as out-of-date statistics or approach) result in a disappearance from sermons and Bible Studies of whole sections of belief simply because, as some assume, "we don't believe that booklet any longer."

In addition, we all know that Mr. Herbert Armstrong is constantly growing in his doctrinal understanding and explaining new things to us. Anyone who has heard him preach over a period of years can personally attest to the fact that the accusation of "you won't change" is *unfounded*. The STP will assert our willingness to change by virtue of updates as God guides our doctrinal understanding through Mr. Armstrong. No longer will critics be able to justify pulling old, old articles from old publications in an effort to make us answer to something written when society was completely different than now, and God was just beginning to reveal His plan to Mr. Armstrong.

Consider the aforementioned benefits, then, as well as the obvious one of providing a reference for the ministers and eventually for even church members, if material is made available in church

libraries. In short, this project will help *stabilize* the ministry and church, and answer the most often asked question heard at the 1974 conference—"what do we believe about . . . ?"

Some of our ministers have probably hesitated to contribute to this project because they didn't feel qualified. They may reason that with so many teachers and writers at headquarters, "how could I ever come up with something new?" But we don't want "something new"! We simply want the truth we believe as we now understand and believe it. Our approach in God's Church to doctrine has always been unique because we view doctrine as an outline for a way of life, rather than just a technical description of beliefs to argue about. No group has to deal more practically with the teaching, preaching, and instruction of our doctrines as a *way of life* as the field minister. *You* are the best qualified to help with the project.

Our files are well represented in some areas, and sparse in others. If you wish to send in a short memo to us, we'll send you some suggested topics in return. There's no need to fear tackling some long, deeply researched paper, because you already know the doctrines and because we're looking for practical insight and understanding borne from your experience rather than technical scholarship. Any who are willing can help because the broader the base of support we have for this project, the more representative will the final material be, and the more relevant it will be to us all.

—Bernie Schnippert

Y.O.U. UPDATE

The Youth Conference is over and things are returning to normal once again. The Conference, as I am sure all of you have heard by now, was an overwhelming success! Messers. Ted Armstrong and Ron Dart, and all other parties concerned were *very* impressed with the attitude and approach of the young people who attended. Mr. Armstrong made the statement in a sermon here in Pasadena after his return from Big Sandy that if the young people at the conference were any indication of the future of the church, that future was safe and strong. All of us who attended were very much impressed with the depth of the questions and comments made during all the sessions.

All the sessions were recorded. We are making copies right now and a complete set will be sent to each church area as soon as they're available. I hope you will take the time to listen to most of them. I think you'll find them very educational

and encouraging. You'll probably want to play most of the tapes for your youth group, and perhaps some for the whole church.

SEP Update

Interviewing college staff for SEP takes top priority this month. Kermit Nelson, Ron Dick and I completed 64 interviews in Big Sandy on January 16 and 17. According to Mr. Nelson, this is a record there for numbers interested in SEP.

We are in the middle of interviewing in Pasadena right now. To date we have 136 applications here and have talked to 50 applicants. With interest running at an all-time high, we will consequently be able to select a highly qualified and effective staff for this coming summer.

We're pleased to have Mr. Kermit Nelson back this year as Program Director. Last summer he was involved with writing a doctoral dissertation. Mr. Nelson has been scheduling the activities for SEP for nearly twelve years.

Another new member we are pleased to have on the team is Mr. Grady Smith. With years of background in purchasing and accounting in Pasadena, Grady will keep track of the financial end of SEP this summer.

We plan to try a new concept for the high school workers this year. We will accept 28 select persons with hopes of grooming them as future activity personnel and counselors. They will be awarded a \$100.00 bonus for good performance at the end of both sessions, and they won't have to pay room and board. They'll be housed in the units with the campers (two to each unit) as helps to the counselors in setting the pace and example for other campers. We are hoping that your top high school teens will apply when the worker applications are sent out, as it should be an excellent opportunity for them to receive valuable training and to be recognized for outstanding service and leadership.

Another first for SEP this summer is an "expansion" to three-week sessions. That may sound a little deceptive as previous sessions have been four weeks. What we're actually going to do is lessen the length of time the students are at camp, and at the same time increase the number of activities and hours spent in these activities.

This will be accomplished by increasing the length of the activity day by starting earlier in the morning and continuing later in the afternoon, and increasing the activity week to six days instead of five. And so the total activity time will actually be increased.

We plan to have all college personnel selected

and announcements made by the middle of February. Seminars and preparation classes will be started in March to get everyone ready for an instant start when camp begins in June.

Local Coordinator Get-togethers

In the November *Bulletin* we stated our desire to have some local coordinator training and get-acquainted seminars this year. We plan to start this program in a limited way at some of the regional basketball tournaments this spring.

Since we will be having Y.O.U. staff at each of the regional tournaments, we plan to have one or two meetings at each site. We would like to have all Y.O.U. district coordinators be there and as many of the local coordinators as can make it. Church pastors who would also like to attend are welcome. We will pick up all driving and food expenses for local coordinators enroute to and from the tournaments. However, local lodging arrangements will have to be made personally. In some of the areas church members have opened their homes to hosting local coordinators. In some cases you may want to help cover expenses for your coordinator from local Y.O.U. funds. I wish we could cover the whole amount, but since this was a non-budgeted item we simply don't have the funds to do so at this time.

Ultimately we want to do a lot more in this training area. We plan to have some cassette tapes made and sent out, and we hope to have more get-togethers in the future. We felt an urgency in getting started as soon as possible, and so this is a beginning. Here is the schedule for the upcoming regional tournaments:

**Feb. 12-13	Northeast Region	Hershey, Pa.
Feb. 19-20	Southwest Region	San Jose, Ca.
March 4-6	Southeast Region	Gainesville, Ga.
March 12-13	Mountain Region	Denver, Co.
**March 12-13	North-central Region	Des Moines, Ia.
March 19-20	Northwest Region	Tacoma, Wa.
**March 19-20	Great Lakes Region	Lafayette, Ind.
March 19-20	South-central Region	Jackson, Miss.

That's it for this issue. Hope to see many of you at the regional tournaments in the next few months. Let us hear from you about your thoughts and ideas about Y.O.U.

—Jim Thornhill

**Due to extremely cold weather in the East and Midwest, the get-togethers at Hershey, Des Moines, and Lafayette are being postponed until the regional track meets. All others will be held as scheduled.

HWA PERSONAL

(Continued from page 10)

ANNOUNCEMENT of the KINGDOM OF GOD which will RESTORE the GOVERNMENT OF GOD. Third, to teach His Apostles this Message of His Kingdom and Government. Fourth, to DIE for us, paying our penalty in our stead—and finally to be resurrected making resurrection and eternal life possible for US.

