

# PASTOR GENERAL'S REPORT

TO THE MINISTRY OF THE  
WORLDWIDE CHURCH OF GOD



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## FROM MINISTERIAL SERVICES

Hundreds of letters from members and ministers, expressing their gratitude for the positive direction and strong leadership from Mr. Herbert W. Armstrong, have been coming in. It is interesting that God tends to name things for what they are, because it will require a leader with a strong arm, and dogged determination to fulfill the commission of taking the Good News of the Kingdom of God to all the world.

We are all encouraged that the advancement of the Work, coupled with the growth in the Church and the many recent developments on the world scene, point to the soon culmination of this age, and the glorious return of Jesus Christ and the restoration of God's Government on earth! There is no doubt that God is working powerfully with the Church now, and we are thankful that the Bride of Christ will be ready for His return. Each of us as Ministers are grateful that God has allowed us to have a part in making His Bride ready.

The Pasadena Churches have made giant strides these past two months. The soul searching and personal rededication as God's Church works to make itself ready, both collectively and individually, is bearing fruit. The Bible studies have developed renewed interest and Friday Night Bible Study and Sabbath service attendance have shown a marked increase. The following is a letter received this morning expressing appreciation for the studies:

Just a note to express our appreciation of the new Friday Night Bible Study format. We find your choice of speakers to be very interesting and most informative--RE Mr. Hogberg on Current Events, Mr. Paige on History of the Assyrian Conquest of Israel, and Mr. Chris Patton on Archeology, and the interesting tie-in with their expertise with the Bible.

The Church is spiritually stronger now than it has been for months. Many brethren have made a complete about-face in their lives and are determined to keep it that way. The overall effect of recent events in God's Church has been good, strengthening the Body, for which we unitedly give thanks to God.

I am also happy to announce that Mr. Herbert Armstrong has given his approval for a number of ordinations, which will take place during the fall holy day season.

As the end draws closer, let's strive to serve God with all our hearts. Let's renew our efforts in all areas, vigorously increasing our dedication to the calling God has given us. Remember Jesus Christ gave all for us, to the point of shedding Himself of His glory and Godship and suffering total humiliation, so that we might share Godship with Him and the Father. God expects us to also serve Him with all our being. As Jesus said in Matthew 22:37, "Thou shalt love the Lord thy God with all thy heart, and with all thy soul, and with all thy mind." Let's not hold back!

--Joe Tkach, Ministerial Services

EDITORIAL SERVICES UPDATE

Mr. Armstrong has just approved the cover picture for an abbreviated edition of the Autobiography. The booklet will contain the first two chapters and is primarily intended for our young people. The project arose as a result of Mr. Armstrong's visits to the summer camp at Orr. We'll get this to press right away.

The literature inventory area informs us that the full size U.S. and Britain in Prophecy book will be available about January. Originally it was planned for this month but festival plans and other production considerations have delayed it.

The September PT is now off the press and we are finalizing layouts on sig. 1 of the combined October/November issue. Copy for part of the December issue has also been sent to Mr. Armstrong for his editing and/or approval.

The October/November issue will have Winston Churchill on the cover to illustrate Mr. McNair's article on leadership. We have just received Mr. Armstrong's approval on that today. Some of you may recall that the first color cover of the PT (February '65) also was of Winston Churchill.

--Brian Knowles, Editorial Services

PUBLISHING SERVICES UPDATE

This past week we have been putting together our various budgets for 1980. With inflation as it is in the U.S., we need a 15% increase in the publishing budget just to hold level for this coming year. At the moment this type of increase doesn't seem to be forthcoming, so we are working on yet more ways to make our dollars go even further.

One dramatic impact on our cost effectiveness would be an increase in our PT newsstand percentage response. I mentioned before how with a little more effort some local church areas have increased their response. This has been done by either changing the outlet used or avoiding waste. Some church areas are very good and have a response that is double to other areas. An example of one badly run area was a deacon who was stocking unwanted magazines in his garage without letting us know, while an area just 40 miles away was desperate for more magazines. Let's all be very careful with the magazines we're entrusted with.

Another very effective way of saving money once we get people on the PT list is trying hard to keep them there. To this end we're continuously refining our renewal program and are, with the help of the Quest magazine staff, increasing the effectiveness of the program to ensure the highest renewal rate ever.

We are just about holding our own in PT circulation. Having begun the year with a total of 694,000 subscribers [in the U.S.] and, in spite of severe cutbacks in newsstand distribution and media coverage, we still have a circulation level of 681,000. This is just over 100,000 less than the same time last year when we were enjoying the results of more extensive TV coverage, TV commercials, and a newsstand circulation of one million.