But He did not take over the throne of the earth at that time. Man's allotted 6,000 years must run its course. God will intervene WHEN (in the final GREAT TRIBULATION) not a human would be left alive UNLESS at that moment GOD DID INTERVENE BY SENDING CHRIST TO ESTABLISH THE KINGDOM OF GOD.

By 70 A.D. the gospel—the ANNOUNCEMENT OF THE KINGDOM OF GOD—had been SUPPRESSED. It was replaced by the teaching that the CHURCH was the Kingdom of God—already HERE. The Trinity doctrine abolished the truth we may be begotten by the Holy Spirit and BORN of God into the GOD FAMILY—by which God shall reproduce Himself. They did away with GOD'S LAW, and thereby His GOVERNMENT.

The original first-century church mushroomed in growth for a very few years. Then persecution set in. The Church went underground. The true Gospel was preached secretly, *not to the world!*

In 1927 when I first came among the people of the Church of God, they had lost much if not most of the TRUTH. They were NOT proclaiming the Good News of the KINGDOM OF GOD, but what they called "The Third Angel's Message." They did not in fact know what IS the KINGDOM OF GOD. Yet they did have more of the true doctrines than any other church.

But by 1933, we had reached the generation that will STILL BE LIVING AT THE COMING OF THE KINGDOM OF GOD—and the second coming of Christ! The time had come when the KINGDOM must be ANNOUNCED TO THE WORLD.

In July, 1933, God committed to me the GREAT COMMISSION of announcing the coming KINGDOM OF GOD. In October, 1933 the first message announcing God's KINGDOM went out over the air. In August, 1933 God raised up through me the PARENT CHURCH of this Philadelphia era. The church was NEEDED TO STAND BACK OF ME IN THIS GREAT COMMISSION. The first Sunday in January, 1934 the WORLD TOMORROW program (then called Radio Church of God) went regularly on the air. February 1, I brought out the first issue of *The PLAIN TRUTH*.

I proclaimed a message of HOPE—of WORLD PEACE in the HAPPY WORLD TOMORROW. The church grew. But, as in the first century, the persecution set in.

I could not picture the joys and glories of the WORLD TOMORROW without contrasting it to the BAD NEWS of Satan's WORLD TODAY. And, as well, the causes of today's evils, and also the CAUSES that will bring THE WONDERFUL WORLD TOMORROW.

But gradually we all got to devoting more and more of the Message—especially over the air, T.V., and in print—to the BAD NEWS of the WORLD TODAY.

Fellow ministers, I am convinced this has contributed greatly to the fact that the rate of GROWTH of the Work has slacked off in the past few years.

I take full responsibility for this continuing emphasis on the BAD NEWS, and I REPENT of it sincerely and deeply. I am calling on all the ministry now to begin sounding the GOOD NEWS of the WORLD TOMORROW once again.

Actually, there is not a great deal of detail in the Bible picturing what it will be like in the World Tomorrow.

Use what there is. But, further, consider the CAUSES, and draw your own picture. Take a specific condition today. It is CAUSED by the "GET" way. In the World Tomorrow, the CAUSE will be the GIVE way—the way of LOVE—of GOD'S COMMANDMENTS. Think these things through; paint your own picture of what GOD'S WAY will CAUSE, and what it will be like in the WORLD TOMORROW.

Let me be more specific. GOD'S WAY—the way of GOD'S LAW on which GOD'S GOVERNMENT is based—is LOVE. It is, first, love toward God with all our heart, mind and strength—in obedience, faith and dependence, adoration and worship. Secondly, love to neighbor—the "GIVE" way—love which is outgoing concern for the welfare and good of others, equal to our own self-concern—helping, serving, sharing—with kindness, consideration, patience, forgiveness with forgetting.

That is THE WAY that will CAUSE PEACE, HAPPINESS, JOY, abundant well-being, and salvation in the WORLD TOMORROW.

The CAUSE of today's evils is the "GET" way of life—vanity, lust and greed, jealousy and envy, competition and strife, leading to violence, war and destruction—resentment against imagined wrongs by others—resentment of authority and rebellion against government, especially GOD'S GOVERNMENT.

Whatever the EVIL in today's news, the above is

the ATTITUDE of Satan back of it. We call it human nature, but it was injected into us by Satan. Satan will be imprisoned during the coming millennium. Christ will be here then.

Today, NONE CAN come to Christ except those whom the FATHER draws (John 6:44), and all we who *were called* were those PREDESTINATED to be called NOW, instead of in the millennium, after Christ comes to reign and Satan is NO LONGER HERE. Remember the great difference. NONE is called NOW except those called to GET BACK OF ME IN THIS GREAT COMMISSION—and help in THIS GREAT WORK OF CARRYING CHRIST'S ORIGINAL TRUE GOSPEL MESSAGE OF THE KINGDOM OF GOD TO ALL THE WORLD!

That is a TREMENDOUS STAGGERING RESPONSIBILITY, and I alone can't do it. I have needed the HELP of ALL THE CHURCH—all of whom have a PART in this overwhelming responsibility! Especially that of the ministry! And we are all being JUDGED NOW (I Peter 4:17), for judgment will not come on the UN-called world until after Christ comes. Only the FEW are called now—and for this GREAT PURPOSE!

The time has come that the Church MUST AWAKE! It MUST TAKE ON NEW LIFE! We shall get that NEW LIFE ON OUR KNEES. Those of you who have BEEN spending sufficient time there, KEEP IT UP. Those who have not, BETTER START IMMEDIATELY—BEFORE YOU LAY THIS LETTER DOWN!

I'm going to make a new start myself by putting the emphasis, in speaking and in writing, on the GOOD NEWS of the World Tomorrow.

I give instructions to all you ministers to follow me in this. We must still preach sermons on Christian living, on prophecy, etc., but put emphasis on the GOOD NEWS just ahead—after the GREAT TRIBULATION and world troubles caused by Satan's sway have run their course, and have happily ended. *THIS IS THE END TIME!*

I thank God continually for your loyalty, your sacrifice, your willingness to go out of your WAY to HELP, to minister to people and counsel, answer questions, etc., etc.

With deep love, in Jesus' name,



Special from Herbert W. Armstrong

THERE'S ONE MAN IN this Work most of you have not been hearing enough of—or FROM. He is my right hand man, without whom I could not carry on THE GREAT COMMISSION God conferred on me back in 1933—the MOST IMPORTANT ACTIVITY ON THIS EARTH IN THE LAST 1900 YEARS!

He first entered this Work some 20 years ago as our Certified Public Accountant. He attended Law School at U.S.C., and graduated with the highest grades in history. Harvard and Yale sought him to teach on their Law School faculties. But he taught part time at U.S.C., and devoted the rest of his time to *this Work*.

Later he became our chief Counsel. Still later he gave up high-paying law clients to devote his full time to this Work. For some years now he has travelled constantly with me, as God OPENS DOORS all over the world to Kings, Presidents, Emperors and Prime Ministers—opening doors for CHRIST'S GOSPEL ANNOUNCEMENT of the soon-coming KINGDOM OF GOD to be taken into those vast population countries where the doors previously were closed to this Message.

Mr. Rader is Vice-president for Financial Affairs. He is a man of very unusual talents, and a sharp, understanding mind. His accurate analysis of THIS WORK is something we all need to read—AND HEED!

His Message before an employee meeting at Headquarters on January 18 was so VITAL—so IMPORTANT—I want you all to read it. Read it THOROUGHLY—digest it carefully.

—H.W.A.

PART I

During the past years we have had an array of activities and enterprises that we have embarked upon and, in addition, we have had many changes in activities and programs. Old ones have been abandoned and new ones have been added. We have had changes in personnel, changes in procedures. We've had some changes in doctrine. We've had some traumas. And all of that is a guarantee that few within the Work will have a common perception of what the Work is all about, what the Work's Mission is, and how it should best serve the Work's constituency. And that responsibility is as much ours, who work at headquarters, as anybody's.

We who have shaped some of the policies and actions of the Work have perhaps not been as effective as we should have been in communicating to you the reasons for changes—the reasons why something has been done, why something else has not been done. We have tried to do so in the pages of the GOOD NEWS, *The PLAIN TRUTH*, *The Worldwide News*, ministerial Bulletins, and in forums and sermons. But I can still see, after talking with people, that we have not done a perfect job of it. Mr. Armstrong, of course, has taught us that we're not perfect. We will make errors, but we should all strive to be perfect. We'll fall short, but that doesn't mean we shouldn't keep trying. But this blurred image of what we are doing and what we have done and are about to do, does somewhat weaken the Work's capacity to be effective in terms commensurate with the Work's potential, which is very, very great.

We are on the threshold of breaking through to new ground, and we must capitalize on the opportunities or we will not have fulfilled the responsibilities that have devolved upon us. And, although I have been able to see that we may not have effectively communicated at every level, I also feel that, to a greater or lesser extent, communication is a two-way street, and I think some of you may not have done as good a job of helping that communication be as effective as possible—by not letting us know directly where we might not have explained something as fully as it should have been explained, have not answered your concerns or anxieties, whether they are well grounded or not.


There must be interaction amongst the employees and between the employees and the administration, if a dialogue is going to be produced. Otherwise, it's always one-way traffic. Whoever is speaking is only speaking to you, and he's not hearing what you are about to say, or could say. He doesn't even know for sure if what he is saying has registered on your consciousness. So we must try in the future to bring about better and more effective communication here at headquarters. And then, I think, if we've done that, we will find that what is carried out to the brethren who are not at headquarters would be substantially in accord with what has been decided here, and then we will be working together for the same goals, the same objectives, with one shared idea of what the Work is all about—what our Mission is and where we are going.

Now all of that becomes quite relevant, even more so than it was perhaps last week, because we are about to become the focus of national atten-

tion on a scale heretofore unknown. We are about to launch a major, national magazine. Now that is important national news, particularly because the kind of magazine that we are about to launch has all of the ingredients that will affect those people who work in the publishing and communications field, which means it will be talked about everywhere; and it's the kind of magazine which will excite the imagination of the subscribers and the readers.


Of course, you know TIME magazine. Also NEWSWEEK. Both issues last week were devoted to another national magazine—NEW YORK magazine, and a new magazine called NEW WEST. They told of a great struggle, during which a Mr. Murdoch from Australia took over those two magazines, although the people who found the magazines taken away from them fought a big legal battle on a broad front to try to prevent the takeover. He bought the magazines for *many* millions of dollars. The magazines were not making money. They're losing money. But he could look down the line and see that those magazines would soon make money, even though he doesn't need money—he has all the money he needs. But he knew that by taking over those magazines he would have more power. More power to do what? More power to shape the minds and consciousness of the readers of those magazines. We, too, are constantly in a battle to reach people because we have a job to do. We have to get out the announcement. We have to get the announcement to people who are going to receive it—listen to it, watch it on television, read it in magazines that we control or otherwise dominate. And we want to reach them with impact, just as Mr. Murdoch wants to reach them with his messages.

QUEST/77, which will be launched in just a few weeks, is going to do something for the Work that has not been done before, except on a limited scale. Since the Foundation began, with its concert series here in our Ambassador Auditorium, we have definitely changed the community's mind about Ambassador College and the Worldwide Church of God. We have done that now in less than two years. We have made a big impact on the community, and people think that what we are doing in every phase of the Work is commendable. Of course, we're not seeking their praise. That's not why we've done it. We haven't entered into this effort so that they would say nice things about us. But now people are aware of the fact that there is a message being pumped out every day—on radio, television and by printed word. And more and more people are going to come in




contact with that message. And they're going to listen to it. And more and more people will heed it, because they will respect the fact that it's coming from an institution that has caught the public's eye.

ESQUIRE magazine recently wrote an article about us. We can't control their writers. They're also writing for a particular audience. But it's quite remarkable when a relatively hostile writer-journalist writes and says we, the Church, are about to make a major impact on religious thought in the United States. That's pretty significant! It hasn't been said before. And we ARE about to make a major contribution to religious thought in the United States. He went on to say that Mr. Armstrong had a better idea than Henry Ford. He wasn't exactly right—it wasn't Mr. Armstrong's idea. But what he was saying is that Mr. Armstrong and the Work have accomplished much more than Henry Ford did, because Henry Ford's idea at least had wheels.



When you think about that, you can see that we're on the threshold of something exciting and something big. And the College and the Church and each of you is going to be the focus of attention. We have no way of knowing what the media will do with the story. We have every reason to believe the magazine will receive many kudos—much praise for its substance, style, tone, focus, perspective—for everything—because we have already received many comments along those lines, and it's pretty much the talk of the publishing industry. But we have no way of knowing for certain what the media will do about us. During the past few months they have been very complimentary. They've merely said that this exciting new magazine, with its great potential, will be published by the Ambassador International Cultural Foundation, which was founded and is supported by the Worldwide Church of God. And then, of course, they have mentioned Mr. Armstrong's name as Pastor General, and they refer to Mr. Garner Ted Armstrong as the well-known radio and television commentator. We don't know, when the mix begins, what it will say. We do know that articles about us have already been locked up in several major American magazines. You *can't stop* magazines from writing about us—they all want in; even major magazines from abroad are calling. The Washington Post even called last week. Everyone wants to know what we're doing. And why. It hasn't happened before. The impact is going to be tremendous.