We have been able to maintain this circulation with a massive mailing to former subscribers, PT newspaper inserts, gift subscription envelopes

bound into the magazine and improvements in the renewal program. All this has been helped by the improved quality of subscribers coming in from Mr. Armstrong's broadcasts.

We are hopeful that in the future our financial picture will improve so that our goal of 3 million PT subscribers can be reached.

--Roger Lippross, Publishing Services Director

#### Y.O.U./Y.E.S. UPDATE

Following is a list of meetings for Y.O.U. and Y.E.S. scheduled for the Feast this year. The Y.E.S. meetings are for all ministers and their wives; Y.O.U. meetings are for all Y.O.U. coordinators and their wives. Interested ministers are invited to attend the Y.O.U. meetings. We are looking forward to seeing you all at the Festival this year and anticipate productive and informative meetings.

--Mike Blackwell, Associate Director

#### BILOXI--Mike Blackwell

Sunday, Oct. 7  
2:30-4:30 pm Y.O.U. Meeting  
Monday, Oct. 8  
2:30-4:30 pm Y.E.S. Meeting

#### SARATOGA SPRINGS--Mike Blackwell

Thursday, Oct. 11  
2-4pm Y.E.S. Meeting  
4:30-6:30pm Y.O.U. Meeting

#### FRESNO--Mark Ashland

Friday, Oct. 12  
2-4pm Y.E.S. Meeting  
4:30-6:30pm Y.O.U. Meeting

#### SAVANNAH--Mark Ashland

Sunday, Oct. 7  
2-4pm Y.E.S. Meeting  
4:30-6:30 pm Y.O.U. Meeting

#### NORFOLK--Mike Blackwell

Wednesday, Oct. 10  
2-4pm Y.E.S. Meeting  
4:30-6:30 Y.O.U. Meeting

#### SEATTLE--Ron Dick

Thursday, Oct. 11  
2-4pm Y.E.S. Meeting  
4:30-6:30pm Y.O.U. Meeting

#### OZARKS--Jim Thornhill

Monday, Oct. 8  
2-4pm Y.E.S. Meeting  
4:30-6:30pm Y.O.U. Meeting

#### ST. PETE--Jim Thornhill

Friday, Oct. 12  
2-4pm Y.E.S. Meeting  
4:30-6:30pm Y.O.U. Meeting

#### PASADENA--Ron Dick

Sunday, Oct. 7  
2-4pm Y.E.S. Meeting  
4:30-6:30 pm Y.O.U. Meeting

#### TUCSON--Mark Ashland --Monday, Oct. 8

2-4pm Y.E.S. Meeting  
4:30-6:30pm Y.O.U. Meeting

#### WISCONSIN DELLS--Ron Dick

Tuesday, Oct. 9  
2-4 pm Y.E.S. Meeting  
4:30-6:30 pm Y.O.U. Meeting

#### INTERNATIONAL NEWS

In the wake of hurricane "David," the island of Dominica lies devastated. Nevertheless, the latest news from Mr. Stan Bass, Regional Director for the Caribbean, is that the 20 members on the island miraculously escaped with their lives and that they are "O.K." However, several reported losing the roofs off their houses.

News sources on nearby islands state that it is probable that Dominica will have no electricity, phone or running water services until the end of the year. The banana and coconut crops upon which the island depends for income have been ruined for at least 2 years. Gas (petrol) supplies are nearly exhausted and so, even if someone could get into the airport, they may not be able to travel further except on foot, and the capital, Roseau, is on the other side of the island.

The water shortage brings fear of cholera and typhoid because of streams polluted with animal carcasses. Mr. Bass is trying to find alternative means to get there to evaluate the needs of our members.

Please pray for their safety, health and well-being, especially during this period of isolation for them. Pray also for our three members in the Dominican Republic. They live in a remote area, without phone services, and we have no news of them yet. It appears to be an area not hardest hit by the hurricane, so we hope they have survived intact.

--Rod Matthews, International Office

#### "UPDATE" FLYER SETS NEW RECORD FOR THE YEAR

Each month the Subscriber Development section of MPC mails out a promotional flyer called "Update" to donors and co-workers. "Update" usually appears in a four-page format--with two pages providing news of Mr. Herbert Armstrong's activities, new developments in the Work, and two pages which offer helpful literature.

The July 1979 "Update" set a new record for the year--it drew a welcome 11.3% response to its advertisement for "The Six Great Doctrines of Hebrews 6." 4,140 responses were received which makes it the highest pulling "Update" so far this year.

The "Update" is our present replacement for the previous "Co-Worker Newsletter." The CW Newsletter format was a bit more extensive--and a return envelope was always included. Because of the budgetary cutbacks due to the receiver, the "Update" has no return envelope with it. We feel positive that a return envelope could raise our level of response to the "Update" even higher. But, the envelope will have to wait until the budget permits its use again.

--Richard Rice, Mail Processing Center

#### MAIL COMMENTS

The mail comments this week are a sampling of the many letters relating the positive changes brought about in people's lives by the Church's Gospel message. Here is more living proof our message offers real answers to life's deepest questions and leads to a change in attitude, thinking and conduct. These letters reveal joy, love, hope, happiness, fulfillment and a deep inner peace resulting from the truths and guidance received from the material they have read. And with these attributes comes an ability to face life's trials.

--Mail Processing Center

Our Literature Changes People's Lives

You simply must be made aware of my gratitude, enthusiasm and deep satisfaction in receiving and studying the marvelous pamphlets and booklets you have sent me graciously upon my request. It has suddenly occurred to me that I have been a blinded, tormented captive of this world's satanic system and indoctrination for most all of my 41 years here on earth, until I met you and discovered the wealth of revelation, joy, love and illuminating truth which springs forth from the Bible.

--Mrs. Buscher (Santa Barbara, CA)

Thank you kindly for the books you have sent me. They are making my life a whole lot happier and building my faith stronger. I know they must be helping a lot of people who were lost.

--Jeff Venturine (Portland, OR)

I've been receiving your literature for more than four years and I would like to tell you I enjoy reading everything you write. It's like a light in a dark tunnel. I searched for years for the right information but nothing I found was sufficiently enlightening until I accidentally ran across an advertisement for your literature. I would never be able to tell you how thankful I am to have discovered you. Thank God somebody has the right answers.

--Mrs. E. Deckert (Pleasanton, TX)

There are no words to express my thanks for the knowledge I've received through the booklets I've received. I just had to let you know of the inner joy this knowledge has brought to me--the truth about God and His purpose for creating us after His "kind." It's so very wonderful.

--Minnie S. Holder (Brewton, AL)

Thank you all for the literature I have received from the Church. Through the booklets and articles, for the first time in my life, I can go to the Bible and tell the difference between right and wrong.

--David Sawyer (Asheville, NC)

I would just like to say "Thank You" for the past five years. My entire life has changed so drastically since I first came into contact with this Work. I thank God and I thank you.

--David Elder (Valley Station, KY)

I have learned more from both you and my Bible in less than one year than I ever learned in 79 years, and I started going to church when I was only seven years old. I am over 80 years old now.

--Earl Leidy (Nelsonville, OH)

I have been studying the Bible now for two years and asked questions. No one knew the answers--or said I shouldn't know the answers! But with the help of your books borrowed from a friend, in just 10 weeks I've learned more than I'd ever hoped and am able to answer my questions!

--Kathaleen Lindgren (Toivola, MI)

I can't express how grateful, peaceful, relieved and full I feel, and all because of what reading I've done lately! The booklets you sent to me have helped me realize more deeply that God does love me and care for me. Your work is wonderful. I received it just when I had sunk to the lowest levels of depression, loneliness and complete disinterest or apathy.

--Lou Jaramillo (Las Cruces, NM)

### ON THE WORLD SCENE

THE HEROES HAVE LEFT US: On September 5, the most elaborate funeral took place in London since that of Winston Churchill in 1965. Earl Mountbatten of Burma, Britain's naval hero of World War II and the last viceroy of India before it became independent in 1947 was honored in a deeply moving funeral ceremony in Westminster Abby. Present were all members of the Royal Family (Mountbatten was the cousin of Queen Elizabeth and the uncle of Prince Phillip), as well as many reigning and non-reigning royalty of Europe to whom he was also related.

It was a fitting tribute to the man who was variously called "the last great Englishman" and "Britain's last hero." His tragic death came at the hands of men of far lesser character, guerrillas of the Irish Republican Army, who blew up Mountbatten's yacht in Donegal Bay off the Irish coast.

In another area of the Commonwealth, Canada suffered in late August the loss of John Diefenbaker, its 13th Prime Minister from 1957 to 1963. The much loved, flamboyant "Dief the Chief" was still a member of Parliament (in his thirteenth term) at the time of his death at age 83. He was, said Maclean's, Canada's leading news magazine, "Canada's most colorful prime minister who remained a political giant and active parliamentarian to the end." On all important affairs of state, Mr. Diefenbaker was consulted by both public officials and the news media for advice.

### No Leadership in America

The deaths of Mountbatten and Diefenbaker come at a time of a true dearth of leadership among the leading powers of the free world. Time magazine, in a special report in its August 6, 1979 issue titled "A Cry for Leadership," said this: "It is a comment on the state of temporal power that the world's most impressive and natural leader is the Polish Pope."

Certainly there is precious little in the way of leadership these days in the free world's biggest power, the United States. Nothing exemplifies this more than the nationwide "energy" address delivered by President Carter earlier this summer. At the end of it Mr. Carter appealed to Americans, one and all, to "help" him lead the nation through what he termed its crisis of confidence. Eugene Kennedy, writing in the New York magazine of August 5 quickly took the president to task for his remark, saying, "Americans do not want the burden of leading their leader."