What about the fact that some of the people working on QUEST/77—editors and writers—are

not members of the Church? First of all, they work for us; we do not work for them. They are operating within the guidelines and parameters—the prospectus and scope—that *we* gave them. They are using their abilities, experience and reputations—all of which are considerable—to make *our* magazine a major commercial success.

Furthermore, we have worked with non-Church members for years and years. This Work would not exist if we had not worked with other people who are not of like mind. We don't have giant monastery walls around this institution with nothing coming in and nothing going out. We've had to work with other people, and we must continue to work with them, even if they are not of like mind. They help us do our job better.

We've always had to rely on other people. Mr. Armstrong has taken great pains to tell people, "We want your *best*. We want you, when you're working for the College or the Church, to put forth your best effort, using your very best creative abilities. We're going to pay you well. You are worthy of your hire as a servant. We want you to prosper. And we hope that you will learn, by watching us, how to live better and more fulfilled lives." And so on. And Mr. Armstrong has taken great pride in the fact that other people have become more successful, prospered and have lived better and more abundant lives as a result of their association with us. There are many people on the outside who will be very happy to tell you that is indeed true. Their lives have changed considerably since they have worked with us.

We don't have to worry about some people who are writing for us. But let's not get confused about whether the tail wags the dog or the dog wags the tail. These people work for *us*, and they will abide by what we say and they will do what they can to make the magazine successful. If they slip up, and we catch it, we'll correct it. And if we don't correct it the first time, it will be corrected the second time. But *they will* produce a successful magazine. And it will be *for us*. The fact that they don't believe as we do does not for one moment mean that they are evil people. It doesn't mean that we should eschew them completely. Mr. Armstrong has never said that. We must set an example for others by our comportment, our behavior, what we say, what we do. We should help others to live as we should live. We can do that. We can set that example every day, for one another as well as for people on the outside.

On March 3rd, in the Ambassador Auditorium, Bing Crosby will appear. The evening will be

presented by the Los Angeles Chapter of WAIF (an organization supporting needy children) and AICF. It will be Bing's 50th anniversary in show business. He's an internationally respected individual. You will very seldom hear anything about Bing Crosby that's not praiseworthy. CBS will televise it—one and one half hours, prime time. Kraft Foods is the sponsor. Taping will be done inside the Auditorium and outside. In fact, Ambassador Auditorium will be highlighted and one of the stars! The Foundation will receive credits, along with others, for having brought the presentation to the American people. Maybe fifty, sixty, seventy million people will be watching it. It's going to tell people where Ambassador College is. It's *not* going to tell them what Ambassador College is or what it stands for. But all this will lead to a new flurry of inquiries. It will be covered by the Press—local Press, national Press. Local television, national television. Six hundred of the most important and famous personalities and people in the communications industry, the entertainment industry, television, will be here in the audience for an hour and a half, and in the Student Center for an hour and a half or two hours later at a special reception.

You can see what I mean when I talk about *impact* and *focus*. Next year we've already got a similar event planned. Big stars. Big impact. And it'll be bigger and better. The snowball is beginning to roll, and more and more people will become more and more conscious of what is happening here. And they're all going to be curious about what makes it possible. And everywhere we tell them that it's the Worldwide Church of God that makes it possible. Many of them belong to churches, but they can't see it happening in their church. And we tell them about our Church, and we tell them about our Mission, and we tell them about the support of the members, the co-workers and the donors. And then it begins to make sense to them.

But, let's not kid ourselves. We are not Establishment. We are not seeking to be "of" this world. We are not seeking their compliments as an end. We're not on an ego trip or a vanity trip. Everything we're doing is simply a means to an end, just as everything else we do is a means to an end. Mr. Armstrong has said it again and again. Whatever we do, we continue to do only so long as it's effective in helping us to fulfill the Great Commission, and that's what we must never forget.

That's all the Foundation has been, and that's all the Foundation is and will continue to be. The Foundation enhances the Church's ability to do

good works and spread good will throughout the world. If we have a successful magazine, for example, it will make funds available for such laudatory purposes, and continue to help the Work to grow and to flourish.

—Stanley R. Rader

QUEST/77 UPDATE


I have just returned from New York after the most exciting week I have ever spent in my life. Apart from working with the editorial and advertising teams, I had been directed by Garner Ted Armstrong and Robert Kuhn to approach major publishers and syndicators of newspaper columns, as Mr. Armstrong is extremely desirous of publishing a book—the "Real Jesus" manuscript which he is now working on—and also having a column in many newspapers in the U.S. and eventually around the world.

Through our QUEST/77 staff—we mobilized them for several days—we gained immediate and substantial interest from three of the major book publishers and three of the major column syndicators. I will keep you informed as things develop.

After another week working with people in publishing in New York, there is no doubt that the arrival of QUEST/77 on the publishing scene will bring tremendous publicity for the Work. It is a magazine any of the major publishers would be proud to own.

Our Advertising Director, Phil Du Val, who as you know only came on board the 22nd of November, had only until the 14th of January to obtain the 25 pages of advertising he felt he could get into the magazine. (He had the Xmas and New Years holidays to contend with, but he produced magnificently, as well as being busily engaged in selecting his staff). More than three months ago I was told by an editor at *Ms* magazine that we would be lucky to get 6 or 7 pages of ads. *Working Woman* magazine launched about that time and had great publicity when they got 30 advertisers into their first issue. Now QUEST/77 has 39 advertisers (33 pages) in the first issue and we had to say "no" to agencies who came in late on the final day! One thing more, it is blue chip advertising, including American Express, Mercedes, Steinway, Chrysler, Lincoln Continental, Air Canada, Good-year, Volkswagen, Jaguar, Grumman, Nikon, Volvo, Air Afrique, Book of the Month Club, Chief Apparel, Johnnie Walker, Tall Ship's, etc.

Our direct mail is rolling in. In the first week, results show we are well over our conservative projections. Not only that, subscribers are writing




by the hundreds applauding us for producing a magazine that has the guts to be positive. One that will talk up to and not down to its readers. Many readers claim tears came to their eyes as they read the prospectus. It gave them so much hope.

The people at *Time* magazine are anxious to see the first issue. They phoned Art Murphy, our publisher, again last week. We will also get excellent coverage in *Newsweek*, *Washington Post*, the *New York Times*, and many other magazines and newspapers.

Roger Lippross just called with glowing reports from Glasgow, Kentucky where the magazine is being printed. Four and a half signatures are almost completed and we should have bound copies soon.


The team in New York is quite bullish and Robert Shnayerson, our editor, is ready to take on the whole world with Quest International as soon as is practical. Both he and Murphy agree we have a "white-hot" product; the one they both spent their lifetimes waiting for.