Of course, Mr. Carter is now facing his biggest test of all--will he demand that the Russians take their newly discovered combat division out of Cuba? One wonders. Mr. Carter's first public utterance on the crisis was to counsel the American people to remain "calm."

God, through the prophet Isaiah, prophesied of our end-time loss of leadership and great men: "For, behold, the Lord, the Lord of hosts, is taking away from Jerusalem and from Judah...the mighty man and soldier, the judge and the prophet, the diviner and the elder, the captain of fifty and the man of rank, the counselor...." (Isa. 3:1-3,RSV). Instead of providing inspiring leaders, men of age and wisdom, God said further: "And I will make boys their princes, and babes shall rule over them...the youth will be insolent to the elder, and the base fellow to the honorable (verses 4 & 5).

On that last point, is it not significant that the second most powerful political figure in the United States, President Carter's Chief-of-Staff, Hamilton Jordan, has been embroiled in a continual round of after-hours affairs that has publicly embarrassed the White House?

Continuing in verse 12: "My people--children are their oppressors, and women rule over them." Britain now has a woman Prime Minister, the very able Margaret Thatcher, in the service of her sovereign, Queen Elizabeth II. And in the United States, the President's wife, First Lady Roslynn Carter wields such power behind the scenes that TIME magazine called her, in a recent article, "Mrs. President."

### No Heroes Being Produced

God has taken away the great leaders from our nations. Most of the "mighty" of World War II and the immediate post-war years have now died. What is equally significant is that our societies, increasingly divorced from godly principles and plain common sense, have not regenerated any towering individuals--any heroes--to take their place. In the November, 1978 issue of Harper's magazine, author Henry Fairlie, in a remarkable article titled "Too Rich For Heroes," wrote this:

"We do not have heroes any longer, or perhaps it is more accurate to say, we do not make heroes anymore. There are some who do not mind this, and even think we may be safer without heroes. But even they acknowledge that the absence of heroes is a mark of our age, telling us something about the kind of people we are..." "A society that has no heroes will soon grow enfeebled. Its purposes will be less elevated; its aspirations less challenging; its endeavors less strenuous. Its individual members will also be enfeebled. They will 'hang loose' and 'lay back' and be so 'mellowed out,' the last thing of which they wish to hear is heroism. They do not want to be told of men and women whose example might disturb them, calling them to effort and duty and sacrifice or even the chance of glory."

Fairlie was especially critical of the application of psychology to historical research--"psycho-history" he calls it--and the attempt to cut the great people of the past down to size, to emphasize their "warts" and reduce their accomplishments. "A nation that thinks unhistorically of itself is in present peril," said Fairlie. "That we no longer find heroes among our own politicians or military leaders, that we do not look up to heroes in our religions: all this is our right if it is our inclination. But we have also taken the hero out of history, unable to acknowledge him where he once was...."

Such a "demythologizing" of the greats of the past, said Fairlie, could only have taken place in the "grossly distorted individualism of today," where people are now "incapable of imagining the selflessly disinterested

hero." Ours is the age of the "Me Generation," with the emphasis on "self-improvement," "self-realization," "self-actualization." Most people don't even know that it is possible to sacrifice one's own desires and needs-- and one's life--for a higher cause!

On this point Pete Axthelm, writing in the August 6 Newsweek (article: "Where Have All The Heroes Gone?") wondered how many people today would have done what James Butler Bonham did in 1836. Bonham was sent by the defenders of the Alamo in San Antonio to seek reinforcements 95 miles away. Informed no troops could be spared, he turned around and fought his way back through the beseiging Mexican army to rejoin his Alamo comrades in their fight to a certain death.

Perhaps modern analysts, Axthelm said, would speak of Bonham's "obsession with death" or that he had "self-destructive tendencies." They might muse on what they call the "male bonding" relationship (with vague hints of homosexuality) which supposedly held the defenders of the Alamo together! "God save us from analysts" said Axthelm, "the hoofbeats of Bonham's ride express it much better."

As a result largely of this conditioning (plus lack of respect for authority in general, compounded by the effects of Watergate and Vietnam, the United States possesses a culture, said Fairlie, that "cannot grasp the idea of a hero." Concluded this noted author: "We used to think that our civilization should be guarded, and even that at times it should advance, so that our soldiers were heroes but now we think of our generals only as stupid and knavish and war-hungry...."America is the first country of the West whose high culture does not now know how to be patriotic, that does not seem to understand that patriotism is one of the deepest expressions of the human need for community, for which there is no substitute in the absence of a universal church or great world empire...."

--Gene Hogberg, News Bureau