I do hope all of you who are subscribers to the magazine will write and let us know your opinion. We have done our best to produce something of quality and of help to humanity. You may be interested in a comment that we had from a major advertiser in response to a letter from Phil Du Val:

To read what Robert Shnayerson says is to me not only true in the first part of the preview, i.e. the steady and deepening decline in our standards and attitudes, but is uplifting in what he says in the central and last parts. Surely, although it does not say it in so many words, to achieve what he is setting out to do in QUEST/77 is a recognition that there must be in this world of ours a return to basic Truth; put in another way, a return to real spiritual values in order to get back a sense of proportion and the ability which we have lost to see what is good and wholesome and, using Shnayerson's word, "excellence." Truly there is so much in this world if we had but eyes to see it.

I should perhaps close with one final statement that was made to me last week from a financial and publishing lawyer who has personally been involved in more than 40 magazine start-ups. He says:



"I have watched QUEST/77 come together. The editorial men, the ad men, the promotion. I have received your direct mail package and I loved it. In all my experience I have never witnessed such an excellent beginning. It is an example to be followed by all those in publishing."

—Jack Martin

Sermon Outlines

GOD'S WORK IN JOSEPH'S TIME: EVANGELIZING EGYPT THROUGH PUBLIC SERVICE

Introduction:

There are *two* ways to evangelize. In the past we have emphasized just *one*—*direct* witnessing of God's spiritual truths through radio, TV and now newsstands. AICF demonstrates the other method—equally biblical—proclaiming the gospel *indirectly*, through Christianity *in action* through Public Service. Let's see how certain events in Joseph's life support this concept.

Body:

- I. MORAL FOUNDATION God could use Joseph because he was close to God and kept His laws. Gen. 37:2—honored his father; Gen. 39:8-9—fled adultery.
- II. SERVICE TO POTIPHAR Joseph used his natural talents, in spite of unhappy circumstances, and God made his work prosper through His invisible support (Gen. 39:1-5). All of *us* have untapped natural talents too, and God will help us prosper.
- III. SERVICE TO THE WARDEN (Gen. 39:19-23) Joseph used his same natural managerial talent again, but he began an ascent to *higher* service. God's support remained invisible but present. *We*, like Joseph, may not see how, but God will also elevate *our* impact!
- IV. UNIQUE SERVICE TO THE WARDEN (Gen. 40:9-15) Joseph endured adversity at length, yet he continued to serve with his natural talent. *Because* of his willingness to serve, Joseph was now in the position where God could intervene with the *miracles* necessary to propel Joseph into Pharaoh's court.
- V. UNIQUE SERVICE TO PHARAOH (Gen. 41:9-36) Joseph was called up to the very top, *only* because of his background of loyal public service at lower levels. Thus, God was finally ready to deliver the visions of famine.
- VI. SERVICE TO EGYPT (Gen. 41:37-57, 50:20)
 - A. Joseph's managerial skill, brought to Pharaoh's attention by God's miracles, performed the *ultimate* in public service—Joseph *saved* the nation!
 - B. Joseph's selfless service SAVED HIS OWN FAMILY, TOO!! Jacob's 70 in another coun-

try, were delivered from death (Gen. 45:7), and given a new start in Egypt by royal decree.

- C. Israel in Egypt lost favor, was oppressed and the object of infanticide pogroms, *because* a pharaoh arose who *knew not* Joseph (Ex. 1:8); and BECAUSE PUBLIC SERVICE WAS NO LONGER WALKING HAND IN HAND WITH THE EXODUS PLAN FOR ISRAEL! NO ISRAELITE PUBLIC SERVICE WAS PRESENT TO PROTECT THE ISRAELITE FAMILY!! Today the Church of God will be prematurely persecuted, and its witness quashed sooner if we "cry aloud and spare not" *without* a corresponding *public service* witness (I Peter 2:15, Gal. 6:10).
- VII. SERVICE TO THE WORLD (Gen. 50:25) Joseph, even in death, passed into the Promised Land, a picture of the Kingdom of God. Will he not once more be elevated to *higher* opportunity for public service in the World Tomorrow, because of his work in the Work, in Egypt?

Conclusion:

Mr. Herbert Armstrong is carrying a global public service program to world leaders, at the same time proclaiming very strongly the wonderful news of the coming Kingdom of God. Mr. Ted Armstrong is also crying aloud with a public awareness message of God's truth (Isa. 58:1-2). Together they are setting us an example of two concepts walking hand-in-hand as a *complete* plan. Let's serve in our local communities and through AICF as we are able, so that men may SEE our *good works* and glorify our Father in heaven (Matt. 5:16).

—Charles Scott
Sioux Falls, South Dakota

HOW TO BE A FOLLOWER

Most want to be leaders, but before we can lead we need to learn *how* to follow. In this sermon we want to examine what kind of a follower Jesus Christ was, so we can compare His example with our own and begin to improve our standards.

Body:

Following can be fun! We have a natural drive to lead. But God shows us that when we submit our wills to His in total obedience, we can experience great joy (John 15:10-11; Psa. 43:4).

We have to choose whom we will serve—God or

mammon—but it has to be just *one* (Luke 16:13; Rom. 6:16-22; John 12:25-26).

Christ's Example:

- I. He called His Boss "Father"
John 20:17—The relationship was a warm, family one. He concentrated on His Superior's strengths as Lifegiver/Provider/Protector. It wasn't always easy—Christ had a tough time.
- II. He was always thankful
Matt. 11:25—Yet we take our parents/bosses for granted.
- III. He identified with the Boss
Matt. 11:27; John 10:30—How many of us say "My boss/husband and I are "one"? This would produce peace in our jobs and homes. We often think we can do better than they—that's the basic problem.
- IV. He was loyal even when the decision went against Him
Matt. 26:38, 39, 43; I Pet. 2:18—"Not as I will but as you will." He made His feelings known and then backed up the Boss's decision.
Matt. 15:13—Every plant my Father didn't plant will die; i.e. every action performed against the spirit of the boss's/husband's decision will fail in some way—so I won't do it.
- VI. Christ gave the credit to God
John 5:19-20—I can do NOTHING of myself. Yet He was so much greater than any of us. Do we say without my boss/husband/parents any work/family project would fail? Christ was no glory seeker.
John 10:24-29—My Father is the TOPS!

Conclusion:

We should have the mind of Christ—be humble and obedient—and happy to be working for God (Phil. 2:5-8).

—Bruce A. Kent
Bristol, England



For Your Interest...

LESSONS FROM THE BUSINESS WORLD

Following is a portion of an interview with a successful top executive who ten years earlier had made a name for himself when he was promoted from an accounting/auditing position to take over the management of a company's far-flung computer operations. I think there are some good ideas here for all of us in God's Work, no matter what our responsibility or the department we may work in.

—Dean R. Wilson
Australia

"The key managers and supervisors in the department and I spent approximately two hours per day for three months discussing and agreeing upon how data processing was to be managed. As a result, we talked out all of our differences and attitudes and philosophies so that we ended up by being united, and presented a united front to all of our own departmental employees, and to all company users of data processing services—i.e. our customers."

"One thing that came out of our discussions was the conclusion that: 1. Our technical and professional people were often apparently either indifferent to, or organizationally actually shielded from problems they were causing in the rest of the organization. As a result, they did not feel any responsibility for these problems. 2. Some people in the department were focusing their attention on the wrong objectives. The things they were professionally interested in, and were spending a lot of development time on, were not the kinds of things that deserved high priority from the point of view of our 'customer' needs. 3. On projects that were on the right track, many of the technicians were more concerned about being perfectionists and technically beyond criticism, than they were about getting the job done in commercially acceptable and practical terms. Their preoccupation with theory was outrunning their appreciation of costs and profits. 4. Still others were overly concerned about titles and status and 'perquisites' and the departmental pay structure" (from *The Better-Work Supervisor*, December 20, 1976).

BOOKLET REVIEW

"Childhood" A report from your Blue Cross plan.
(Free booklet available from Blue Cross Offices.)

Would you believe something for "free"? Yes free. Blue Cross advertised this fine booklet (92 pages—in color) on TV a few months ago. I ordered a copy, read it and *liked* it. I think you will enjoy it also if you have children.

I tried to get some extra copies to hand out to heads of families at Church. We asked for 50-100 copies. The woman on the phone said, "Come on down (to the office) and pick them up. They will be by the guard on the first floor." I went down and picked up 2 boxes. Each box contained 136 booklets. Needless to say the New Orleans East and West Churches are well covered. (Also, while I'm at it, Karl Beyersdorfer in Baton Rouge, Ron Wallen in Hattiesburg, and Larry Smith in Mobile—we have extra copies for you guys if you want them. Just call, but not collect, and no we don't deliver.)

I would recommend that all ministers get a copy. Then, if you like it, you could easily obtain extra free copies for your congregations.

On the back cover they state, "Childhood—The best ways to develop physically, emotionally and intellectually healthy children—during the vitally important years one through twelve—are explored in this booklet by 6 physicians, a psychologist, a professor of childhood education, a minister and TV personality, an educator and family counselor, a science reporter and consultant—and a humorist who frankly doesn't know what to do with them."

Chapter Contents include:

1. Healthier, Happier Adults from a Healthier, Happier Childhood
2. Your Child's Health—A Guide for Parents
3. Growing Up Safe
4. Food and the Child
5. A Sensible Approach to Discipline
6. Growing Up Emotionally (outstanding)
7. Easing the Damage of Divorce or Death
8. The Working Mother and Her Children
9. Making the Most of TV
10. Kids Are People Too—But Why?
11. Nourishing the Mind
12. Building Attitudes and Values
13. What Now, Mommy and Daddy?

So don't delay, call your Blue Cross office today.

—Hugh Wilson
New Orleans, West

MUSIC "COUP OF THE YEAR"

Following is an excerpt from an article by Donna Perlmutter, L.A. Herald Examiner music critic, in which she reviewed significant musical events which took place in Southern California during 1976:



Without question, the coup of the year belongs to Ambassador Auditorium for negotiating Vladimir Horowitz's first coast appearance in 24 years. No event could compete with the magnitude of that one, which in every respect was the awesome experience only a Horowitz could provide.

IMPRESSIONS OF AICF/QUEST FROM MINISTERS ON SABBATICAL

Some months ago, we had an animated discussion regarding QUEST/77 in class. I asked some of the men to write up their impressions. Thought you would be interested in their comments. Expect the magazine in just a few more weeks.

—Robert Kuhn

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I have been a member of the Worldwide Church of God for 22 years. As a member I'd like to address the subject of A.I.C.F. and QUEST/77. I feel it is extremely important that we all understand and see the overview—exactly why A.I.C.F. was established and why we are publishing a magazine called QUEST/77—a magazine basically written by persons *outside* the church.

It has been the commission of the church to reach humanity with a message, whether or not they accept and act upon it. We have a vital message. One of hope. A way of life that gives meaning and purpose to existence. We teach that there are true values as opposed to false ones. We understand those true values and want to share them with our fellowman—though we do not believe in cramming them down his throat.

In this world we have people who will not have occasion to, or will simply *refuse* to listen to the World Tomorrow broadcast or view the telecast. Neither will they read the *Plain Truth* or the booklets. Yet we need to somehow reach those people. A.I.C.F. gives us the opportunity to open a door to many of them. QUEST/77 will give us yet another open door to begin reaching these people. Even though we won't be writing the articles in QUEST/77—and furthermore may not totally agree with the style of writing and *every word* therein; nevertheless the door is being opened, and the Church is being recognized. I think it would be very foolish for us to not walk through it. I feel that for us to say we'll not walk through the door unless we can control every word that is printed is being narrow minded and creating an issue that need not be raised.

I feel that we all—minister and laymember alike—must understand that the purpose of

QUEST/77 is *not* to convert people. Rather, we want people to begin thinking about certain issues: about certain true values. A.I.C.F. is a vehicle to help humanity do this. QUEST/77 is yet another vehicle to reach people in a manner and language they will understand *at the moment*—people who would not otherwise listen if we spoke as we do in our current literature and on the radio and TV broadcasts.

When people are locked into a "two-value system" they think there is only one way to get the message out. Therefore any new innovation or idea tends to be rejected without a hearing. Years ago members in Oregon rejected the idea of Mr. Herbert W. Armstrong coming to Pasadena to establish Ambassador College and set up a headquarters Work to get the message out to the world.

Let's view, with a *positive* attitude and approach, the establishment of A.I.C.F. and the publishing of QUEST/77. A door is being opened. We have another vehicle to reach mankind with a *positive* message. Let's be positive ourselves and do everything within our power to make it a resounding success!

—Kelly Barfield
Pasadena

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Recently, in one of our Doctrine classes in Ambassador College, we had an interesting discussion about the Ambassador International Cultural Foundation's magazine, QUEST/77. In this paper I would like to discuss the purposes of the magazine and show how it differs from the *Plain Truth*.

One very important point the membership of the Worldwide Church of God should know is that it is not designed specifically for the brethren, but rather for the public. The writers for the magazine are not our own but *outside* professional writers. This certainly makes the magazine different from the PT.

QUEST/77 is designed to reach the public in a way that will appeal to them. Occasionally an article might seem a little "far out" to the average member of the church, but it will have a positive effect on the outside public. For example, the story may be fictitious but having a very strong *point*. And in talking about General Patton or Vince Lombardi, it may have some slang or undesirable quoted words. This could conceivably be offensive to a minority of the membership. Therefore, I feel that a simple explanation by the minister with regard to such possible objections might help the membership to overlook them and better under-

stand the purpose of the magazine specifically, and A.I.C.F. in general.

I believe that it would be a good idea for each pastor to read the articles in QUEST/77 when it comes out so they will be better able to discuss any objections the membership might bring up. It's not that we are expecting a blanket *negative* response from the membership about the magazine; *this is not the case at all*: actually we expect the exact opposite! Nevertheless, there will be a *few* who might object to the different style in some of the articles or to some of the wording used by these outside writers, etc. Thus our explaining the purposes of the magazine will certainly help in the event some might have questions.

—Allen Bullock
Pasadena

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Within a very few weeks, QUEST/77 will make an impact—both within the membership of the Worldwide Church of God and, more importantly, far outside the ranks of its members. It is with the first impact mentioned that I want to address the following comments:

QUEST/77 presents a *challenge* for each one of us.

Can we collectively step out with a magazine of such splendid scope? Or, will we individually begin to halt?

Are we going to be able to share in the human lives and accomplishments of our fellowmen—will we be able to appreciate the beauty of life in its varied hues, recognizing in that the God who created it all? Or, will we prefer to refrain from appreciating their lives?

Will we have the enthusiasm and eagerness to broaden our perspective of life—where that perspective may take us into new avenues? Or, will we remain content with our own views on life—interesting and varied though they may be?

Will we for a moment walk empathetically in the lives of others—through the pages of QUEST? Or, will we stand somewhat aloof in our own world?

Can we accept the uniqueness of the conception of QUEST/77? Or, are we going to inwardly reject its newness?

Will we share in the vision of QUEST? Or, will we close our minds to its concepts?

Are we going to allow our minds to be opened to new vistas of life and experience? Or, will we be happier with our minds veiled?

An unreal challenge . . . an impossible one?
Then let's accept the challenge of QUEST/77!

—Alex Peck
Pasadena

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QUEST/77, the publication of AICF, is soon to be in the hands of subscribers. A question has arisen, viz. how will the Church membership react to the editorial content which is obviously “non-church?”

Unquestionably, QUEST/77 is going to be different from all the Ambassador College and Worldwide Church of God publications we have grown so used to. The editor, publisher, advertising director, and the writers are not “members of the church,” nor will they write “church doctrine.”

What then, is the purpose of QUEST/77? From all that has been written about the new publication thus far, the purpose can be summed up as follows: QUEST/77 will be reaching a brand new audience—an audience that is not at all acquainted with “church doctrine.” Indeed QUEST/77 is not oriented to teaching religion—it has not been designed to be a vehicle of “church doctrine” as such. It is oriented to expressing man's capability or potential of reaching very high goals and achievements in life. It therefore follows that there will be articles, advertising, and editorial content that may not be right down the “fundamental line.”

We in the ministry need to be actively aware of these factors—overall purpose of QUEST/77; editorial style and content; and the fact that the individuals who will be doing the writing, editing, and publishing are nonmembers. We must not create an exaggerated issue or problem over editorial content or wording used and therefore create unwarranted negative reaction.

QUEST/77 is going to be a massive *new* approach—ours—to the world! The fantastic accolades QUEST/77 is already receiving in *many* high circles is only a token of what the magazine will do for the Work of God!

QUEST/77 is standing on its own in a very highly competitive world. It has already convinced the publishing world of its vital worth to the masses. I feel that we in the ministry find ourselves in a prized position—that of promoting one of the finest magazines ever to emerge on the publishing scene!!

—Earl Roemer
Pasadena

Hopefully, WCG members will support the work of the Foundation as wholeheartedly as they can. The most effective manner in which to build the value of AICF/QUEST in their eyes is through the local ministry. It is my opinion that at the present time two factors exist which could stimulate whole-hearted church member support: 1) if they can see the ultimate contribution which AICF/QUEST will give to aid the progress of church endeavors and 2) if they can see their local minister—the man who over the years has won their respect with his selflessness and respected judgment—wholeheartedly endorse the program himself.

I suggest that updates concerning the Foundation be continued as a regular feature of the Ministerial Bulletin to heighten the likelihood that all ministers will come to enthusiastically support this extension of the "Work" in a non-overbearing but objective way. Updates on a regular basis would serve to be more valuable than a "one-shot" major exposure such as at the Ministerial Conference that would still require reinforcing update information in ensuing months to come, in order to maintain lasting impact. Although it is only an opinion, it is my conjecture that there is a tendency for some of the ministers, due to varying circumstances in personal backgrounds, to currently vary in their grasp as to the value of AICF/QUEST. Unless they comprehend how profoundly powerful a quality oriented Foundation can arouse worldwide impact, it is all too easy to lose track of such a development in the day-to-day shuffle of local activities—visits, phone calls, sermon preparation, etc.

However, key advantage arises in listing news of AICF/QUEST on a regular basis in the *Bulletin* which is respected highly by the ministry as a valuable communications vehicle on what's really important that is going on in the "Work." Therefore the continual appearance and amount of information given in regular updates in the *Bulletin* would very likely heighten its significance in the minds of those reading it.

As compared to their fellow pastors in the field, I feel that the men here on sabbatical have a far greater understanding of the value of these programs and where they are headed, simply due to their experience at headquarters. The fact that the ministers here raise the question "What can we as ministers do to take advantage of AICF/QUEST's increase in scope" tends to indicate that they, as well as pastors in the field, probably have never understood how important AICF/QUEST are ready to become. (This is not said in derogatory

fashion, since the ministers of this church have for the most part valiantly proven their dedication to the church, but only to emphasize that with so many other routine and emergency demands, most of the men have not yet taken the opportunity to really evaluate and comprehend where these things can lead.)

In explaining the important developments of AICF/QUEST's activities through the *Bulletin*, it should also be mentioned that QUEST is *not* a church magazine written by church leaders. Such information and view would hopefully be passed on to the entire congregation perhaps during a Sabbath service, or to those segments of the congregation who have not already understood the fact. This would strategically be done after people had time to favorably react to all of the important and positive updates given on the Foundation. In this view, the church members should then come to realize that while the standards of AICF/QUEST are very high, they do not of themselves ensure that the overall administration and layout of the magazine will be absolutely perfect... just because Mr. Herbert Armstrong's name appears in the masthead or the WCG is associated with it. This should be done for the benefit of the few that might be offended if some article is published that contains imperfections of some type, or material of a possible offensive nature. If the brethren are given ample opportunity by the ministers to fully grasp the important role AICF/QUEST are contributing, they are quite likely to overlook an occasional off-colored word, thought or article. Between this overall positive concept and the honest recognition that QUEST is not another church-sponsored, church-written "Plain Truth," the brethren should remain quite happy with the magazine and the Foundation.

By virtue of the fact that QUEST/77 is supposed to maintain very high standards, it has an obligation to carefully examine all contributed material, whether there happens to be any of our particular brethren in QUEST's readership or not. There are many different peoples with a wide spectrum of sensitivities of all types of backgrounds that are receiving the magazine (or attending other functions of AICF for that matter.)

In conclusion, the Foundation should uphold plans to regularly update the ministry on the significant developments and impact that AICF/QUEST are making in the world. Tied in with this presentation should be the powerful theme of how these programs are enabling Mr. Herbert Armstrong to expand the impact of the

Great Commission through the present day manifestation of man's highest talents and achievements throughout the world. This should increase support and appreciation for the programs among our brethren.

—Bradén Veller
Pasadena

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After reading the "Prospectus," "Scope" and "From the Founder" statements in the rehearsal issue of HUMAN POTENTIAL (which I assume reflect similar statements in QUEST/77), I feel the goals of the magazine are without equal in the world today. Our sights are on lifting the human spirit to its full potential. At the same time, the magazine will indirectly represent the *values* espoused by the beliefs of God's Church.

Reporters, media people, etc., have been quick to understand the connection between AICF and the Worldwide Church of God. Mr. Herbert Armstrong's contacts with world leaders are growing and he and the Church are rapidly coming into world view. QUEST/77 will, no doubt, increasingly be identified with the Church. Since Mr. Herbert Armstrong is founder of AICF and "QUEST," *church members* automatically identify this new magazine as part of the "Work," we can explain it's a separate vehicle to express "good works" to the world, so to the church it *will* indeed represent a facet of "doing the work."

Any material that is in keeping with the prospectus and scope of the magazine should be acceptable, including fiction, poetry or other literary expressions. The criterion should be "does it fulfill the magazine's purpose?" Does it express the potential human beings could achieve with their God-created minds? *Any ideas* contained in articles or stories are subject to the interpretation of the reader and *will* be understood according to the individual's own frame of reference. Selection of material has rightly been left in the professional editor's hands.

—Bill Mott
Pasadena

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QUEST/77 is a tool to reach millions and will be on the news stands across the nation and eventually around the world. Yet how can we go to the world, in the language of the world, thereby getting our "foot in the door" so to speak, and yet not offend some? How can we publish an article of fiction that may appear "way out," yet have a fantastic point on a real issue of human nature or

human potential? Or an article with great human interest, such as the life and success of Vince Lombardi, coach of the Green Bay Packers, when it is for the purpose of showing his life dealings down to the gut level? The writer may sometimes use language of questionable style to us within the Church, yet it is unquestionably Lombardi's! How would you do it? To please all? Or to put the message above style and propriety? How can the Editor walk the fine line of pleasing all and yet get the unique point across that each article has? Who would God expect to be understanding and not be offended—we of His Church—or those in the world?

Romans 8:36 tells us, "As it is written, For thy sake we are killed all the day long; we are accounted as sheep for the slaughter."

Can we in God's Church be big enough to allow a tool such as QUEST/77 to be used to reach the "Romans as Romans, Jews as Jews, Greeks as Greeks," etc.—to go to them in their language and style in hopes of focusing their attention on the great human potential in mankind? Who knows if perhaps, as a result of articles such as this, they may eventually be led by God to know His truth? If we have a superior article of human self-actualization, yet the author refers to evolution in the context, should we be in fear that somehow some of the membership would assume that because of this Ambassador College is now teaching evolution? Absurd, isn't it? But we know some will.

So what is the answer? Educate the congregations to the fact that *all* of the contents of QUEST/77 are not our writings. . . . that they are *of this world* written *to this world*. . . . that we use this vehicle because of its ability to reach this world and get a point across . . . it is the *impact* that QUEST/77 will make for the Work that counts . . . it is the overall message after all, not the particular style, language or manner that counts.

Who among us would ask God to edit out certain portions of the Song of Solomon, or Romans 1:23-26, or Ezekiel 16:8-14? These portions of God's Word are expressing what God means in very picturesque language. God can and will use any means at His disposal to do a job effectively, even to using a "lying spirit" (I Kings 22:21-22). If there is anything God hates it is lying, yet He used this means in this example as the best way to get a job done, and His advisors agreed.

It is the universal principle, the human potential, the quest of mankind, the capacity of man . . . this is the point and the plain truth we want to convey. Any good author, no matter what his style

or how it might be crudely presented to get a point across, hopes that certain points that might be offensive to some will be overlooked and evaluated as to its capacity to capture the minds of most to see the *big picture*.

The best virtue God's people can be cautioned to use is *tolerance*. Let's all strive to teach God's flock to be as big minded as Christ and use the tools He used to fulfill His on-going commission of Matthew 28:18-20. I know that some of the men here working on QUEST/77 go through some agony trying to ascertain how the brethren will react to certain articles because they might be slightly different than the Ambassador College/Worldwide Church of God literature in superficial appearance (although not in overall effect.) Although they must assure the quality, must they also feel compelled to edit out the style of an author in fear of offending a member or two? I hope not! If we *really* want to help, we can do it by being understanding and helping our congregations to be knowledgeable of this, and to convey to the QUEST/77 staff that we respect their keen judgment so they can feel free to get the job done in the very best possible way.

—Herbert F. Magoon
Pasadena

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My major concern is who are we writing to—what type of audience are we trying to reach?

I feel the thrust of QUEST/77 has to do with becoming all things to all men. What are people reading? We're obviously not writing to the Church or *Plain Truth* readership.

When you ask a mechanic to fix your car you don't stand around listening to make sure he

doesn't cuss. He may *think* he has to cuss to get the job done—and so he does it.

We come off pretty prissy and pursed lipped if we severely edit men like Lombardi. Christ talked to whores and other sinners. He didn't condone their actions, but didn't condemn them either.

We tend to place a high priority on what looks good. This is o.k. in balance, but let's not look soooo good we miss the masses.

QUEST/77 is a carrot. Let's not take the color out of it. If we're wrong on any specific article, we can always repent. After all, God's work was reared up through repentance, not faultless writing and rhetoric.

As for subjects potentially controversial for the Church—e.g. ESP, surrealistic writing, etc.—again we're reaching for minds, not matter. If it's current and popular let's get with it! Wide lapels and beards aren't "stoking hell hotter" anymore.

Surely the bulk of QUEST/77 will be leading to a higher level of thinking for all of us.

We're so impressed with ourselves and our righteousness at times. Much of our material seems written to convince each other in the next office, not the world. Maybe we can lay our burden down and live a little as well as longer.

Let's give the brethren some credit for brains as well as brawn. They live next to this stuff every day and I think everybody respects honesty.

It boils down to this. If it's sin, don't *do* it. *Reporting* what sin is *isn't* sin. God did plenty of reporting and admonishing in the Old Testament as well as in the New.

Jump in and fight! I'll back you up till my nose bleeds. That's my view.

—Owen B. Murphy
Pasadena